



DARIUS LEONARD



COACH REICH



JACOBY BRISSETT



COLTS COMMUNITY



QUENTON NELSON



RILEY HOSPITAL FOR CHILDREN



T.Y. HILTON



KENNY MOORE II & ANTHONY WALKER



DEFOREST BUCKNER



PHILIP RIVERS



BLUE & CHEER



KHARI WILLIS & JULIAN BLACKMON

Chat



MAKERS OF MOMENTS

2020 YEAR IN REVIEW

From Indianapolis Colts to **Everyone**:

The Indianapolis Colts' mission is to entertain, inspire and unite by winning the right way.

To: **Everyone**

Type message here...



A WORD FROM OUR OWNER

Dear Fans, Partners & Friends:

The mission of the Indianapolis Colts is to entertain, inspire, and unite by winning the right way. We live by these words every day because we understand the power that sports have to bring people together – to cheer for their favorite team, but also to make a difference in the lives of others.

Never was this more important than in 2020.

In the early days of the pandemic, the world was a darker place without sports. We saw downtown businesses and workers struggle without sports and other events that help fuel Indiana's economy. And last summer, when we all saw and experienced the pain and struggle of so many of our fellow Americans of color, we saw sports continue to be a platform for awareness, discussion, and change.

That's why it was so important for us to push forward with the 2020 season. We wanted to give fans something to look forward to, to cheer for, and to rally around. But more importantly, it gave us yet another chance to help galvanize support and resources for frontline workers and organizations who have stepped up to battle the pandemic and serve us all during this time of need.

In 2020, we also reemphasized our commitment to diversity, equity and inclusion and have taken numerous steps to end the scourge of racism and bring people from all backgrounds together in support of dialogue and positive change.

These challenges didn't magically disappear on January 1, and there is still so much work to do. But as dark and trying as 2020 was, we know there is light ahead.

That's why, with the support and friendship of fans, partners and stakeholders like you, we will continue to prioritize this work and do our part to make our community a better place for all of us to live, work, and raise a family. We hope you will join us.

Sincerely,

Jim Irsay
Owner and CEO



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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.

In 2020, the communities across Indiana faced many challenges. At the outset the COVID-19 pandemic, the Colts shifted our community efforts to providing emergency assistance to Hoosiers in need, including emergency meals, masks and other PPE, distance learning resources and much more.

Also in 2020, the Colts reemphasized our commitment to diversity, equity and inclusion in the way we operate internally and in the community. We actively work with players, coaches, staff and community stakeholders on efforts to battle racism, provide more access to educational and economic opportunity and bring people from all backgrounds together in support of dialogue and positive change.



ENTERTAIN OUR FANS



HEART OF THE HORSESHOE

From Indianapolis Colts to [Everyone](#):

In a season unlike any before, the fans continued to be the beating heart of the Horseshoe. Even with every way the 2020 NFL season looked and felt different, the passion and loyalty of Colts Nation remained as strong as ever. With all of the changes came a host of brand new ways for fans to connect and engage with their team.



VIRTUAL TRAINING CAMP

With 2020 Training Camp taking place behind closed doors at the Indiana Farm Bureau Football Center, fans turned to social media to reflect on the memories made from past years, while still carrying out some of the great Colts Camp traditions to build excitement for the upcoming season.



Heading into the return of football, the Colts kicked off the first Blue Friday by turning the Indianapolis Downtown Canal blue with Indianapolis Mayor Joe Hogsett and hosting a drive-thru poster giveaway on Monument Circle.





GAMEDAY

In order for the 2020 Colts season to be a success on the field, it took an incredible effort from everyone involved – from the gameday staff in charge of sanitizing Lucas Oil Stadium, to the fans who followed all the safety protocols to attend in person or cheered on their team from home.

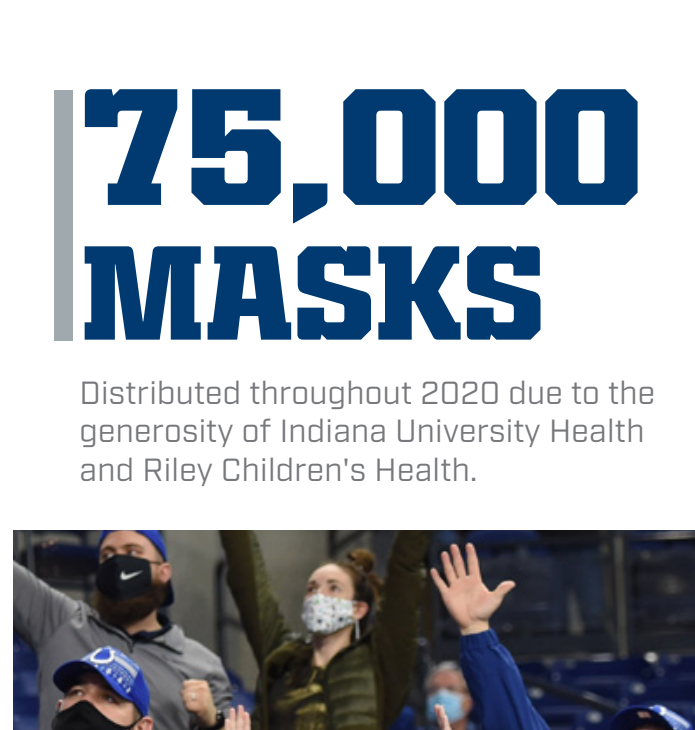
While the capacity may have been limited in 2020, the gameday atmosphere at Lucas Oil Stadium continued to be second to none.



”

We were fortunate to have our amazing fans at every game at Lucas Oil Stadium in 2020. Despite the limited capacity, Colts Nation was loud, proud and proved why they're the best fans in football. One of my favorite parts of gameday is the tangible energy you can feel from the fans from pregame warmups all the way through the final whistle.

Chris Ballard, General Manager



75,000 MASKS

Distributed throughout 2020 due to the generosity of Indiana University Health and Riley Children's Health.



DRIVE-THRU EVENTS

Colts Nation came together like never before in 2020. From drive-thru rallies with exclusive giveaways, to Halloween parties and playoff caravans – fans joined from across Central Indiana to show socially distant support all season long.



10,000 ITEMS 20 HOURS

From flags and posters to flu vaccines, the Colts distributed more than 10,000 giveaway items through 20 hours of fan events in 2020.



INSPIRE OUR COMMUNITY

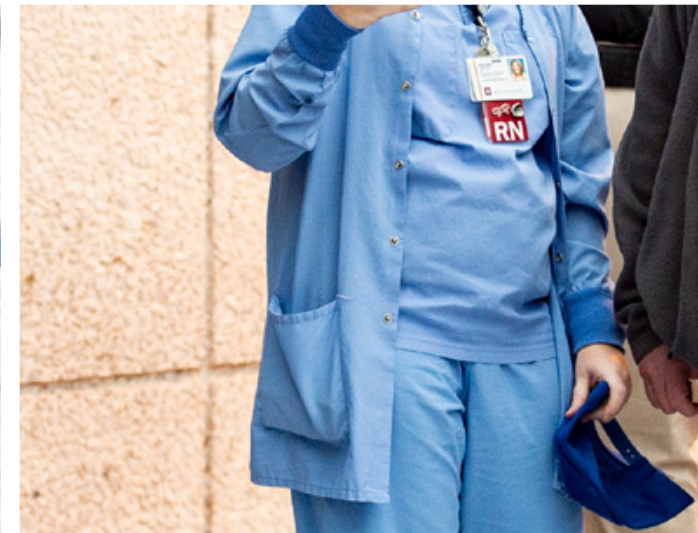


IT TAKES ALL OF US

From Indianapolis Colts to [Everyone:](#)

Faced with an unprecedented challenge, every segment of the Indianapolis community rose to the occasion to help support and protect Hoosiers throughout the pandemic.

To the frontline and essential workers working overtime to keep us safe, thank you. To the educators who shifted their lessons virtually, thank you. To the organizations who stepped up to help feed our state and serve us all, we couldn't have done it without you.





VIRTUAL VISITS

Introducing Colts Robots!

Through the use of our two Colts Ohmni Robots, the team continued to bring joy and encouragement to patients, families and frontline workers during this time. The robots traveled the state for surprise deliveries to our Crucial Catch Warriors and gave patients the full sideline pre-game experience from the safety of their own home.



KITTING

Although we couldn't be on-site to serve those in need, players and coaches prepared hygiene kits for street distribution at HVAF of Indiana and winter readiness kits for homeless teenagers at Outreach Indiana.

”

There are a lot of people out here struggling. I was once that child so I know what it's like to not have all the basic necessities in life. Being able to give back to this community that gives so much to me definitely means a lot to me.

Darius Leonard, Linebacker



General Manager Chris Ballard, his wife, Kristin, and their family continued to embrace Indiana foster families through the Books For Youth program.



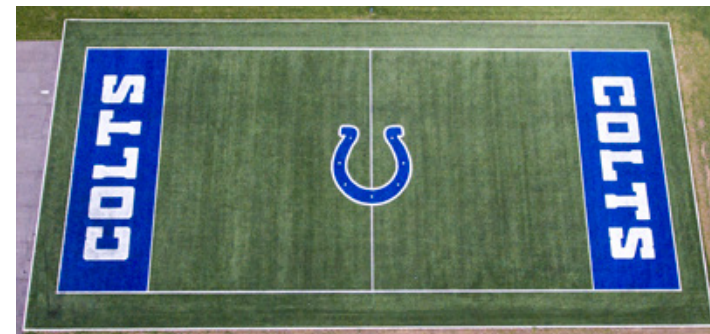
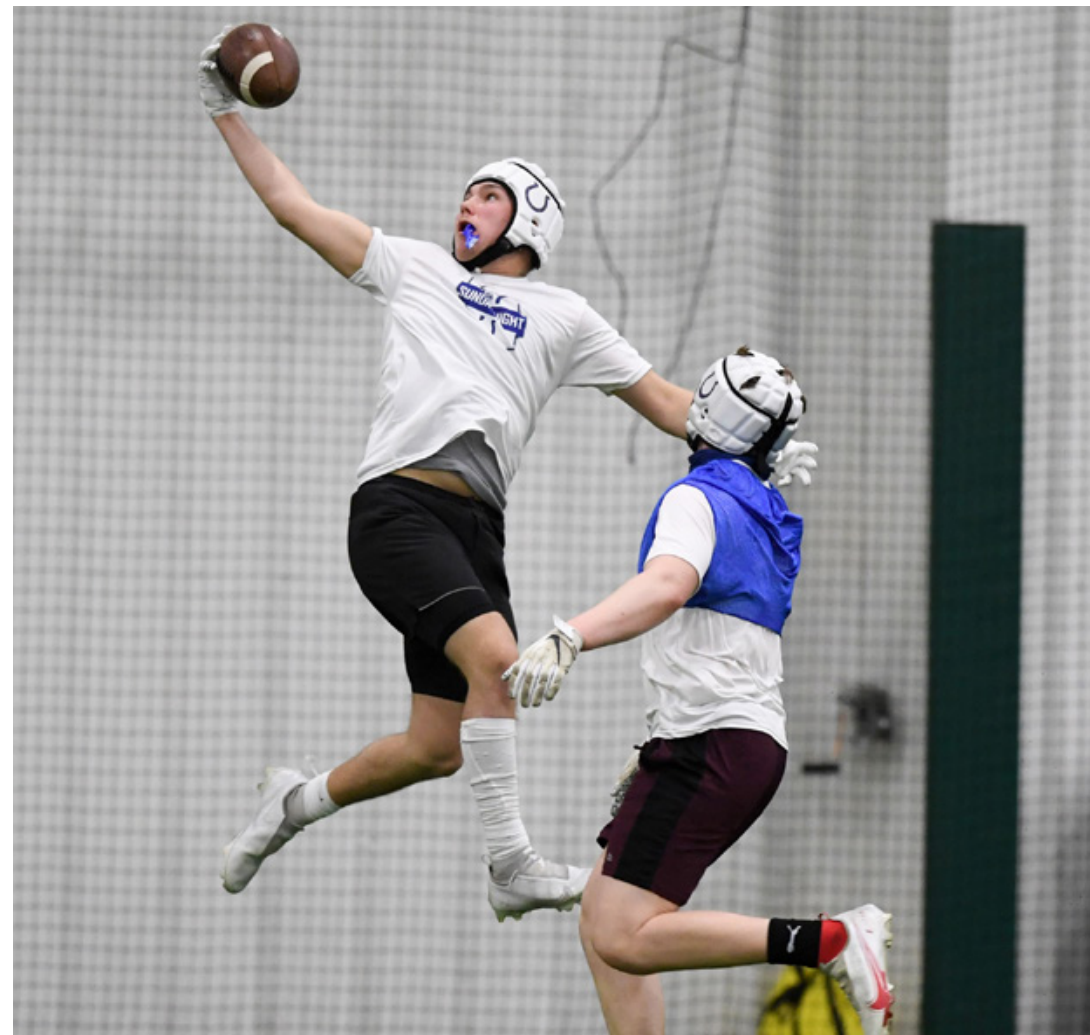
SINCE 2008
895,400
BOOKS DONATED
8,875
BACKPACKS
DISTRIBUTED

The Colts continued to serve Indiana foster families by hosting two drive-thru book distributions, where each child received a backpack full of 25 age and reading-level appropriate books.

YOUTH FOOTBALL

OVER 50,000

Donations, including equipment and uniforms, distributed to high school athletic departments.



LEFT: Play 60 Field at Grand Park Sports Campus. RIGHT: Coach of the Week Recognition.
BOTTOM: IHSAA Football State Champions Recognition at Lucas Oil Stadium.



5 VIRTUAL COACHING CLINICS

Even during an unusual season amid the pandemic, Frank Reich and his coaching staff continued to give back to high school coaches throughout Indiana, participating in virtual coaching clinics in 2020.



CRUCIAL CATCH

INTERCEPT CANCER

The Colts still found ways to inspire cancer patients and survivors during the month of October, in conjunction with the NFL's Crucial Catch initiative.

Throughout the month, the Colts Ohmni Robots visited patients at the IU Health Simon Cancer Center.



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No one fights alone. We want the warriors battling cancer to know we are by their side.

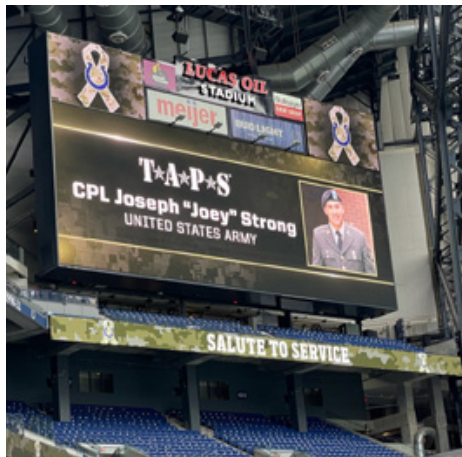
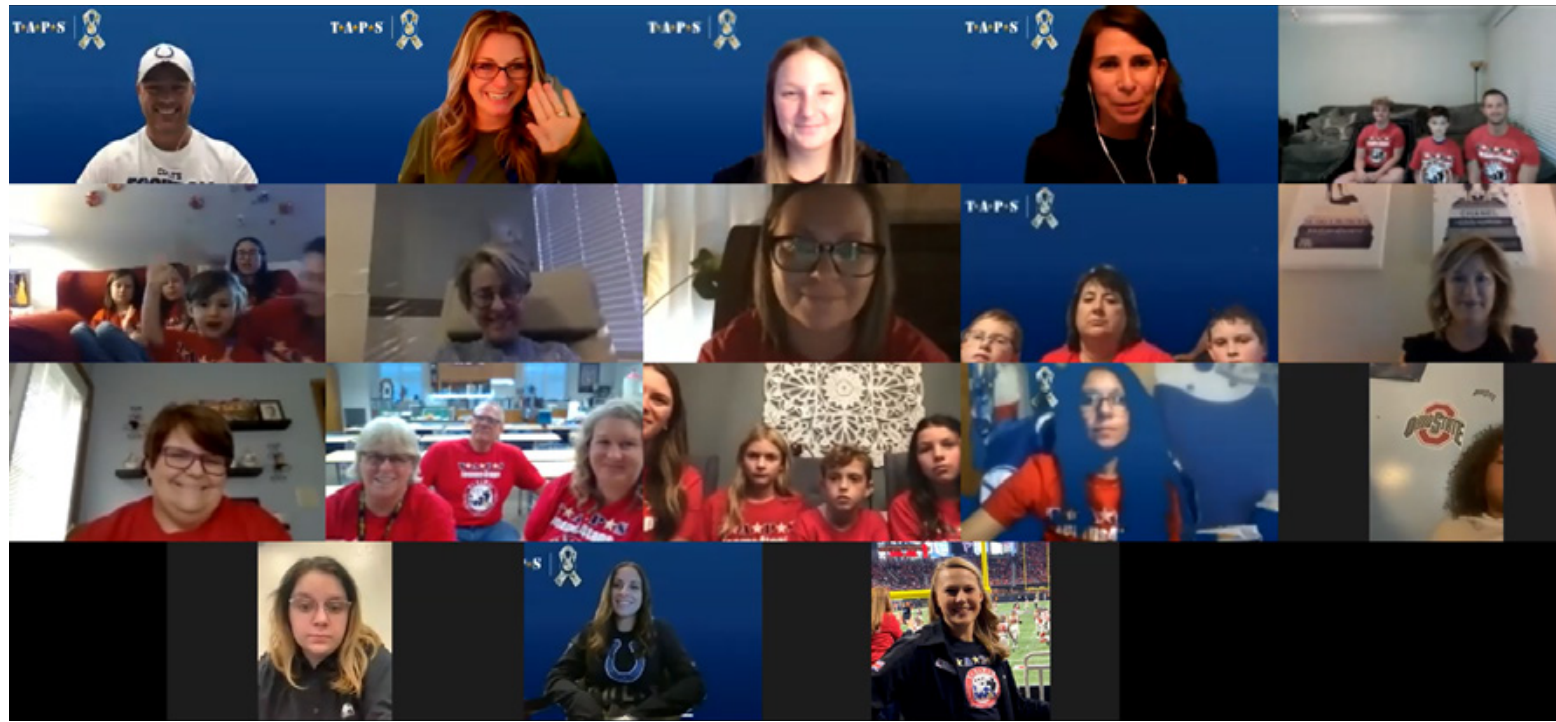
Kenny Moore II, Cornerback



SALUTE TO SERVICE

| MILITARY APPRECIATION |

In November, the Colts were proud to support the men and women who serve our country. The Colts worked with T.A.P.S. on a special Zoom conversation with retired Green Beret and current Colts Director of Player Development, Brian Decker. Colts players and coaches honored military members and their families on gameday by wearing the initials of fallen soldiers on their helmets and hats.



UNITE OUR FAMILY



IN THIS TOGETHER

From Indianapolis Colts to [Everyone](#):

In a year unlike any other – one that brought enormous, unprecedented challenges to 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 2020 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.



#WEFEEDIND

During the COVID-19 pandemic, the Indianapolis Colts partnered with Gleaners Food Bank of Indiana to lead the fight against hunger. Jim Irsay kicked off the #WeFeedIND initiative with a \$1 million donation and fundraising challenge to the community. During the season, the team hosted eight meal distributions serving over 41,000 Hoosiers in need.



OVER 350,800

Pounds of food distributed at Community Mondays in 2020.



TOP: IMPD Chief Randal Taylor serves at the Colts annual Horseshoe Helpings Thanksgiving meal distribution.





BREAKING BARRIERS

#BreakingBarriers is the Colts' effort launched in 2018 to support efforts that battle systemic racism, reduce barriers to opportunity, and promote educational and economic mobility for all. In 2020, these issues came to the forefront of the nation and world and resulted in numerous efforts to eradicate racism and the social ills that result from it.

Colts players, coaches and staff spent much of 2020 making their voices heard, sharing their own personal stories, and rallying together to take action. This year the players focused their #BreakingBarriers efforts on voter registration and education, community-police relations, food access and education and took part in numerous community events addressing all four areas.

The club also took several significant steps to advance the cause, including hiring a Director of Diversity, Equity & Inclusion, creating the Irsay Family Impact Scholarship, formally recognizing "Juneteenth" as a company holiday, and others.

That is a major responsibility honestly as a professional athlete, to not only champion where you are from and your people, but also be a champion for the community that you're from and the community that you impact, such as Indianapolis and Indiana.

Zaire Franklin, Linebacker



KICKING THE STIGMA

IT'S OKAY NOT TO BE OKAY

The Irsay Family has launched Kicking The Stigma, a comprehensive initiative to raise awareness about mental health disorders and remove the shame and stigma too often associated with these illnesses.

One in five U.S. adults – including one in four Hoosiers – suffer from some form of mental health disorder, such as depression, anxiety, addiction and other illnesses that affect them and their loved ones.

Kicking The Stigma's focus is two-fold: raising awareness about the prevalence of mental health disorders in our communities through our anti-stigma PSA campaign, and raising and distributing funding to nonprofits and other organizations for direct treatment services.

This stigma is literally a matter of life and death, and many don't seek help because of the stigma. While about half of the U.S. population is estimated to have had a mental illness at some point in their lives – clinical depression, anxiety, schizophrenia, addiction, etc. – and excellent therapies and resources exist, only about half of people with challenges – even those with serious disorders – will ever get treatment. And the pandemic has made the problem even worse!



Unlike other disorders of the body, many are reluctant to step forward to get help because of the shame and stigma that has long been attached to mental health. The Colts and my family commit today and moving forward to 'Kicking The Stigma' surrounding mental health and encouraging our friends, fans and neighbors who are struggling to seek the help they need.

Jim Irsay, Owner & CEO

To learn more about our efforts in mental health awareness and anti-stigma initiatives, or to donate, please visit [Colts.com/KTS](https://colts.com/KTS).



My Cause My Cleats celebrates the positive impact that players make in their communities by providing them with a unique opportunity to highlight the charitable partners that they are passionate about on their cleats.

On December 6 at Houston, 70 members of the Colts organization, including players, Head Coach Frank Reich and the Irsay family sported custom designed cleats representing their favorite initiatives.



KICKING THE STIGMA
JIM IRSAY



AMERICAN CANCER SOCIETY
ZACH PASCAL



BOYS AND GIRLS CLUB OF ZIONSVILLE
T.Y. HILTON



HANDS UP UNITED
MO ALIE-COX



KIDS VOICE OF INDIANA
ANTHONY CASTONZO



KNOT TODAY
DeFOREST BUCKNER



LUPUS FOUNDATION OF AMERICA
DARIUS LEONARD



NATIONAL ALLIANCE ON MENTAL HEALTH
RIGOBERTO SANCHEZ



NO KID HUNGRY
JONATHAN TAYLOR



RILEY HOSPITAL FOR CHILDREN
JACK DOYLE

JACOBY BRISSETT

WALTER PAYTON MAN OF THE YEAR

As one of the most active players in the Indianapolis community and a leader of the Colts' players social impact committee, Jacoby Brissett used his platform to promote societal change throughout 2020.

Brissett advocated for the importance of every citizen's right to vote and ensured his teammates were registered to vote for the 2020 elections. He attended every Colts Community Monday over the course of the season, dedicated himself to fighting food insecurity and led discussions around community-police relations.

In his hometown, Brissett organized "Start the Cycle" community bicycle rides to create unity and open community dialogue with local law enforcement.

During his time with the Colts, Brissett set the standard on how individuals can make a difference in their communities and earned the Colts' nomination for the 2020 Walter Payton NFL Man of the Year Award.

”

He is a leader, a special teammate and is highly respected by everyone in our organization. Simply put, he's played a significant role in our success both on and off the field. His conviction, vision and action have made tangible changes and lasting impacts while influencing those around him to do the same.

Frank Reich, Head Coach



BOTTOM: Jacoby Brissett launched Start the Cycle community bike rides with local law enforcement, youth and community members. The bike rides have continued weekly since July 2020.



RIGOBERTO SANCHEZ

ED BLOCK COURAGE AWARD

Indianapolis Colts punter Rigoberto Sanchez was selected by his teammates as the recipient of the 2020 Ed Block Courage Award.

On December 1, just a day after taking the field against the Tennessee Titans at Lucas Oil Stadium, Sanchez announced that doctors had found a cancerous tumor and he would be undergoing surgery. Just over two weeks later, Sanchez was back with his teammates and in the lineup as the Colts took on the Houston Texans.

”

It's an honor and a privilege to be selected for this award, especially with the great men that we have in our locker room. I've always admired the people around the league who have made the list and I'm blessed to be one of the 32 recipients this year. I'm thankful for everyone who categorized me for this distinguished award. Just know, to always keep going and be the change.

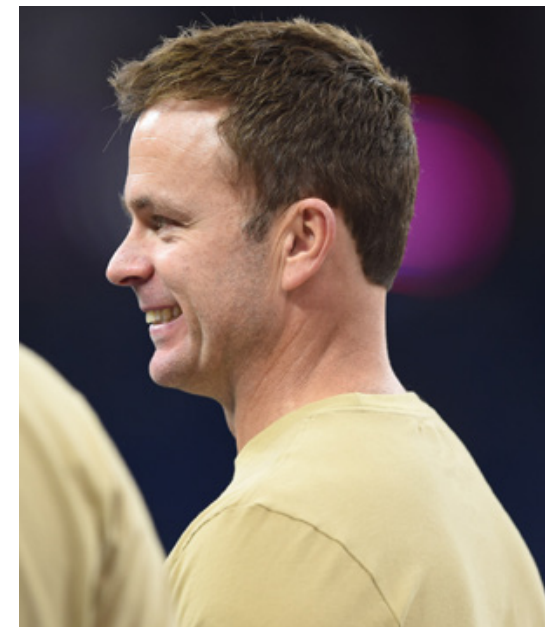
Rigoberto Sanchez, Punter



BRIAN DECKER

SALUTE TO SERVICE AWARD

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.

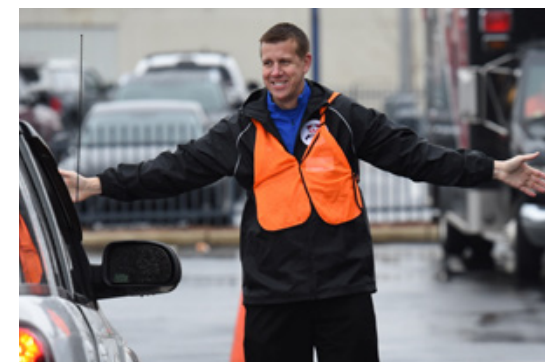


GREG HYLTON



In 2020 after a courageous battle with cancer, the Colts lost one of their own, Vice President of Premium Seating and Ticket Sales, Greg Hylton.

He was a valued member of the Colts organization for 23 seasons and was the first executive in franchise history to build and operate a premium seating program. Greg exemplified what it means to represent the Horseshoe, and his memory will be cherished forever by the Colts family.



CORPORATE AND COMMUNITY PARTNERS

- American Dairy Association Indiana

Anheuser-Busch

Anthem Blue Cross and Blue Shield

Anthem Medicaid

Ashley Homestore

Bullseye Event Group

Campbell's Soup

Cargo Services Inc.

CBS4

Central Indiana Toyota Dealers

Citizens Energy Group

Coca-Cola

Dunkin'

Emmis Communications

Faegre Drinker

Finish Line

Fox 59

Gatorade

Huntington Bank

Indiana Farm Bureau Insurance
- Indiana University Health

Ingredion Incorporated

Lucas Oil Products

McNamara Florist

Meijer

Methodist Sports Medicine

OmniSource

Outdoor Environmental Group

Ray's Trash Service

Republic Services

Salesforce

Service Sanitation

Sherwin-Williams

Stanley Security

Sun Tan City

Tyler Mason

UnitedHealthcare

US Foods

Versiti Blood Center of Indiana

Wagner Reese

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Nothing makes us happier or prouder than being able to join with our business and community partners to serve friends, fans and neighbors across our state and to lend a hand to those who may be struggling.

Kalen Jackson, Vice Chair/Owner





INDIANAPOLIS COLTS
colts.com