

The Cleveland Browns give back to Northeast Ohio with a commitment to education and youth football while engaging the community through our signature First and Ten volunteer movement.

SCHOOL ATTENDANCE = STUDENT ACHIEVEMENT

Proud to partner with **Cleveland Metropolitan School District** and **Shoes and Clothes for Kids** on our shared mission of improving attendance to increase student achievement.

How...

Removing Barriers to School Attendance:

More than **2,000** students experiencing economic hardship received packages containing school supplies, uniforms, shoes, and basic apparel. Students' attendance increased by **3-24%**, eliminating clothing as a barrier and keeping students in school and learning.

Promoting a Culture of Strong Attendance:

Working together to increase awareness and encourage students/families to make education a priority through...

- Using attendance data to reach at-risk students
- Browns player visits, tickets and autographed memorabilia
- Reward lunches, pop-up parties and field trips
- Billboards, yard signs and calls to families



3,200+
More students
with on-track
attendance

Higher attendance means...

34% more likely to graduate high school



LESS IS MORE - ROOKIE TACKLE

**40
YARDS**

VS

**100
YARDS**

166

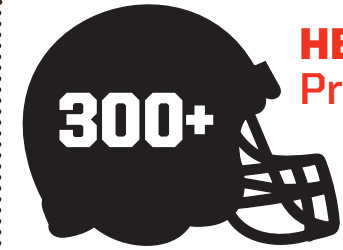
Athletes

60

Coaches

16

Teams
participate
in 2017 pilot
season



**HELMETS
Program**

300+ Xenith
Helmets
donated
since August

1.7 M

**One easy pledge can make a
HUGE difference**

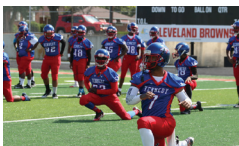
Nearly **1.7 million** hours and counting inspired through the Browns First and Ten movement, with nearly 5,000 group pledges alone submitted by fans in Ohio



**17 players championed
causes through
My Cause, My Cleats**

Dee & Jimmy Haslam extended support for causes important to our players with a \$5,000 contribution to each of the player's featured charities

5 FIELDS
synthetic turf
fields installed
in the city of
Cleveland for
CMSD



\$20,000+ covering 14 different high school football match ups during the 2017 football season



218
Community Events
facilitated in 2017



1,800+
hours of
volunteering

Players, Alumni
and Staff
combined
#give10



UNITY
15+ POLICE OFFICERS
8 PLAYERS
3 SCHOOLS
= Equality Summit



**Taste of the Browns
raises enough for
1 MILLION MEALS**

for the Greater
Cleveland
Food Bank



Play Football Month celebrated in August

8,100+

tickets donated to 23 youth football teams representing 30 different leagues in Northeast Ohio