



# COMMUNITY

**CLEVELAND  
BROWNS**

2014-2024 Impact Report  
OVER A DECADE OF COMMUNITY IMPACT



Every season as we look back on our community involvement, we are humbled by the spirit of giving, the commitment and the engagement from our players, coaches, staff, and partners. Countless hours put into our work to create meaningful change exemplifies the magnitude of what can be accomplished through teamwork and collaboration. A unified effort makes us all stronger.

As stewards of the Cleveland Browns, we embrace our responsibility and our privilege to impact our community off the field. While we strive for championships, the ethos of our organization is also about making a difference through a strategic, committed and empathetic approach.

Our family and the Cleveland Browns through Browns Give Back and the Stay in the Game! Attendance Network, are committed to helping children and families reach their full potential by removing barriers and providing equal access to quality education and community resources.

The pillars of our community involvement are education, health and human services, community and equitable opportunities, youth football and parks and recreation. We want to help the regions we live and work in thrive. We do this by supporting organizations that are innovative, data-driven and invested in making a long-term impact in the lives of those they serve and the communities in which they operate.

The stories and achievements in this report reflect the dedication of our players, our associates and most importantly, the people within Northeast Ohio.

Thank you for joining us on our mission to make a meaningful difference in our community. We look forward to continuing this work and making an even greater impact in the years to come.

*Dee & Jimmy Haslam, Whitney & W Johnson*





# \$150M+

**Browns & Family Giving +  
Community Investment into  
Northeast Ohio since 2014.**

## \$57M

### Health & Human Services

We are committed to enhancing the quality of life through financial support to major hospitals and other nonprofits throughout Northeast Ohio - showcasing the importance of health and human services.

**\$53.2M - HEALTH**

**\$3.8M - HUMAN SERVICES (NONPROFITS)**

## \$26.6M

### Community Impact & Equitable Opportunity

We believe in upward mobility and work to bridge existing divides to create opportunities for all individuals. The Browns have partnered with more than 25 organizations throughout Northeast Ohio to further equitable opportunities.

**\$3.9M - FAMILY GIVING**

**\$22.7M - CLEVELAND BROWNS**

## \$44.7M

### Education

Every child deserves equal access to a high-quality education. The Stay in the Game! Attendance Network has been a pillar of our efforts, working to increase school attendance across the state of Ohio, with the program now in 161 districts.

**\$36.5M - FAMILY GIVING**

**\$8.2M - BROWNS & STAY IN THE GAME!**

## \$22M

### Youth Football

Youth sports participation improves academic outcomes and helps develop vital life and leadership skills. We have refurbished 16 athletic fields, and counting, and also assist in the development, growth and safety of youth and high school football in Northeast Ohio.

**\$10.8M - FIELD PROJECTS**

**\$11.2M - PROGRAMMING**

# Community Impact Milestones

## 2014

- FIRST AND TEN LAUNCHED



## 2016

- FIELD PROJECTS LAUNCHED
- HELMETS PROGRAM LAUNCHED



## 2017

- ROOKIE TACKLE LAUNCHED



## 2019

- STAY IN THE GAME! LAUNCHED
- COLUMBUS CREW





Since 2014, there has been a tremendous amount of collaborative community work done by the Cleveland Browns organization focusing on the enrichment of Northeast Ohio and extending across the state.

# 2020

- BE THE SOLUTION LAUNCHED



# 2022

- INSPIRE CHANGE JIM BROWN CHANGEMAKERS AWARD



# 2023

- CIVIL RIGHTS MARKER INSTALLED AT HUNTINGTON BANK FIELD
- BROWNS FLAG IN-SCHOOLS LAUNCHED



# 2024

- STAY IN THE GAME! EXPANSION







**The Cleveland Browns are committed to championing education and youth football while also creating equitable opportunities for advancement in our community and throughout Ohio. Browns Give Back is the Cleveland Browns initiative dedicated to supporting our fans and neighbors.**



# \$57M

Investment  
to Date

# HEALTH & HUMAN SERVICES

We are committed to enhancing the quality of life through financial support to major hospitals and other nonprofits throughout Northeast Ohio.







## University Hospitals Haslam Sports Innovation Center

In 2023, Dee and Jimmy Haslam established the University Hospitals (UH) Haslam Sports Innovation Center led by James E. Voos, MD, Chair, UH Department of Orthopedic Surgery, President-elect of the NFL Physician's Society and Head Team Physician, Cleveland Browns. The center strategically identifies, supports and invests in the world's best innovations in sports medicine, providing a catalyst to improve performance, reduce injury risk and promote healing for stronger, healthier professional and recreational athletes.



## University Hospitals Rainbow Babies & Children's Hospital

As part of the Browns year-round efforts to support all patients, we have supported UH Rainbow Babies & Children's by providing experiences for all patients, their families and their caregivers year-round such as player hospital visits and the first ever UH Rainbow Babies & Children's Day at Training Camp in 2024. Browns players, coaches, and their spouses have also supported families through the Adopt-a-Family program by partnering with local organizations including The Littlest Heroes which helps families navigate the challenges of childhood cancer.





## Haslam Family Section For Cardiovascular Genetics

The Haslam family has supported Cleveland Clinic through gifts to support and expand cardiovascular genetics research by establishing the Haslam Family Section for Cardiovascular Genetics at the Sydell and Arnold Miller Heart, Vascular and Thoracic Institute. The funds will also help provide genetic testing for family members of any patient at Cleveland Clinic diagnosed with an inherited heart condition. In addition, the gifts have established the Haslam Family Endowed Chair in Cardiovascular Medicine.



## American Cancer Society / Crucial Catch

The Browns continuously partner with ACS to host the 'Making Strides Against Breast Cancer Walk' at Huntington Bank Field. With thousands of participants annually, Cleveland Browns staff participated alongside American Cancer Society and other organizations across Cleveland. As part of the NFL's Crucial Catch initiative, the Browns support early cancer detection and screenings year-round and specifically in October through a Crucial Catch themed game, highlighting survivorship and working closely with University Hospitals Seidman Cancer Center.





# \$44.7M

Investment  
to Date

# EDUCATION

Supporting education is a key focus of our philanthropic efforts. Notably, this includes the Cleveland Browns Foundation's work as a founding partner of the Stay in the Game! Attendance Network which works with school districts across Ohio to increase attendance and decrease chronic absenteeism. Browns players, coaches and staff also play a vital role in this mission, as we recognize and resonate with the importance of showing up consistently—whether for practice or school.

Our involvement with students not only inspires kids but also reinforces the value of education, a cause close to our hearts. Every child deserves access to a quality education, regardless of their background.



## Stay in the Game! Attendance Network



Launched in 2019 by the Cleveland Browns Foundation, Ohio Department of Education and Workforce and Harvard's Proving Ground, the Stay in the Game! Attendance Network, managed by Battelle, works together to campaign, connect and convene with experts and supporters to dramatically improve student attendance.

### 2023-2024 SCHOOL YEAR

Districts in the network have shown decreases in chronic absenteeism of up to **11%** in one year

**1.2%** reduction for the State of Ohio, **2.9%** reduction for districts in the Stay in the Game Attendance Network

### 2022-2023 SCHOOL YEAR

**3.4%** reduction for the State of Ohio, **5.2%** reduction for districts in the Stay in the Game Attendance Network

### SCHOOL DISTRICT ENGAGEMENTS

Through the Stay in the Game! Attendance Network, the Cleveland Browns Foundation partners with school districts throughout Northeast Ohio to recognize and reward students for their dedication to attendance. The Browns Foundation facilitates events featuring players and mascots to amplify and complement district attendance strategies, motivate students, and create a lasting positive impact.

**108** Total Engagements with Northeast Ohio School Districts in 2023 and 2024



**BATTELLE**

**Ohio** Department of  
Education &  
Workforce

**PROVING  
GROUND**





## Stay In The Game! Rooms

The Cleveland Browns have established six Stay in the Game! rooms in districts across Northeast Ohio. These rooms function as a student lounge and incentive for students with favorable attendance.

**6** Room Transformations

**AKRON PUBLIC SCHOOLS**

**CANTON CITY SCHOOL DISTRICT**

**CLEVELAND METROPOLITAN SCHOOL DISTRICT**

**EAST CLEVELAND CITY SCHOOLS**

**GARFIELD HEIGHTS CITY SCHOOL DISTRICT**

**SOUTH EUCLID-LYNDHURST CITY SCHOOL DISTRICT**







## Marion Motley Scholarship

The Marion Motley Scholarship, in partnership with College Now of Greater Cleveland, honors the former Browns and Pro Football Hall of Fame fullback and linebacker, who overcame many obstacles to break ground as one of the first African American players in the NFL and played with the Browns from 1946-53. Two Northeast Ohio students are selected annually to receive the scholarship.

### SCHOLARSHIP RECIPIENT

"It's just a blessing. I'm so happy to be able to accept this opportunity and to know that my achievements mean something and that I have the potential to do great things."

**\$380k** **38**  
In Scholarships Recipients

## Digital Divide

Along with the Cleveland Browns Foundation, coaches, staff, and players, we are committed to bridging the digital divide across Northeast Ohio investing over \$540k to support the purchase of essential technology and training tools for both students and teachers. Our support of local districts continues, ensuring that all students have access to the technology they need to succeed in their education.

**\$455k** **325**  
Total to Akron Public Schools, East Cleveland Devices Donated







## FAMILY GIVING

### Say Yes Cleveland |

The Haslams' commitment to support education opportunities for all students extends to post-secondary education through we support to Say Yes Cleveland, providing a clear pathway for Cleveland Metropolitan School District graduating seniors to enter a college, university, or trade school tuition-free and provide assistance to students who are facing obstacles on the path to graduation.

### Teach For America | Teach For America

We are dedicated to supporting educators and Teach for America. In 2012, Teach for America began operations in Cleveland and now in their 13th year the network has grown to 530 corps members and alumni across Northeast Ohio, including almost 250 in school-based roles as teachers, school leaders, and school systems leaders.



### Cleveland Orchestra, Rock Hall & Playhouse Square

Part of our focus on education is helping those that are interested in learning the arts in Northeast Ohio have dedicated funding to do so. The Haslam Family has made financial contributions to the Cleveland Orchestra, Cleveland's own Rock and Roll Hall of Fame, and Playhouse Square to provide educational programming for Northeast Ohio students.



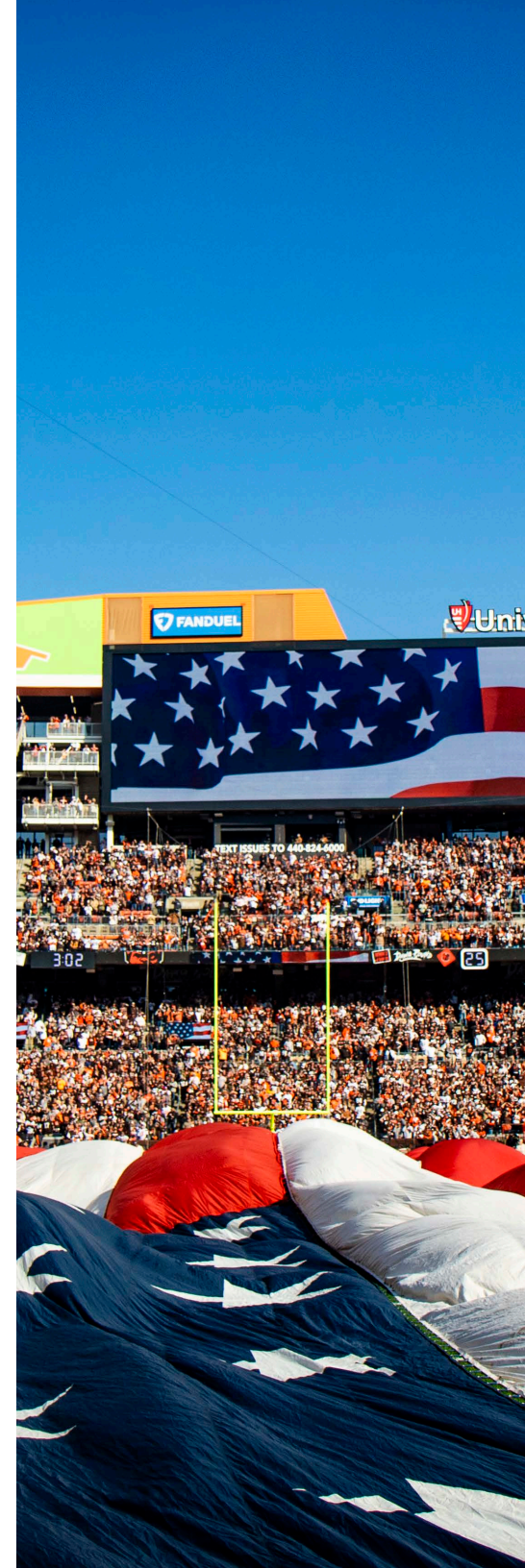
# \$26.6M

Investment  
to Date

## COMMUNITY & EQUITABLE OPPORTUNITIES

The Browns have donated resources and provided financial support to a number of Northeast Ohio organizations as well as NFL Initiatives to help create larger scale impact across the communities we serve.

We have also prioritized upward mobility in partnering with more than 25 organizations throughout Northeast Ohio to further equitable opportunity efforts.





## EDWINS Leadership & Restaurant Institute

The Browns have invested in criminal justice reform as well as in re-entry programs by annually supporting EDWINS Leadership & Restaurant Institute—including more than \$595,000 in grants since 2017. Founded in 2007, EDWINS Leadership & Restaurant Institute gives formerly incarcerated adults a foundation in the culinary and hospitality industry while providing a support network necessary for their long-term success, with the Browns supporting the organization's 95 percent employment rate and less than one percent recidivism rate. In continuation of this support, the Browns helped sponsor the release of EDWINS' curriculum to more than 45,000 tablets in prisons across the country.

**\$595k** **100k+**  
In Grants Since 2017    Individuals Reached

## JumpStart

In partnership with JumpStart, the Browns aim to help bridge resource gaps and accelerate economic outcomes for Black and minority-owned small businesses throughout the City of Cleveland and Northeast Ohio. There's been an average 60 percent increase in revenue among the 30+ minority and Black-owned business cohort participants since 2022.

**\$365k** **25%**  
Since 2022    Job Growth







## Unifying Neighborhoods

The Browns have partnered with more than 25 organizations throughout Northeast Ohio to further equitable opportunity efforts since 2018. We have worked closely with the City of Cleveland, aiding in enhancing police and community relations through reform, accountability and by providing a number of equitable opportunity grant initiatives. These efforts are part of the Browns Be the Solution campaign which was launched in 2020 and complements the NFL's Inspire Change platform. This platform is a year-round effort that spotlights the social justice work done by NFL players, clubs, the league office, and grant recipients. These programs aim to create positive change and ensure equitable opportunity for everyone across Northeast Ohio and the NFL.

**5** Individuals have been recognized as the Jim Brown Inspire Change Changemaker for this work in Northeast Ohio in the equitable opportunity space



## My Cause My Cleats

Through the NFL's My Cause My Cleats initiative, players have the opportunity to pick a cause that is important to them and represent their chosen organization on custom designed cleats. 265 Browns players and coaches have represented 248 different organizations helping to increase awareness for their chosen cause since 2016.

**\$398k**

Donated Since 2016

**200+**

Local Organizations  
Represented





## Greater Cleveland Food Bank



The Greater Cleveland Food Bank is the largest hunger relief organization in Northeast Ohio and we have been dedicated partners. On an annual basis, the entire organization and fan base have been involved in a range of opportunities, from volunteering at Thanksgiving to hosting the Taste of Browns. Additionally, the team made a significant capital investment for expansion, which included naming the Cleveland Browns Foundation Food Donation Center, to help ensure the basic needs for our fans and the community were met. Over the last two years, Browns partner Sugardale has donated over 80,000 pounds of food as part of this effort.

**\$4.3M** Total Raised Through Taste of the Browns



## Military Appreciation | CROSSCOUNTRY MORTGAGE

The Browns are committed to honoring, empowering and connecting service members and veterans. During Training Camp, the Browns and CrossCountry Mortgage welcome military members and Gold Star Families to watch practice and meet players and coaches. The Browns have also recognized 573 local service members from all branches of the military as part of the Cleveland Browns Hats Off to Our Heroes Honor Row presented by Crown Royal. The Browns also join the NFL in celebrating service members and veterans through the Salute to Service game, presented by CrossCountry Mortgage, and through their partnership has also been a major supporter of the military and this initiative.

**573** Service Members Recognized

**2k+** Exclusive Invites for Military



# \$22M

Investment  
to Date

# YOUTH FOOTBALL

Through year-round programming at locations across Northeast Ohio, the Browns offer a variety of camps, clinics, and initiatives for youth and high school athletes. These programs provide exclusive experiences and opportunities to play, while ensuring any athlete that wants to play has the opportunity.

## Girls Flag Football | |

Launched in 2021, alongside Northeast Ohio Flag Football, the Browns Girls High School Flag Football program, presented by Gatorade and in association with Bridgestone, provides female student-athletes with access to the sport. Ultimately, the Browns aim to ensure Girls High School Flag Football becomes a sanctioned varsity sport under the Ohio High School Athletic Association.

**88** **1,920**  
Teams Athletes





As part of the Browns' dedication to Northeast Ohio, education and youth and high school football, we have helped install 16 high-quality synthetic turf fields in the past eight years at schools and community organizations throughout the region, an effort that is unprecedented across the NFL, and proudly partnered with ForeverLawn and Ohio Cat for these installations. The first fields were dedicated to Cleveland Metropolitan School Districts with the Cleveland Muny Football league using the spaces to enhance youth football in the community.

**16** **\$10.5M**  
Fields Built Invested

Adapted Football League

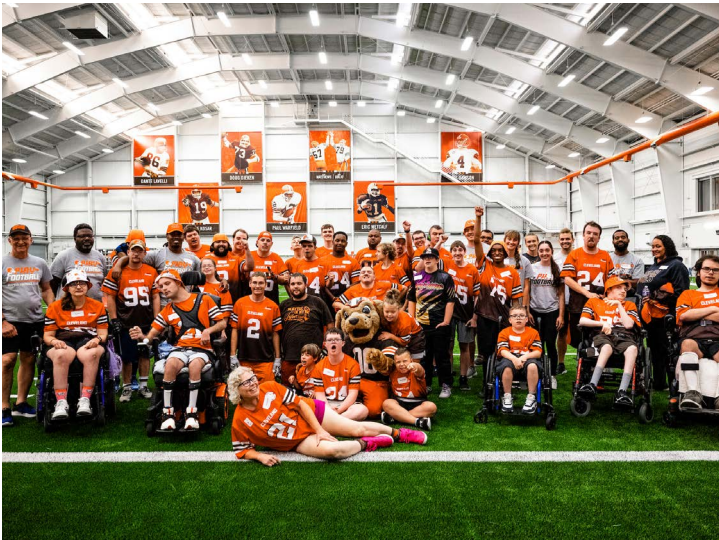
The Cleveland Browns Adapted Football League, established in 2011 alongside the Achievement Centers for Children, gives children and adults of all abilities the opportunity to participate in an organized, competitive and developmental sport that would otherwise be unavailable to them.

**\$380k** **1,440** **3,840**  
Invested Athletes Volunteers

Rookie Tackle

Launched in 2016, Rookie Tackle is a modified game to introduce tackle football to youth players. Designed by USA Football, the Rookie Tackle model is part of the Football Development Model, which serves as a bridge game from flag football to traditional 11-player tackle football.

**17** **201** **2,688**  
Leagues Teams Athletes







## HELMETS Program | **meijer** | University Hospitals

HELMETS, presented by Meijer and in association with University Hospitals, aims to advance player safety by awarding two eligible Ohio area high school football programs with \$25,000 in new football helmets each year.

**3,852** **\$1.8M**

Total Helmets Donated

Invested

## Camps & Clinics

Through year-round programming on fields installed by the Browns, the team leads camps, clinics, and other initiatives for youth across Northeast Ohio, providing them with exclusive experiences and creating no cost opportunities to play. In 2024 alone, there were 94 events organized by the Browns for youth in the community to get out and play.

**7,330**

Participating Athletes

## Browns Flag In-Schools

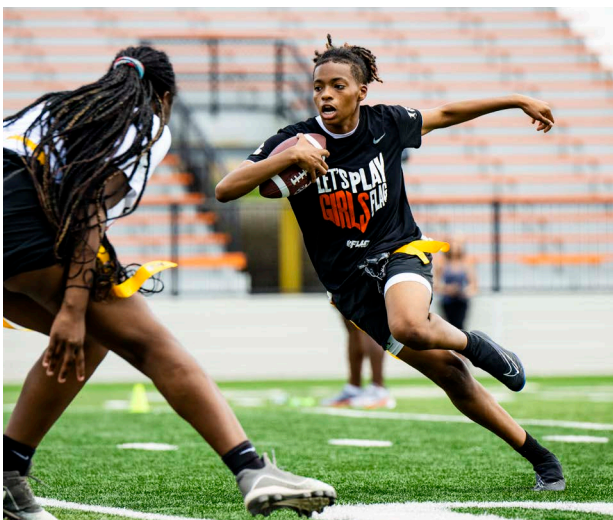
Browns Flag In-Schools is focused on developing a turnkey flag football implementation model for physical education teachers. The program aims to prioritize flag football as an in-school physical activity while creating engagement opportunities to increase attendance for boys and girls of all skill levels in elementary schools from Cleveland to Columbus.

**218**

Participating Schools

**15**

Participating Districts





# VOLUNTEERING

We believe the message of giving back to our communities begins in our building.

Through Browns Give Back initiatives such as the First and Ten movement, the Browns are focused on putting volunteerism at the forefront for the organization and fans.



## First And Ten Community Partners







## First and Ten

Launched in 2014, the Cleveland Browns First and Ten campaign is the team's community program, designed to inspire the organization and fans to help our communities through volunteerism. The goal is to inspire others to volunteer and make an impact by fostering connections and directly supporting causes important to them. Browns staff and fans have prioritized volunteerism through key events such as the Cleveland Browns First and Ten Blood Drive with American Red Cross, helping thousands of patients in need and the Browns Annual Toy Drive which has donated tens of thousands of gifts to support children in Cuyahoga County, inspiring over 3.5M hours of community service.

**100%** Staff Volunteer 10+ Hours Each Year



## Player & Alumni Giving / Walter Payton NFL Man Of The Year



The Browns prioritize both alumni and players giving back their time to the communities that support them. Players such as Joel Bitonio, Myles Garrett, Joe Thomas and Denzel Ward have been nominated as the League's most prestigious community honor, the Walter Payton NFL Man of the Year Award, presented by Nationwide which recognizes a player for his excellence on and off the field.

**7,500+** Player / Alumni Community Appearances Since 2014







# Making An Impact.

**CLEVELAND  
BROWNS**

Follow [@BrownsGiveBack](#), [@BrownsYouthFB](#), and [@SITG\\_Browns](#) for the latest Browns community and youth football news, photos, and more.