



MAKERS OF MOMENTS



2019 YEAR IN REVIEW



A WORD FROM OUR OWNER

Dear Partners, Fans & Friends:

The Indianapolis Colts' mission is to entertain, inspire and unite by winning the right way. We live and breathe this mission every day because we realize that sports have the power to bring people together – not just to cheer for their favorite team, but also to make a difference in the lives of others.

Winning football games is our job, and we spend a great deal of our time reaching for that goal. But as our mission statement suggests, we are equally invested in inspiring and uniting our fellow Hoosiers to help build a more healthy, inclusive and compassionate community for us all.

Whether in health and wellness, family and youth empowerment, or neighborhood and community improvement, we strive to be “makers of moments.” In other words, we strive to create moments of assistance for friends and neighbors in need, moments of compassion for those who are struggling, or moments of joy brought on by a helping hand or a good deed.

As stewards of this franchise, our family always will prioritize this work as one of the organization's most important responsibilities. That's why we are honored to share this review of our 2019 community activities with you.

In it you will find highlights from many of last year's special moments supported and attended by our players and staff, our involvement with community organizations and projects across the state, and activities that bring the game and football experience closer to fans.

With the support and friendship of fans, partners and stakeholders like you, we look forward to continuing these efforts to serve in 2020 and beyond. We hope you will join us.

Sincerely,

Jim Irsay
Owner and CEO

COLTS 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.

2019 KEY FOCUS AREAS

■ HEALTH AND WELLNESS

As a sports team, health and wellness is vital to our success. Likewise, we support community efforts that encourage healthy lifestyles and access to resources and activities that help people be more fit and active.

■ FAMILY AND 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 AND 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 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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ENTERTAIN OUR FANS

“

I feel fortunate to be here in Indy. I feel fortunate to have the fans that we have. I appreciate them. I appreciate their support, their passion, their loyalty. We're going to do everything we can to make this fanbase proud.”

General Manager
Chris Ballard

It starts on the field at Lucas Oil Stadium – the players, the fans and a shared feeling of anticipation. For three hours, they feed off each other – different people from different backgrounds, all with one thing in common: a mutual, undeniable passion for their team and the game.





LEFT: In May, Colts Owner and CEO Jim Irsay welcomed former center and Ring of Honor member Jeff Saturday home to host the annual Town Hall event for Season Ticket Members.

TOP LEFT: Cornerbacks Pierre Desir and Kenny Moore II teamed up with patients from Riley Hospital for Children to announce the Colts' fourth and fifth round draft picks live during the 2019 NFL Draft.

TOP RIGHT: Wide Receiver T.Y. Hilton and Safety Malik Hooker throw out the first pitch at Colts at Bat with the Indianapolis Indians.

RIGHT: Trick-or-treating at Lucas Oil Stadium for the Horseshoe Halloween Party is an annual highlight for young Colts fans.



TRAINING CAMP

In July, the Colts returned to their summer home at Grand Park Sports Campus. Building on the success of the inaugural Training Camp in Westfield in 2018, the Colts welcomed 50,000 fans to Grand Park over 16 days, allowing fans to get closer to their team than ever before.

“

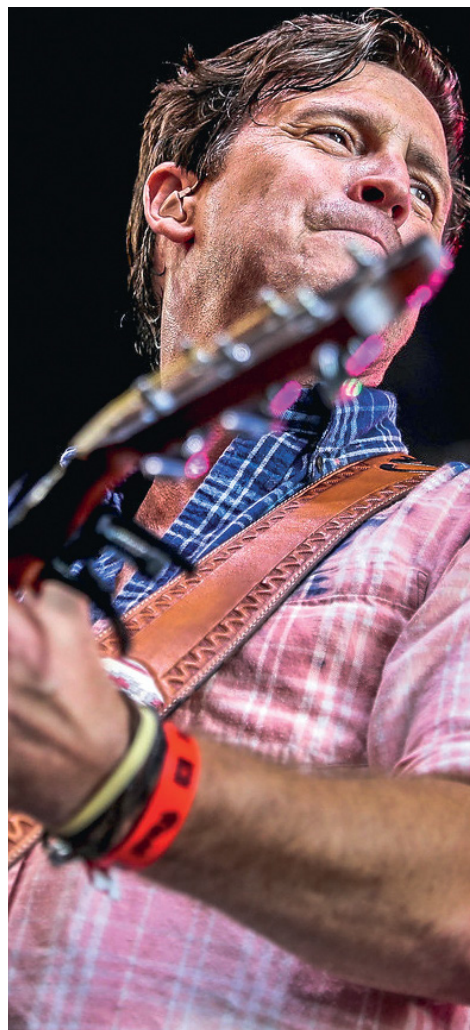
The way they bring the juice at training camp and to our games, home and away, and the way they support us all year long truly motivates our players and coaches to perform at the highest level.”

Head Coach Frank Reich
on Colts Training Camp



KICKOFF CONCERT

The Colts Kickoff Concert has become a favorite tradition for football and music fans alike. Headlined by Hunter Hayes and featuring Indiana's own Clayton Anderson along with Renee Blair, this year's free concert on Georgia Street was the perfect way to bring fans together ahead of the season.



CLAYTON ANDERSON

🐦 @ClaytonAnderson

If that was any indication of how this season's gonna go, I'm betting it all on the @colts. Best @coltsevents Kickoff to date thanks to the best fans in all the land.
#jacobyera #gocolts #nfl100



OVER 225,000

COLTS FANS AT 75 EVENTS
THROUGHOUT THE YEAR





101,000

FANS STARTED THEIR COLTS GAMEDAYS IN TOUCHDOWN TOWN

From Georgia Street down Capitol Avenue, along South Street and through Touchdown Town – the excitement of gameday starts on the way to the stadium. Once inside, this energy is on full display, giving the Colts a competitive advantage and making Lucas Oil Stadium one of the more memorable venues in the NFL.



A roar fills the air, ignites the crowd, and fuels the team. A play that changes the game, changes your mind, or changes a city forever.

THIS. IS. GAMEDAY.

“

Our fans are our family, and each home Colts game is a family reunion.”

Vice Chair and Owner
Carlie Irsay-Gordon



ANTHONY WALKER

@_AWalkJr

Glad To Get That TEAM Win At Home !! Best Fans In The NFL 🙌🏽

1% Better. 1-0 !!



INSPIRE

OUR COMMUNITY

Role models on the field and in the community, the Colts take every encounter as an opportunity to influence and inspire the next generation of athletes, scholars, and philanthropists.



It just puts a smile on their face and that means a lot for us players. Just seeing the kids' jaws dropping, the excitement, the smiles — it makes it really worth it"

Guard
Quenton Nelson



YOUTH FOOTBALL

OVER
30,000

IMPACTED BY COLTS YOUTH FOOTBALL PROGRAMMING IN 2019

“

We know that sports don't always lead you to the professional level, but it's crucial to develop those habits and have fun – showing kids the importance of getting out and learning how to have fun through physical activity.”

Youth Football Manager
Andy Matis



112,189 HOURS

OF APPEARANCES BY COLTS CHEERLEADERS IN 2019



In 2019, the Colts continued to rewrite what it means to be a professional cheerleader in today's world. With "The Next Chapter," the Cheerleaders highlighted who they are as people, and proved they sparkle just as much off the field as they do on it.



COLTS CHEER

@coltscheer

Being able to give back to others as a cheerleader is one of the most special parts of this job. I especially enjoyed volunteering in Mexico; the relationship you're able to create despite a language barrier is truly remarkable. I am forever grateful to be part of a legacy that prides themselves on giving back.

- Lauren

47,387 STUDENTS

SAW BLUE'S SCHOOL SHOWS IN 2019



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 to deliver important messages to Hoosier students.

From healthy living to anti-bullying to learning to “Choose Love” and embracing your true self, Blue’s messages are heartfelt, straightforward, and leaves a lasting impact on young people in our community. He was voted 2019 NFL Mascot Anchor in the Community at the annual Mascot Summit.



Going into the second year of his Kicks for a Cause Campaign, Blue supported various causes this season.

LEFT: In 2019, Blue's Kicks for a Cause Campaign included support for Mighty Mason, Big Brothers Big Sisters of Central Indiana and Emma's Art Kits.



2,300 TICKETS

DISTRIBUTED THROUGH THE COLTS
COMMUNITY TICKET BLOCK PROGRAM



As part of the Colts Community Ticket Block Program, several players, coaches, personnel and ownership work with a variety of local charities to provide a unique gameday opportunity for the individuals they serve.



General Manager Chris Ballard and his wife, Kristin, have embraced Indiana foster families through the Books For Youth program.

890,000 BOOKS

COLLECTED FOR THE COLTS'
BOOKS FOR YOUTH PROGRAM
WITH 8,500 BACKPACKS
DISTRIBUTED TO FOSTER
CHILDREN IN INDIANA SINCE 2008



CRUCIAL CATCH

INTERCEPT CANCER

During the month of October, the NFL community comes together to battle a common enemy – cancer. From pampering patients to honoring survivors and caregivers, the Colts host a month of activities around the league's Crucial Catch initiative. This year, the team added a new event - a "Haunted Runway" Fashion Show starring Colts players and some of the bravest and most inspiring pediatric cancer patients.

To be able to spread love, happiness and joy. That's what matters at the end of the day. That's what it's all about"

Quarterback
Jacoby Brissett



Inspired by their stories of courage and toughness, the Colts support cancer awareness and embrace fighters in every stage of their battle.





SALUTE TO SERVICE

MILITARY APPRECIATION

Salute To Service is a month-long initiative by the NFL to honor America's heroes. Throughout November, the Colts hosted several events recognizing service personnel across Indiana, including a Gold Star Families brunch, an Armed Forces Day at Training Camp, a home makeover for a local veteran, and a visit to the Richard L. Roudebush VA Medical Center.



100 MY CAUSE MY CLEATS

In December, Colts players wore their hearts on their feet – highlighting causes near and dear to them for the NFL’s My Cause My Cleats initiative. Cornerback Kenny Moore II honored A Kid Again and child cancer patient Mason Garvey, while linebacker Darius Leonard paid tribute to his sister, Diayah, who battles lupus.

65 PLAYERS REPRESENTING 59 DIFFERENT CHARITIES



“Mason has been the little brother that I always wanted.”

Cornerback
Kenny Moore II



JACOBY BRISSETT
CAUSE: A Kid Again



JACK DOYLE
CAUSE: Riley Hospital for Children



RYAN KELLY
CAUSE: Concerns of Police Survivors



DARIUS LEONARD
CAUSE: Lupus Foundation of America



ADAM VINATIERI
CAUSE: Juvenile Arthritis Association



ANTHONY WALKER
CAUSE: Edwin Jackson 53 Foundation



kNOT TODAY

Head Coach Frank Reich and his wife, Linda, used this year's My Cause My Cleats game to launch their kNOT TODAY foundation, which helps protect children from sexual abuse and exploitation, while providing support to children who have been victimized.

“

This is what Hoosiers do. Hoosiers have a heart to make a difference. And we are Hoosiers and that's what we want to do.

Linda Reich



UNITE

OUR FAMILY

Following gameday on Sunday, the team comes together each Monday, bringing their community together while laying the groundwork for a brighter future for all.

“

That's one thing I live for - giving back to my community and just letting kids know that there is a way out, there are people who make it out. I let them know that I'm one of them and that I'm easy access and I'm easy to talk to.”

Linebacker
Darius Leonard



43,000 POUNDS

OF FOOD DISTRIBUTED AT
HORSESHOE HELPINGS
SERVING MORE THAN 2,100
FAMILIES IN NEED



More than 4,600 families were served through the Colts holiday efforts, including Horseshoe Helpings, Thanksgiving meal distributions, Shop with A Colt, D-Line Christmas and more programming.



SCHOOL UNIFORM BLITZ

On the first Community Monday of the season, Colts players surprised students at an Indianapolis elementary school with new uniforms, leaving them with messages of encouragement and memories they'll never forget.

“

We got a chance to come in and give these kids a gift bag filled with school clothes, a pencil case, toiletries, belts, socks, everything they would need to get a jump start on the school year - so they can come to school fresh, feeling clean, and they can just focus on learning.

Linebacker
Zaire Franklin



As part of their #BreakingBarriers efforts, Colts players hosted the Indianapolis Mayor's Youth Leadership Council for a discussion centered on mental health and social issues in their schools.



#NFLHUDDLEFOR100



FANTENNIAL

In honor of the NFL's 100th season, Colts fans had the opportunity to celebrate the milestone with a Fantennial weekend which included a Colts tailgate at a high school football game, a free day at the Children's Museum of Indianapolis, and concluded at halftime of the team's Week 10 game against the Miami Dolphins.



“

The 100th season of the NFL was the perfect time for Hoosiers to take a moment and celebrate the history and memories of the great game of football. More importantly, it was an opportunity to gather and celebrate the wonderful people, organizations and institutions of our Indiana community. Efforts like Huddle for 100 and Fantennial really gave us the chance to engage with our fans, while also giving back to the communities we live in and serve.”

Vice Chair/Owner
Kalen Jackson





594,420

HUDDLE FOR 100 MINUTES

In 2019, the NFL celebrated its 100th season by inviting clubs and their fans to volunteer at least 100 minutes of their time as part of the Huddle For 100 initiative. Throughout the year, the Colts organization donated more than 594,000 minutes during 122 community events.



“Our partnership with the Indianapolis Colts has enriched the lives of thousands of Indianapolis Public Schools students over the years, promoting success in and out of the classroom. From providing warm coats and accessories to building exciting, safe play spaces at our schools, the Colts are making a profound impact on families in this community that will last a lifetime.”

Superintendent, Indianapolis Public Schools
Aleesia Johnson

NFL
WALTER PAYTON
MAN OF THE YEAR

PRESENTED BY
Nationwide®

PIERRE DESIR

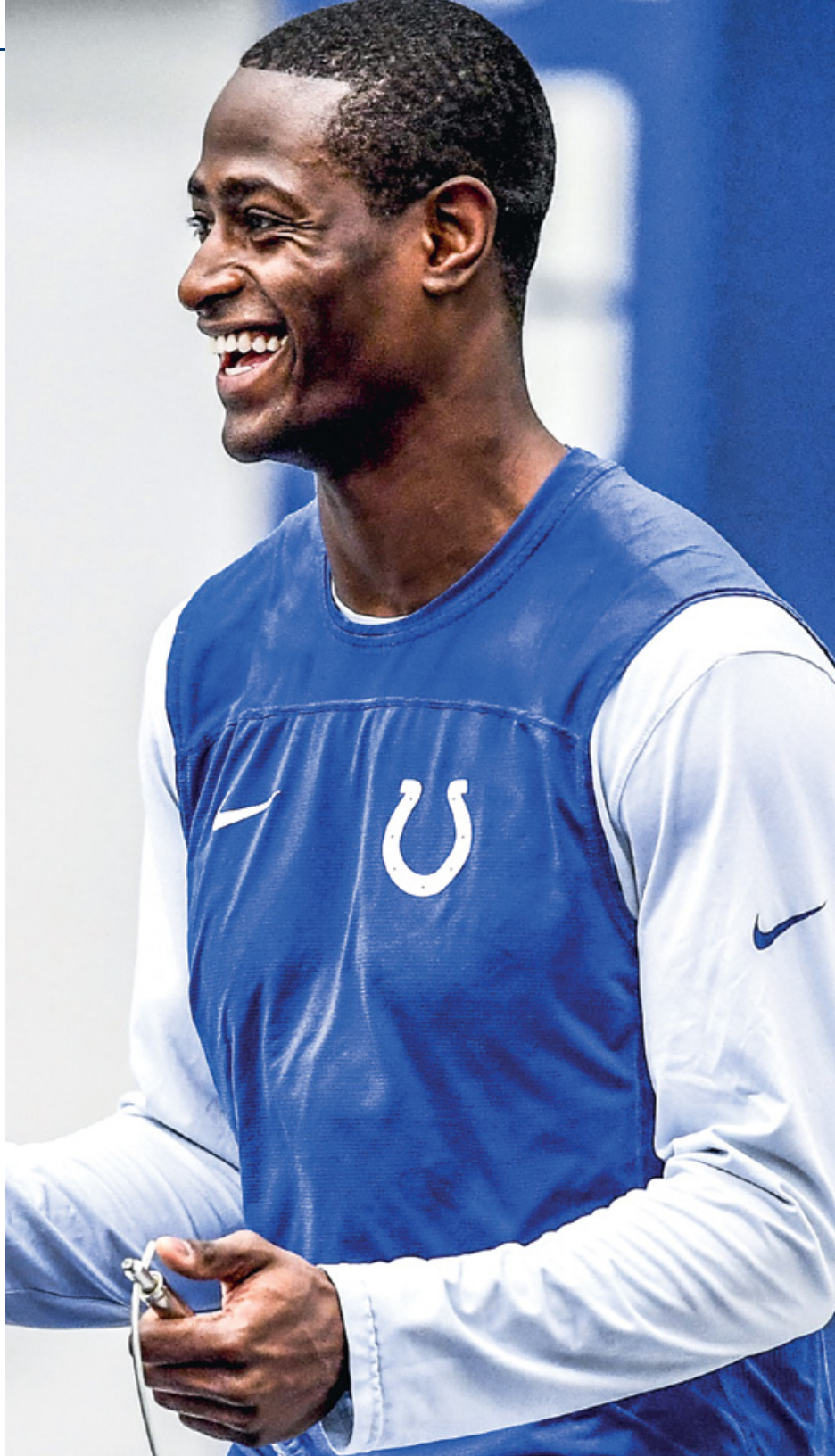
Born in Port-au-Prince, Haiti, missionaries helped Pierre Desir and his family relocate to St. Louis, Missouri when he was just 4 years old. He learned English and quickly adapted to American culture, where he developed a love of sports early on.

Desir's life mission is to take the goodwill bestowed on him and pay it forward - investing in the next generation and inspiring them to follow their dreams. A devoted husband and father, passionate player, inspiring leader, and selfless giver, the cornerback earned the Colts' nomination for the 2019 Walter Payton NFL Man of the Year Award.

“

I always call upon my story and the hardships. I try to let kids know that you can do anything if you put your mind to it. Always push - be persistent, utilize opportunities, sacrifice, and hustle - and anything can happen.”

Cornerback
Pierre Desir

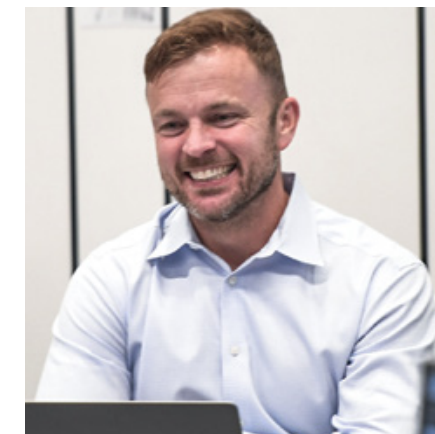


HONORS



ED BLOCK COURAGE AWARD JABAAL SHEARD

Defensive end Jabaal Sheard was nominated by his teammates for the NFL's Ed Block Courage Award as the player who most exemplified the principles of sportsmanship, professionalism, strength and courageous play throughout the season.



SALUTE TO SERVICE AWARD BRIAN DECKER

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



COLTS CHEER WOMAN OF THE YEAR AWARD CARISSA KAHL

A two-year cheer veteran and mother of three, the Colts Cheerleaders named Carissa the 2019 Woman of the Year for her outstanding community service, passion, and selflessness.

CORPORATE AND COMMUNITY PARTNERS

American Dairy Association Indiana
Anheuser-Busch
Anthem Blue Cross and Blue Shield
Anthem Medicaid
Ashley Homestore
Bob's Discount Furniture
Bullseye Event Group
Campbell's Soup
Cargo Services Inc.
CBS4
Central Indiana Toyota Dealers
Citizens Energy Group
Coca-Cola
Crown Royal
Dunkin'
Embarque
Emmis Communications
Faegre Drinker
Finish Line
Fox 59
Gatorade
Gene B. Glick Company
GetGo
Huntington Bank
Indiana Farm Bureau Insurance

Indiana State University
Indiana University Health
Ingredion Incorporated
LIDS Sports Group
Lucas Oil Products
McNamara Florist
Meijer
Methodist Sports Medicine
OmniSource
Outdoor Environmental Group
Papa John's
Ray's Trash Service
Republic Services
Salesforce
Service Sanitation
Sherwin-Williams
Stanley Security
Sun Tan City
Tyler Mason
UPS
US Foods
Versiti Blood Center of Indiana
Wagner Reese
Walter Payton Power Equipment



The Indianapolis Colts donate millions of dollars each year to philanthropic causes and dedicate thousands of hours to community service, while using their considerable platform to strengthen our city. We are so fortunate the Colts call Indianapolis home.

Mayor of Indianapolis
Joe Hogsett





INDIANAPOLIS COLTS

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