The background of the entire page is a collage of various photographs showing fans, players, and community members. Overlaid on this is a large, semi-transparent image of a Cleveland Browns football helmet. The helmet is orange with a white facemask. The word "BROWNS" is visible on the facemask. The helmet is positioned diagonally across the page.

CLEVELAND BROWNS
COMMUNITY
INVOLVEMENT
REPORT
2009-2010

CITIZENSHIP EDUCATION HEALTH & WELLNESS YOUTH FOOTBALL

COMMUNITY

CLEVELAND BROWNS

Dedicated To The Community

Just as tradition and heritage have been cornerstones of the Cleveland Browns organization, so has our long commitment to supporting the community and those who so loyally support us.

The Browns and the Cleveland Browns Foundation will continue to serve Northeast Ohio through volunteerism as well as through unique programs and initiatives focusing on citizenship, education, health & wellness, and youth football.

It is with compassion and a spirit of service that we dedicate ourselves to improve the quality of life in Northeast Ohio and to assist those in need of our help. On behalf of the entire organization, we look forward to a prosperous year both on and off the field.

Sincerely,

Mike Holmgren *Renee Harvey*

Mike Holmgren
President

Renee Harvey
Director, Community Outreach

THE CLEVELAND BROWNS COMMUNITY EFFORTS FOCUS ON CITIZENSHIP, EDUCATION, HEALTH & WELLNESS, AND YOUTH FOOTBALL.



During the course of the year, Browns players volunteered for more than 800 hours, the equivalent of 33 days of continuous volunteer service!

COMMUNITY INVOLVEMENT



Cleveland Browns Foundation

The Cleveland Browns Foundation promotes programs that positively impact the lives of young people throughout Northeast Ohio.

Vision First: A grassroots program developed by the Cleveland Clinic Cole Eye Institute and supported by the Cleveland Browns Foundation, Vision First is a mobile eye clinic that visits 80 schools each year, providing free eye exams for students four to six years old and free eyeglasses for those who need them.

Cleveland Browns Marion Motley Scholarship Fund: Since the creation of the Marion Motley Scholarship Fund in 2005, the Cleveland Browns Foundation has awarded \$100,000 in scholarships, creating educational opportunities for students from Northeast Ohio. Made possible through a partnership with the Cleveland Scholarship Programs, the scholarship fund honors the legacy of NFL Hall of Famer Marion Motley, a former Browns player who broke down racial barriers in football to create opportunities for others.

Browns Kids: At each home game, the Browns host children from select special-needs organizations. Upon arrival, the children and their families receive VIP treatment and enjoy the opportunity to watch pre-game activities from the sidelines. They then enjoy a tailgate-style meal and the game, seated in a Browns luxury suite modified to accommodate individuals with special needs.

Tickets for Kids: Through the Cleveland Browns Foundation, season ticket holders are able to donate their Browns tickets to Northeast Ohio charitable organizations. Guests from those organizations attend a game and, as a Ticket for Kids benefactor, donors are entitled to a tax deduction.

Cleveland Browns Foundation Golf Tournament: Browns players and celebrities join Foundation supporters for this day of giving, golf, and fun. The net proceeds of the tournament, held annually at the prestigious Firestone Country Club, directly benefit the Foundation's initiatives and make the tournament the Foundation's largest fundraising event.



DEDICATED TO CARING



Annually, the Cleveland Browns Foundation positively impacts the lives of more than 10,000 children in Northeast Ohio.



For the entire month of April 2010, Cleveland Browns Stadium was lit blue as part of the Autism Speaks Light It Up Blue campaign featured during Autism Awareness Month.



INSIDE AND OUT, FROM TOP TO BOTTOM, THE BROWNS ARE COMMITTED TO THE PLAY 60 CAMPAIGN AND WILL CONTINUE TO INTRODUCE UNIQUE PROGRAMS FOR CHILDREN TO ENJOY.

Play 60

The Browns Play 60 Campaign delivers to children and families a simple message: **Get 60 minutes of physical activity every day.** And, through special events, the Browns demonstrate how easy it is to live a healthy lifestyle and be active.

Each year schools have the opportunity to participate in the Browns Play 60 Challenge, a six-week program designed to motivate 7th and 8th grade students to increase their physical activity. The top 11 students from the 2009 Challenge logged a combined **65,000 minutes of activity.** They were then invited to a home game and led the team out of the tunnel prior to kick off.

The Browns also hosted more than **800 athletes and coaches** from the Special Olympics program for a day of fun in the Browns Casey Coleman Field House. And, in partnership with the American Heart Association, the Browns **hosted 600 people** at the **Healthy Family Training Camp**, a unique health fair offering hands-on activities at the Berea Training Facility.

In addition, **Browns players personally visited schools** to share their thoughts and ideas on how to get active – often leading children in physical activities and enjoyable challenges.



On game days, fans at Cleveland Browns Stadium were encouraged to get up and move during the Play 60 **O-H-I-O tribute.**

The Browns have a Play 60 inflatable activity system that offers children of all ages the opportunity to be active.

Chomps, the official mascot of the Cleveland Browns, created his own Play 60 activity workout and his new, fit appearance reflects the positive impact 60 minutes of activity can have.



The Browns donated more than \$90,000 in fitness equipment to local recreation centers and schools during the spring of 2010.



Through the Browns Play 60 Challenge, students logged more than 4.4 million minutes of activity.

HEALTH & FITNESS



Fitness Zones!

Hometown Huddle: Browns players and staff, representatives from the United Way of Greater Cleveland and community volunteers gather each year in underdeveloped areas to create safe places for children to play, as part of the NFL and United Way Hometown Huddle.

The most recent project, in association with the Cleveland Clinic, included an extensive outdoor renovation at Famicos Foundation Park Village Apartments on Hough Avenue in Cleveland. Players and volunteers landscaped, painted fences as well as an outdoor mural, planted gardens and installed an 8-station Fitness Zone for kids to Play 60. The community's indoor activity area also was refurbished.

The 11 Hometown Huddle project sites over the years include:

- **2009** – FITNESS ZONE: Famicos Foundation Park Village Apartments
- **2008** – FITNESS ZONE: Monarch School at Bellefaire JCB
- **2007** – FITNESS ZONE: Goodrich-Gannett Neighborhood Center
- **2006** – Boys & Girls Clubs of Greater Cleveland
- **2005** – Murtis H. Taylor Multi-Service Center
- **2004** – Salvation Army Temple Corps
- **2003** – Friendly Inn Settlement
- **2002** – East End Neighborhood House
- **2001** – Garden Valley Neighborhood Homes
- **2000** – Positive Education Program, Hopewell Day Treatment Center
- **1999** – West Side Ecumenical Ministry

Spring Fitness Zone Project: Volunteers from the Cleveland Browns Foundation, the American Dairy Association Mideast, and the East Cleveland Schools worked together to complete a Browns-themed **15-station Fitness Zone** at Heritage Middle School. Browns players were on hand to take part in the site's festive dedication ceremony and to properly guide students through the Fitness Zone.



CLEVELAND BROWNS
Fitness Zone



The top 11 students from the 2009 Play 60 Challenge logged a combined total of 65,000 minutes of activity.



Three Fitness Zones have been installed since the Play 60 movement began, providing a safe place for children to be active.

Youth Football

The Browns and the Cleveland Browns Foundation are committed to the development and promotion of youth football in Northeast Ohio and provide program support that enhances opportunities for young athletes

NFL/LISC Grassroots Program

Gunning Park Recreation Center received **\$250,000** in grants and funding from the Cleveland Browns as part of the National Football League/Local Initiatives Support Corporation Grassroots Program. The Browns, along with ParkWorks, the City of Cleveland, and Majestic Steel, assisted with the construction of the football field refurbishment project, which was unveiled to the public on August 31, 2009.

High School Player Development (HSPD) and 7-on-7

New in 2009, **more than 500 student athletes** participated in multiple Cleveland Browns HSPD camps in Cuyahoga, Summit and Stark counties. Twelve of the outstanding young athletes were selected to represent the Browns in the **National 7-on-7 Tournament** where they competed against representatives from other NFL cities.

Cleveland Browns Football Camp

Presented by Medical Mutual of Ohio and in association with the Cleveland Clinic, the 2009 edition of the Cleveland Browns Football Camp was held at Cleveland Browns Stadium for the first time since the camp's inception.

More than 200 campers, ages 8 to 14, some from as far as South Carolina and Florida, enjoyed a week on the Browns home field as they worked to improve their skills. Camp highlights included guest appearances by Joshua Cribbs and the entire 2009 Cleveland Browns Rookie Class.

High School Football Competition

In the fall of 2009, high school team captains were invited to submit a letter to the Browns describing the extra work put forth by their respective school's coaching staff in a competition to win a surprise visit by Browns players to a team practice. Nick Kaszei from Padua Franciscan High School submitted the winning letter. Three Browns players visited a Padua Franciscan football practice and provided guidance and hands-on instruction.

USA Football

In celebration of USA Football Month, the Browns proudly invited thousands of youth football players, representing 25 youth football organizations in Northeast Ohio, to the Browns vs. Titans game on August 29, 2009. In total, **4,000 tickets** were distributed, making the event the largest single ticket donation to youth football since the Browns returned to the NFL in 1999.

Youth Football Future Stars

Throughout the 2009 season, local youth football programs had the opportunity to showcase their skills at halftime of Browns games through the Youth Football Future Stars program presented by Medical Mutual of Ohio. **Fourteen youth football teams** were featured during eight Browns home games

Cleveland Browns NFL Punt, Pass & Kick

Nearly **140,000 boys and girls** from the Browns market, ages 8 to 15, participated in the 2009 NFL Punt, Pass & Kick competition. Micah Potter of Mentor, Ohio, represented the Browns in the National Championship event and was crowned champion of the boys 10 to 11 year-old division.

Cleveland Browns High School Coach of the Week/Year

Every season, the Browns proudly honor **10 Northeast Ohio high school football coaches**, awarding each a **\$1,000 contribution** to his school's football program. Todd Filtz of Maple Heights High School was honored as the 2009 High School Coach of the Year, and his school's program received an additional \$2,000 from the Browns.

USA Football All-Fundamentals Team

Browns offensive lineman Joe Thomas was named to the inaugural **USA Football/NFLPA All-Fundamentals Team**. As part of the honor, Thomas was able to select a youth or high school football program to receive a **\$1,500 equipment grant** from USA Football. Thomas **matched the grant** and selected the programs at Collinwood and East Tech High Schools in Cleveland. He personally visited both programs to present the equipment.



More than 146,000 athletes took part in Cleveland Browns Youth Football programming in 2009.



Teams competing in the Youth Football Future Stars halftime exhibition games represented communities along a 192-mile stretch from Bryan to Kirtland, Ohio.

YOUTH FOOTBALL



The Hats Off to Our Heroes program honors the men and women of the armed forces as well as members of local police and fire departments for their service to our country and community.

The Browns invite members of the military and safety forces to home games and honor them with scoreboard features, announcements and recognition from the fans, who are encouraged to salute the honorees for their selfless dedication and service.

Extending beyond game-day activities, the Browns also send care packages overseas and invite our heroes to training camp and special events as VIP guests.

The Browns are grateful to the brave men and women of Northeast Ohio who so capably serve, protect, and defend.



COMMUNITY PARTNERS

American Heart Association and the Browns share a vision of children living healthier lives. Through unique NFL programs like Play 60 Challenge, young people are encouraged to adopt healthier lifestyles by becoming more active and physically fit. In addition, the **Healthy Family Training Camp** hosted at the Berea Training Facility offers hundreds of children and families the chance to learn how to be heart healthy and features a health fair with activity stations designed to get kids moving.

American Red Cross and the Cleveland Browns team up annually with the American Red Cross and American Sickle Cell Anemia Association to host the **Cleveland Browns Dr. Charles Drew Blood Drive**. The drive is held at the Browns Training Camp as well as multiple sites throughout Northeast Ohio. Because each pint of blood donated can help up to three patients, **more than 2,100 people were potentially impacted** by the most recent drive. Browns alumni made guest appearances at select locations.

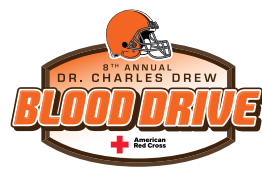
Cleveland Foodbank and the Browns are committed to helping alleviate hunger in Northeast Ohio. In 2009, we proudly hosted the **11th Annual Cleveland Browns Taste of the NFL** at Cleveland Browns Stadium. This signature event brought together the area's finest restaurants and, coupled with past and present Browns celebrities, helped raise funds for the Foodbank. Offensive lineman Joe Thomas and Browns alumnus Kevin Mack were honorary co-chairs.

In addition, the annual food drive hosted during the Browns season provided fans the opportunity to contribute through gate collections and raised more than **\$4,600 and more than 1,100 pounds of food**. The Browns' commitment was further emphasized when President Mike Holmgren addressed the need for hunger relief at the 2010 Harvest for Hunger kick-off event.



Cleveland Metropolitan School District serves thousands of children in the neighborhoods surrounding Cleveland Browns Stadium, and the Browns are committed to reaching out to these students through unique opportunities. While Vision First travels to elementary schools, Browns Play 60 programming and youth football opportunities are offered to students in middle schools and high schools. Browns players regularly visit schools and discuss with students the importance of hard work and education. The Browns support educators as well and annually host the Cleveland Metropolitan School District's **Principal for a Day** reception at Cleveland Browns Stadium.



American Heart Association
Learn and Live



 During the 2009 season, more than 5,500 tickets were donated to members of the armed forces through the USO of Northern Ohio.

 ZTA Sorority members distributed nearly 20,000 THINK PINK® ribbons to fans as they entered the gates of Cleveland Browns Stadium prior to the October 4th game vs. the Cincinnati Bengals. 

COMMUNITY PARTNERS

Cuyahoga County Public Library and the Cleveland Browns encourage children and families to read together. **Read with the Browns** was offered in partnership with the Cuyahoga County Public Library, the Cleveland Clinic, the American Dairy Association Midwest and Fuel Up to Play 60. By logging onto ClevelandBrowns.com during the Browns season, families had the opportunity to read along with a Browns player. They also could visit one of the 28 local branches of the library where they could enjoy activities and win free prizes. Last year, nearly **3,000 children** participated in the Read with the Browns program. Earlier this year in recognition of **Black History Month**, hundreds of books were distributed to children from the library branches on behalf of the Cleveland Browns Foundation.

Shoes and Clothes for Kids, a local, non-profit organization that provides free shoes and clothes to thousands of children in need, partnered with the Browns in the **Cleveland Browns "Back to School" Campaign**. The campaign kicked off with children served by the organization making a VIP visit to Browns Training Camp. Funding provided by the Cleveland Browns Foundation resulted in the distribution of **5,250 shoe gift cards** to families as they prepared for the start of the school year.

United Way has been a valued partner with the NFL for more than 30 years, and the Cleveland Browns are proud to partner with the **United Way of Greater Cleveland**. Through the countless hours of volunteer service and the teamwork of corporate leaders, dedicated citizens, and Browns staff and players, projects such as Hometown Huddle and Fitness Zones have been completed.

The Browns' support of United Way extends beyond volunteerism. We help United Way's fundraising efforts by participating in the annual **United Way of Greater Cleveland Celebrity Golf Outing** and **annual Sports Auction**.



Cuyahoga County Public Library
browsing is just the beginning



United Way of
Greater Cleveland



Browns staff volunteered to support multiple initiatives offered through the organization, accumulating more than 1,200 hours of volunteer service.



More than 1,200 children and guests from local organizations were invited to Training Camp and Family Day through the Community Corner summer program.

MAKING A DIFFERENCE

ALUMNI RELATIONS

Browns alumni have a long history of giving back to the community and in 2009 made **298 appearances** on behalf of various organizations and charities. Many of our alumni support the community through their own charitable foundations such as the Doug Dieken Foundation, Hanford Dixon's Right Path Foundation, Eric Metcalf's 21daful Foundation and the Eddie Johnson Memorial Foundation.

One of the most popular alumni programs is the Summer Charity Golf Tour. In 2009, Browns alumni participated in **25 charity golf tournaments** throughout Ohio, helping raise funds for the Easters Seals, the United Way, the United Black Fund, the Greater Cleveland Myny Football League, Berea Rotary International and many others.

Browns alumni involvement with charitable organizations and events is estimated to have helped raise more than **\$1.25 million in 2009**.

BROWNS BACKERS WORLDWIDE

The Browns Backers Worldwide is comprised of **more than 300 clubs** around the world that support their local communities while cheering on the Browns.

While the Browns Backers help raise funds for the Cleveland Browns Foundation, the Foundation aids the Browns Backers charitable efforts through a grant competition.

The Cleveland Browns Foundation has **donated \$30,000** through the annual grant competition. In 2009, winners and recipients of the grants were:

- The Greater Cincinnati Browns Backers and the Ryan McGregor Fund, which provides financial support for the twin, nine-month-old sons of cancer victim Ryan McGregor.
- The Browns Backers of Greater Dayton and GreenBucs, which helps assist disabled children nationwide.
- Van Wert Area Browns Backers and Starr Commonwealth & Montcalm School for Girls, which will use the funds to help sustain an interactive animal habitat at the therapeutic residential treatment facility.

Browns Backers Clubs often volunteer their time to help those in need and have supported food drives, college scholarship programs, toy drives, local youth football programs and countless others. Clubs often send packages to troops overseas and host banquets, fish fries, cookouts, golf tournaments and tailgate parties to raise funds for the groups they support.

Browns Backers not only support the Cleveland Browns Foundation, but make a positive impact on their communities as well.



The Cleveland Browns proudly launched the Browns Women's Organization (BWO) in 2009 to offer spouses and significant others of Browns players and coaches a means to give back to the community. Led by Julie Mangini, the organization has quickly become an integral part of the Browns' outreach to the community.

Organizations supported by the Browns Women's Organization in 2009 include:

American Cancer Society: The BWO helped raise funds for breast cancer awareness through a stadium gate collection and by creating **custom pink jerseys** for the NFL Auction.

Berea Children's Home & Family Services: Children received exclusive invitations to visit their "neighbors" at the Browns Berea Training Facility. During their visit, they were treated to a pizza party in the players' cafeteria and also were offered the opportunity to order Reebok shoes, **courtesy of Julie and Eric Mangini**.

Big Brothers Big Sisters of Northeast Ohio: The BWO Match of the Game program offered selected Bigs and Littles a unique game-day experience as they enjoyed a Browns home game with **pre-game field access** and a post-game meet and greet with players.

Homeless Shelter: The BWO provided a memorable Thanksgiving holiday meal for women in a local homeless shelter. More than **100 women and children** enjoyed a traditional Thanksgiving meal, including a delicious assortment of desserts. Following the meal, participants enjoyed a game of bingo and received warm hats and other necessities.

The Littlest Heroes: Members of the BWO and their significant others **adopted families** for the December holidays with the help of The Littlest Heroes, a local non-profit organization dedicated to helping children diagnosed with cancer and their families.

Providence House: There were plenty of treats when BWO members added their personal touches to create a fun and **memorable Halloween for children** residing at Providence House. Crafts, activities, and costumes were the children's favorites during this visit from the BWO.



Browns Backers Worldwide clubs have donated close to \$80,000 to the Cleveland Browns Foundation through the yearly Foundation fundraiser, which began in 2003.



The Browns Women's Organization directly impacted the lives of more than 500 children during its inaugural year in 2009.

TAKING THE INITIATIVE

SUPPORT A GREAT CAUSE

Browns For The Holidays

Did You Know?

- In 2009, players and coaches collected and donated more than \$65,000 in toys and clothing through their individual holiday initiatives.
- Players collectively donated funds to help purchase more than 1,700 turkeys for families to enjoy during the Thanksgiving holiday.
- Browns employees have helped make the holiday wishes of more than 1,000 children come true by participating in the Cuyahoga County Children & Family Services' Giving Tree program.
- The Browns host gate collections annually to encourage fans to support the Marine Corps Toys for Tots campaign and the Cleveland Foodbank.
- During the holidays, players, coaches, and executives adopt families struggling with cancer by providing gifts; sometimes they personally deliver the gifts, while other times they may prefer to remain anonymous.
- Browns players Eric Steinbach and Joe Thomas hosted a Shop with a Pro holiday event for 30 children who met other Browns players and enjoyed a Donatos Pizza party before shopping for shoes and their favorite sports items.
- Browns staff members volunteer their time at the Cleveland Foodbank to help prepare Thanksgiving meals and assemble items of necessity for children in local neighborhoods.
- Members of the Browns Women's Organization volunteered at Providence House to make paper "wish ornaments" which were distributed to local schools so students could become involved in community outreach by gathering the items listed on the ornaments.
- In November, nearly 60 volunteers collected food and donations at stadium gates during the annual Cleveland Browns food drive. More than \$4,600 and 1,100 pounds of food were collected from generous fans.



"Wherever I have worked in the NFL, I felt it was extremely important to be involved in the community and to try to make a difference in the lives of as many people as possible. My wife, Kathy, and I share this philosophy, and we look forward to having the opportunity to do the same thing here in Cleveland. This will be a focal point, not just for me, but also for our entire organization. The Browns have a unique opportunity and platform to raise awareness for causes both locally and nationally, and we will continue to do what we can to help others and to make everyone proud of our city and our team."

– Mike Holmgren



For more information, visit:

CLEVELANDBROWNS.COM/COMMUNITY



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CITIZENSHIP EDUCATION HEALTH & WELLNESS YOUTH FOOTBALL

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