

MAKERS OF MOMENTS



INDIANAPOLIS COLTS 2021 YEAR IN REVIEW





Dear Fans, Partners & Friends,

After an unprecedented, trying, and challenging 2020, all of us were happy to move on to 2021. This past year, we started to see some aspects of life return to normal. But the pandemic still persisted, and we were reminded that many of our communities still have challenges that need to be addressed.

That's why in 2021 the Indianapolis Colts leaned into our mission – to entertain, inspire, and unite by winning the right way – more than ever. We understand the power that sports have to do just that, and we use this platform enthusiastically to bring attention to important efforts and serve our fellow Hoosiers.

In 2021, we were proud to focus much of our community work on Kicking The Stigma, our initiative to raise awareness about mental health disorders and remove the shame and stigma too often associated with these illnesses. Through this effort, more than \$16 million has been committed to expand treatment and research and raise awareness in Indiana and beyond, and we look forward to continuing this important work for years to come.

We spent 2021 reaffirming our commitment to diversity, equity, and inclusion within our organization and in the community at large. We also worked with multiple community partners on issues like youth and family wellness, food insecurity, supporting veterans and first responders, and many other worthy causes across our state.

We do this because Indiana is our home, and we want it to be the best place to live, work and raise a family. But we also love this work because it transforms us. Our players, coaches and staff leave our events and projects forever changed by the experience of coming together with our community to help those in need.

Thank you for your support and friendship. We are humbled by the opportunity to serve, and we hope you will continue to join us on this journey.

Sincerely,

Jim Irsay
Owner & CEO

Carlie Irsay-Gordon
Vice Chair & Owner

Casey Foyt
Vice Chair & Owner

Kalen Jackson
Vice Chair & Owner

COMMUNITY PHILOSOPHY

The Indianapolis Colts' mission is to entertain, inspire and unite by winning the right way. Our team is committed to improving the lives of our fellow Hoosiers by building a healthy, inclusive and compassionate community through meaningful outreach, projects and partnerships.

The Colts also support current and former Colts players by engaging with them in charitable, off-field efforts, helping them leave a legacy of service to the community.

KEY FOCUS AREAS

■ Health & Wellness

As a sports team, health and wellness is vital to our success. Likewise, we support community efforts that encourage healthy lifestyles and provide access to resources and activities that help people take care of both their bodies and their minds.

Mental Health. We now know that taking care of your mind is just as important as taking care of your body. Although the conversation around mental health has been shrouded in darkness for generations, we hope to remove the stigma surrounding this issue and help expand treatment and research in Indiana and beyond.

■ Family & Youth Empowerment

Youth and families are the building blocks of every community. As such, we strive to help strengthen and empower young people and families so they can foster positive change in their lives and communities.

■ Neighborhood & Community Improvement

Everyone lives in a neighborhood or a community they call their own. We aim to help neighborhoods and communities, and the people who live in them, to be as safe, healthy and engaged as they can be.

■ NFL Initiatives

The Colts continue to support NFL league-wide initiatives, including Play 60, Hispanic Heritage, Crucial Catch, Salute to Service and Inspire Change through volunteerism and philanthropy of ownership, players and club personnel.



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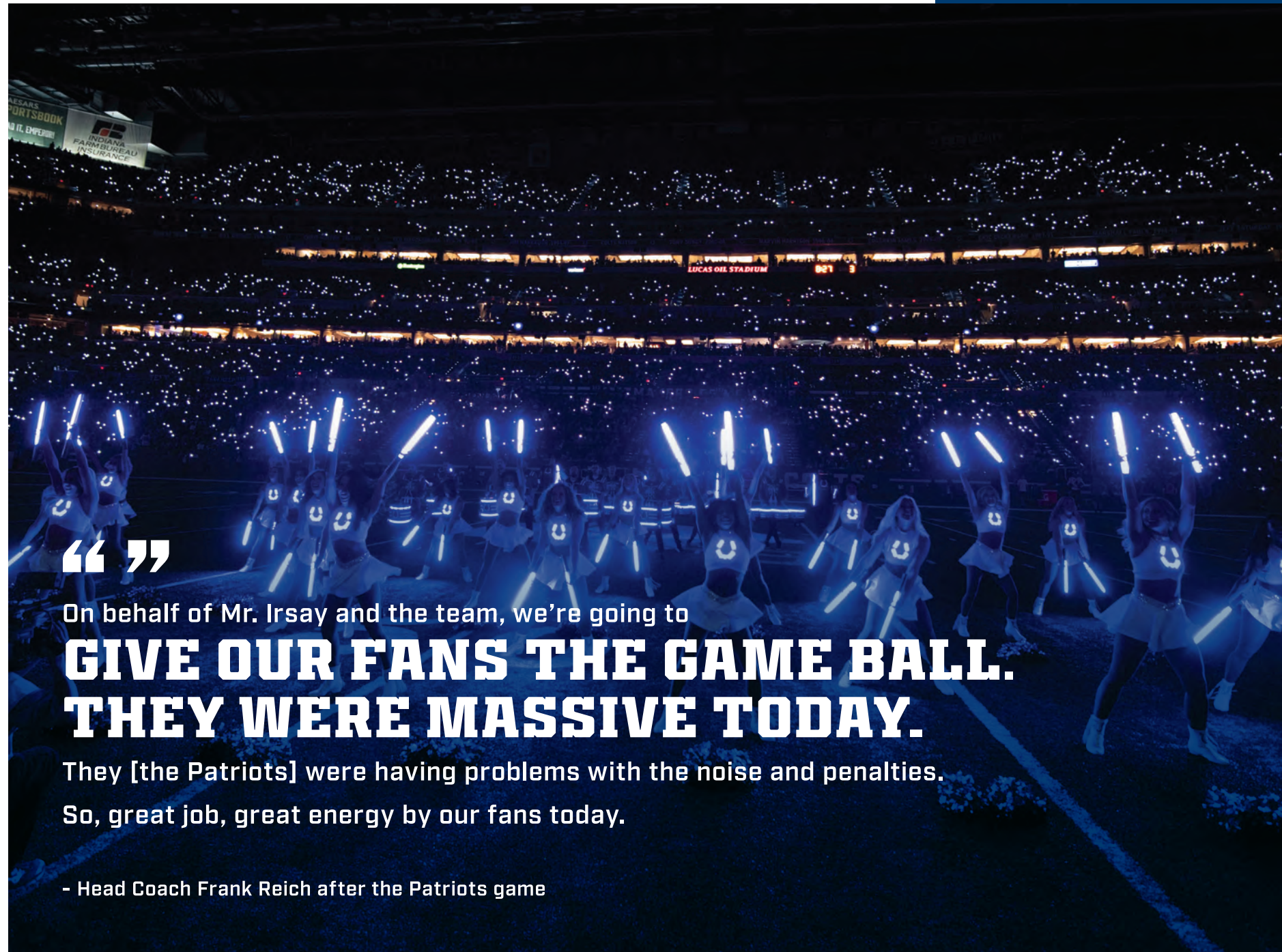
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“ ”

On behalf of Mr. Irsay and the team, we're going to

**GIVE OUR FANS THE GAME BALL.
THEY WERE MASSIVE TODAY.**

They [the Patriots] were having problems with the noise and penalties.

So, great job, great energy by our fans today.

- Head Coach Frank Reich after the Patriots game

ENTERTAIN OUR FANS

A season is made up of moments, and moments become memories. In 2021, we fully reopened our doors and welcomed back Colts Nation. From Training Camp to the Kickoff Concert and Colts gamedays, our fans are the heart of the Horseshoe and we cherished every opportunity to experience those moments and create memories together.

TRAINING CAMP

After a hiatus in 2020, the team returned to Grand Park Sports Campus for Colts Training Camp in 2021. Open to the public for a full month of practices, Colts fans walked through the gates to a new, improved and fully immersive Colts City. Families enjoyed the Colts Play 60 Field, visits with Colts Cheerleaders and team mascot Blue, and got to watch the team practice live and in-person for the first time in more than a year.

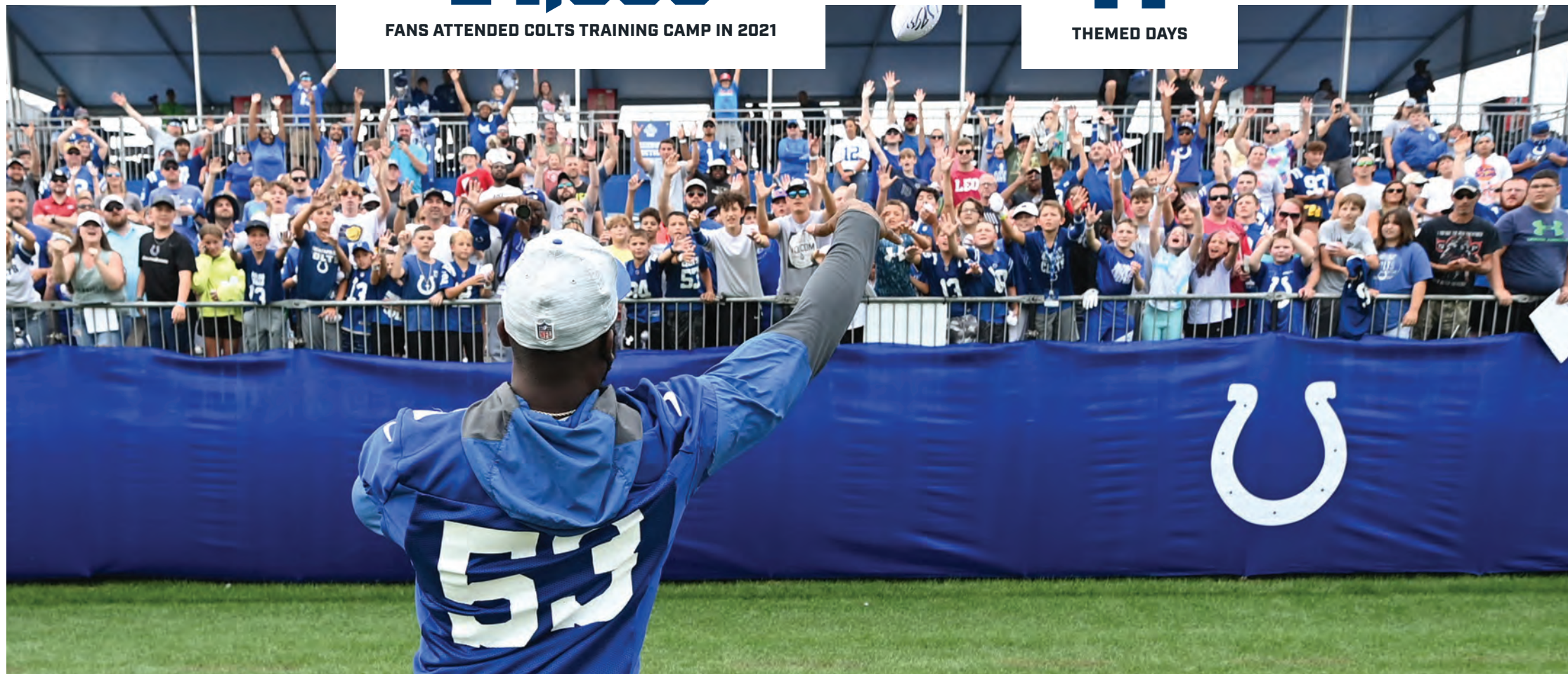


24,085

FANS ATTENDED COLTS TRAINING CAMP IN 2021

14

THEMED DAYS





“ ”

I think it's all important, for us to connect – that's why we still do training camp. That's one of the things that Mr. Irsay and I talked about when I first took the job here – going to training camp, **BEING ABLE TO CONNECT,** being able to let your fans be part of the process, see practice, be open.

-General Manager Chris Ballard



COLTS EVENTS

Fans celebrated the return of football with the Colts 5K and the Kickoff Concert. Headlined by Parmalee, the Colts Kickoff Concert relocated to Monument Circle to bring Colts Nation together for music, moments and memories. The Colts also commemorated the return of primetime football in Indy by dyeing the Downtown Canal blue.



45,585
FANS AT 59 EVENTS IN 16 CITIES



10
GALLONS OF BLUE DYE FOR THE CANAL



2,336
MILES TRAVELED BY COLTS IN MOTION



GAMEDAY

From Georgia Street down Capitol Avenue, along South Street and through Touchdown Town, the excitement of gameday starts on the way to the stadium.



\$642,000+

RAISED THROUGH INDIANAPOLIS COLTS
FOUNDATION 50/50 RAFFLE



2

PRIMETIME HOME GAMES



113,000+

FANS IN TOUCHDOWN TOWN



400,000+

GIVEAWAYS DISTRIBUTED



“ ”

Just to play a year in the league, just to be drafted, just to start one game is incredible in the NFL. To be a Pro Bowler is incredible.

TO BE IN THE HALL OF FAME, IT'S HARD TO PUT INTO WORDS HOW HARD THAT IS TO ACHIEVE.

Such admiration for these guys for sure.

- Owner & CEO Jim Irsay



In August, Edgerrin James (2020 Class) and Peyton Manning (2021 Class) were enshrined as members of the Pro Football Hall of Fame.



Colts celebrated new Ring of Honor inductee, former Defensive End Robert Mathis.





“ ”

Even though our schedules are so busy during the year,

**IT'S SO IMPORTANT TO GIVE BACK
BECAUSE IT'S THE COMMUNITY**

that helps push you and drive you to get to where you want to go.

- Running Back Jonathan Taylor

INSPIRE OUR COMMUNITY

As role models on the field and in the community, the Colts seize every opportunity to influence and inspire the next generation of athletes, scholars, philanthropists and game changers.

COMMUNITY

Tuesdays are the players' only day off during the season. From school visits to playground builds, Community Tuesdays offer a standing appointment to give back. In 2021, 56 Colts players participated in more than 30 events as they made a lasting impact on the Indianapolis community.



YOUTH & HIGH SCHOOL FOOTBALL

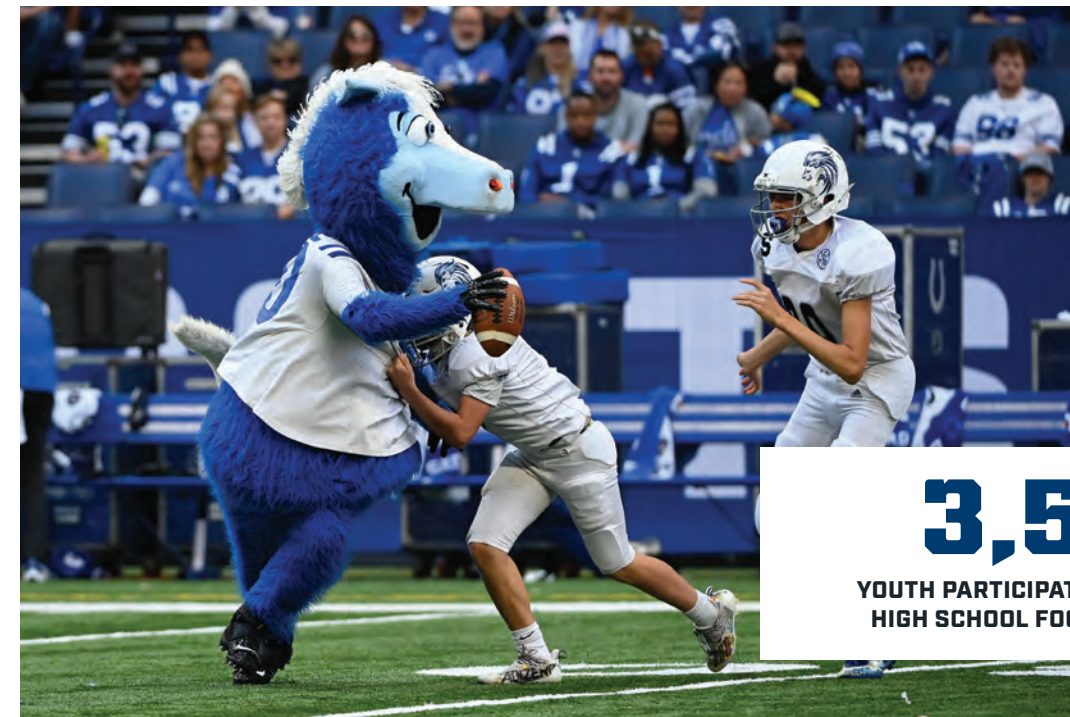
Encouraging youth to live a healthy lifestyle is an investment in our future and theirs. Through Big Blue Football Camps, Colts Skills Camp and the Play 60 Zone, more than 20,000 kids participated in free activities focused on getting 60 minutes of movement each day.



“ ”

It is evident that the Colts value character in their employees and players, which I believe is a big part of the success you guys are having as an entire organization. I always tell the kids it's much bigger than the game. When a professional organization embodies that statement, it validates our mission as high school coaches and educators. This award has provided [Memphis Lee] opportunities and experiences that he would otherwise never have dreamed of. He has signed with St. Francis and will be receiving a full ride scholarship to play football.

– Centerville High School Football Coach, Kyle Padgett on the Colts High School Man of the Year Award



3,500+

YOUTH PARTICIPATED IN COLTS YOUTH AND HIGH SCHOOL FOOTBALL EVENTS IN 2021

CHEERLEADERS

Through gameday performances, philanthropy, viral social media challenges and more, Colts Cheer continued to rewrite what it means to be a professional cheerleader. Role models on and off the field, these ladies inspire the next generation and lift each other up while doing it.



342
JUNIOR
CHEERLEADERS



BLUE

The furry face of the franchise, Colts mascot Blue takes his job seriously. While his antics are always entertaining, he also inspires – traveling the state and nation to deliver important messages to youth and bring joy to fans everywhere.



CRUCIAL CATCH

During the month of October, the NFL community comes together to raise awareness, promote early detection and battle a common enemy – cancer. From honoring survivors and caregivers to hospital visits, the Colts are intentional in empowering and encouraging those fighting and affected by cancer.



22
CRUCIAL CATCH
WARRIORS NAMED IN 2021



SALUTE TO SERVICE

Salute to Service is our opportunity to honor America's heroes. Throughout the season, the Colts hosted several events recognizing service personnel across Indiana. These included a Gold Star Families brunch, an Armed Forces Day at Training Camp, Letters to Vets Campaign, servicing a local pantry supporting homeless veterans, a visit to the Richard L. Roudebush VA Medical Center and more.



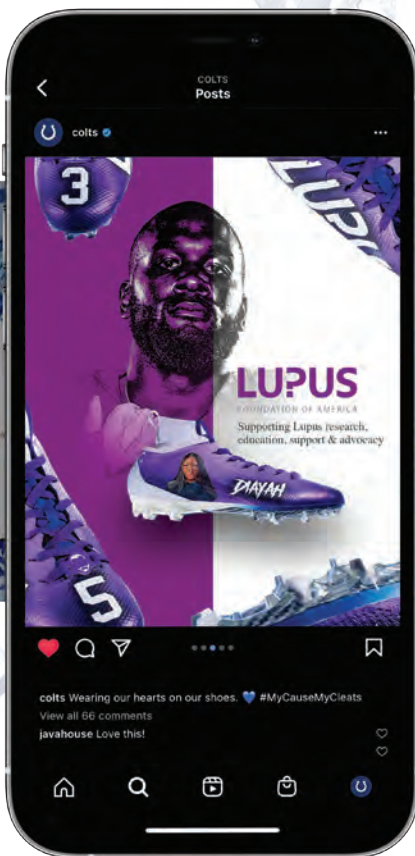
LEFT: Head Coach Frank Reich poses with Matthew Meuser, an advocate for Kicking The Stigma, representing the Boulder Crest Foundation. Boulder Crest is the first-ever veteran-led wellness center in the country to serve active military, veterans and first responders struggling with the effects of post-traumatic stress and other mental health challenges.

BOTTOM: Kenny Moore II participates in a youth football camp at a military base in Alaska while on the NFL USO Tour.



MY CAUSE MY CLEATS

In December, the Colts wore their hearts on their feet – highlighting causes near and dear to them for the NFL's My Cause, My Cleats initiative. More than 60 players participated representing 43 different charities alongside Frank Reich, Chris Ballard and the Irsay Family.



CHRIS BALLARD
Huddle for Hope



PARRIS CAMPBELL
I Promise Foundation



NYHEIM HINES
Muscular Dystrophy Association



BOBBY OKEREKE
Project Healthy Minds



LUKE RHODES
Children of Fallen Patriots



ISAIAH RODGERS
Ronald McDonald House Charities



BRADEN SMITH
Indy Humane



JONATHAN TAYLOR
Boyz II Men



Local Indianapolis artist, Omar Rashaan, collaborated with Defensive End Kwity Paye to customize cleats for T.U.F.F., The Uniform Funding Foundation, whose mission is covering the cost of equipment and participation fees for youth student-athletes.



“ “
WHEN WE LOOK BACK I THINK
WE'RE GOING TO BE VERY PROUD OF
WHAT WE'VE DONE FOR THE CITY.
IT'S THE HEARTBEAT OF WHAT
THE CITY IS TRYING TO DO.

Omar Rashaan



UNITE OUR FAMILY

After two straight years of enormous, unprecedented challenges in communities across Indiana, the country and the world – the Indianapolis Colts understood that there were some things bigger than football.

That’s why the Irsay family and Colts players, coaches and staff focused just as much time and energy in 2021 on community efforts as they did on football. Because to us, “Winning the Right Way” also means winning off the field – with our friends, fans and neighbors in our community.

BREAKING BARRIERS

Breaking Barriers is the Colts social justice initiative to support organizations and efforts that battle systemic racism and reduce barriers to opportunity with a focus on racial equity, economic and educational mobility, community/police relations, voter education and criminal justice reform. We have a responsibility on and off the field to come together and use our platform to level the playing field for others. We believe we must foster dialogue and take action to inspire positive change throughout our city, state and country. It takes all of us.

400+

UNIFORM AND HYGIENE KITS
DISTRIBUTED AT COLTS UNIFORM BLITZ



68,000
POUNDS OF FOOD DISTRIBUTED
AT HORSESHOE HELPINGS



“ ”
**FOOD SCARCITY WAS
A CHALLENGE EVEN
BEFORE COVID,**
so it's vitally important to continue
building partnerships that help give
families more access to healthy food.
- Vice Chair & Owner Carlie Irsay-Gordon



This season, the Colts and The Patachou Foundation kicked off a new community partnership to raise awareness about food insecurity and serve scratch-made meals to Indianapolis kids who face hunger daily.

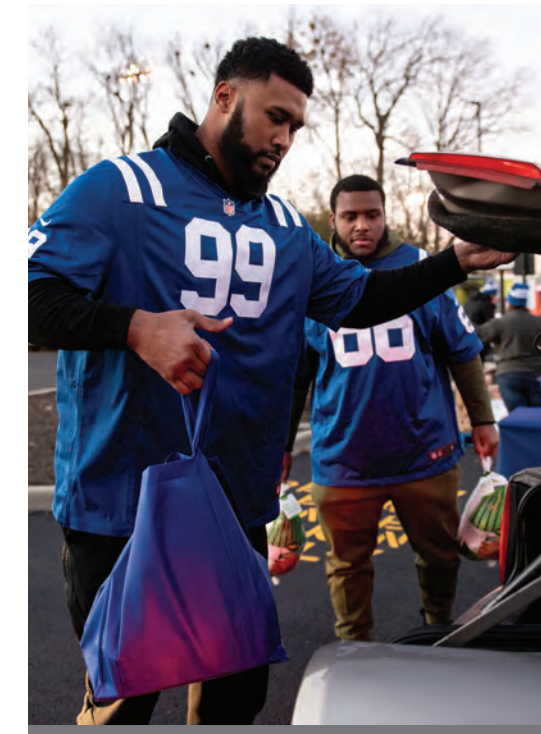


“ ”

I'M TRULY PROUD

of being able to play on a team that cares about making a connection with the community.

- Defensive Tackle DeForest Buckner

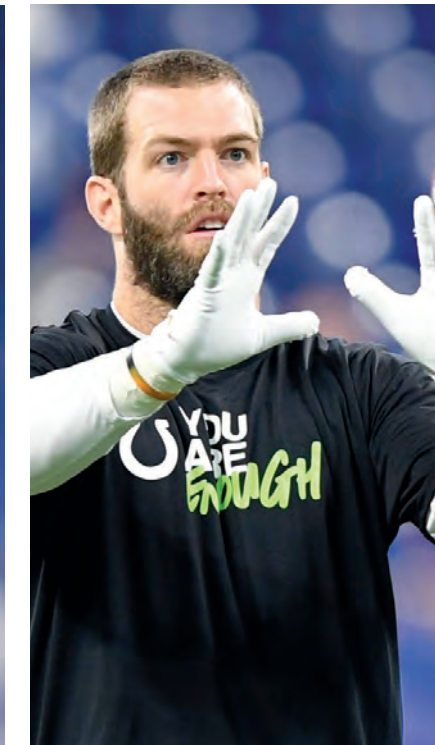


KICKING THE STIGMA

Kicking The Stigma's focus is two-fold: raising awareness about the prevalence of mental health disorders in our communities, and raising and distributing funding to nonprofits and other organizations to expand treatment and research in Indiana and beyond.

The initiative will support work in the following areas:

- Behavioral Health Workforce Development and Comprehensive and Integrated Treatment
- Equitable Access to Treatment and Resources
- Grassroots Peer-to-Peer Support for Youth and Family Programming
- Awareness and Anti-Stigma Initiatives



Through grants and personal donations by the Irsay family, **MORE THAN \$16M** has been committed since 2020 to expand treatment and reserach and raise awareness in Indiana and beyond.



“ ”

This is something that can happen to anyone out there. It can happen to the strongest, fastest, most physically talented athletes out there.

THESE PEOPLE STILL NEED TO BE HEALTHY ON THE INSIDE.

- Colts Legend and Hall of Famer Peyton Manning



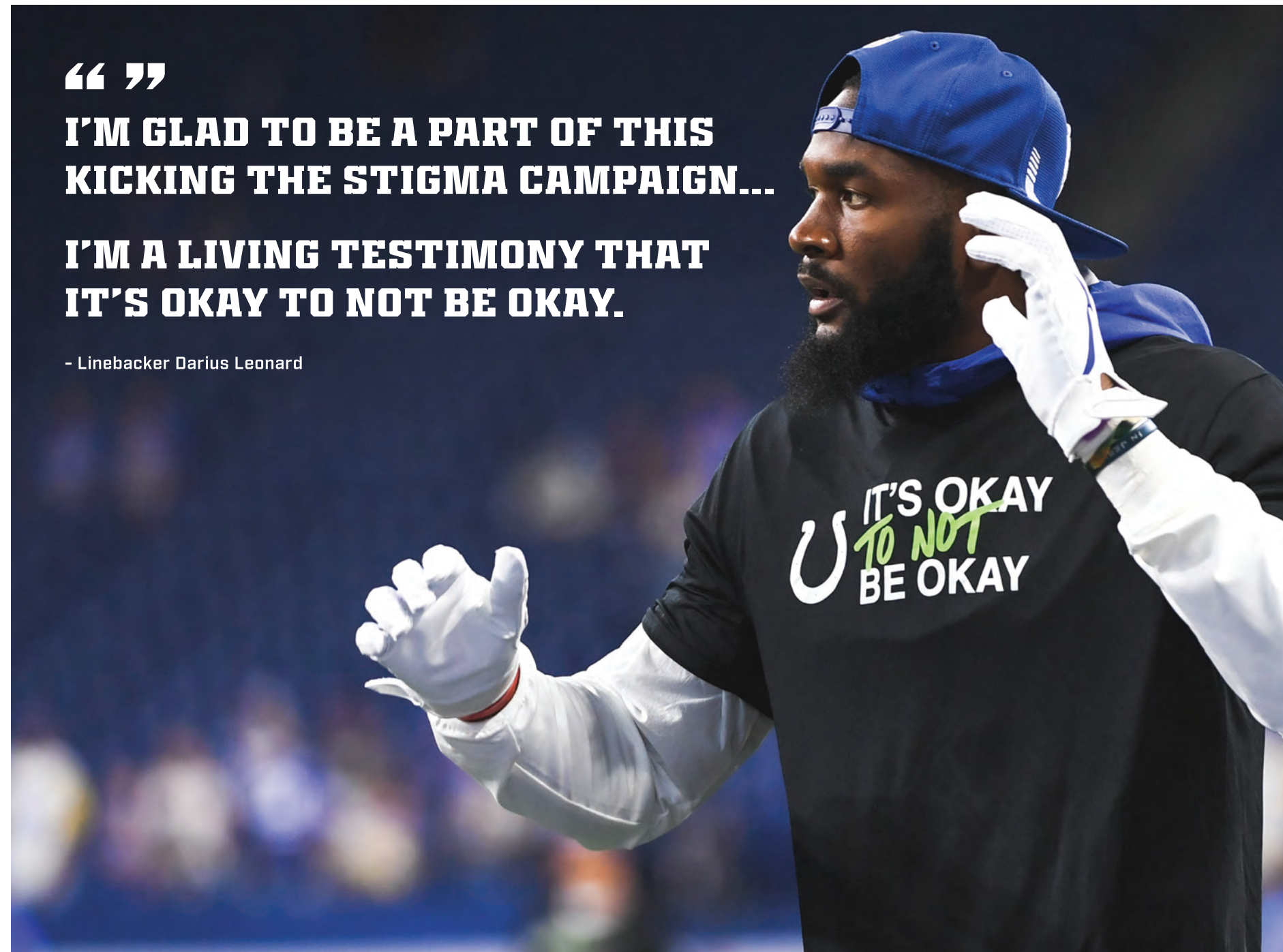
In November 2021, Jim Irsay was honored by the national Hope for Depression Research Foundation (HDRF) with the 2021 Community Ambassador of Hope Award. HDRF is the leading non-profit exclusively dedicated to advancing the understanding and treatment of depression. It is home to the acclaimed Depression Task Force, a collaboration of leading scientists from different research institutions who are pooling data and expertise to accelerate discovery. Olympic champion and mental health advocate Michael Phelps also was honored by HDRF.

“ ”

I'M GLAD TO BE A PART OF THIS KICKING THE STIGMA CAMPAIGN...

I'M A LIVING TESTIMONY THAT IT'S OKAY TO NOT BE OKAY.

- Linebacker Darius Leonard



WALTER PAYTON MAN OF THE YEAR

KENNY MOORE II

Named after the Hall of Fame Chicago Bears running back who exemplified excellence on and off the field, Walter Payton Man of the Year is the NFL's most prestigious award. Moore II was the Colts' 2021 nominee for his commitment to the NFL's core values of respect, integrity, resiliency, philanthropy and commitment to the team and his community.

Moore II is dedicated to giving back and attended all of the Colts' Community Tuesday events in 2021. He's an advocate for underserved youth and pediatric cancer and is a prominent voice for the Colts' Kicking The Stigma initiative.



“ ”

I FEEL LIKE IT'S MY ROLE.

Whether I'm a public figure or if I'm just anyone else in this world, I think that's the role and job that we all have as humans is to help those in need.

Cornerback Kenny Moore II



SALUTE TO SERVICE AWARD BRIAN DECKER

The Colts nominated team Director of Player Development Brian Decker, a retired Green Beret who served two tours of duty in Iraq, for the NFL's Salute to Service Award for his efforts to serve and make a positive impact on U.S. service members, veterans and their families.



ED BLOCK COURAGE AWARD T.Y. HILTON

The Ed Block Courage Award is an annual award presented to a player from each team in the National Football League who is voted for by their teammates as a role model of inspiration, sportsmanship and courage.



COLTS 2021 HIGH SCHOOL MAN OF THE YEAR MEMPHIS LEE

Memphis Lee of Centerville Senior High School was named the inaugural Colts High School Man of the Year. The award recognizes an outstanding Indiana high school football player who exemplifies character, leadership and teamwork on and off the field.



CORPORATE AND COMMUNITY PARTNERS

American Dairy Association Indiana

American Family Insurance

Anheuser-Busch

Anthem Blue Cross and Blue Shield

Ashley

Bullseye Event Group

Campbell's Soup

Cargo Services Inc.

CBS4

CenterPoint Energy

Central Indiana Toyota Dealers

Citizens Energy Group

Coca-Cola

Crown Royal

Emmis Communications

Faegre Drinker

Finish Line

Fox 59

Gatorade

Hensley Legal Group

HotBox Pizza

Huntington Bank

Indiana Farm Bureau Insurance

Indiana University Health

Ingredion Incorporated

Lucas Oil Products

McNamara Florist

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Versiti Blood Center of Indiana





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