The NFL FLAG-In-Schools Program started in 2014
- Developed by GENYOUth as a solution to the physical inactivity crisis
- Supports Physical Education (PE) Teachers
- Reaches a new population of potential players, namely girls and young children who have never played football!

The program provides NFL FLAG-In-Schools Kits, valued at $410:
- Equipment: To replace outdated or non-existing equipment
- Curriculum: High-quality resource developed by SHAPE America
- Interactive NFL FLAG-In-Schools course from SHAPE America’s Online Institute

NFL FLAG-In-Schools receives high ratings on almost every measure and is especially strong on:
- Providing an opportunity for competition
- Helping kids learn new skills and the rules of football
- Providing an easy way for kids to engage in football and feel accomplished

“Every grade level from K-6th grade have the opportunity to learn how to use the flags and are taught a variety of games and activities and exercises that use the flags to their benefit. The flags also helped increase participation during our two schoolwide wellness weeks at Hendricks and the teachers noticed a large difference in the opportunities given to all students due to having more flags to use during lunchtime activities.”

Arizona Cardinals Market

$99,360 in kits given to
226 Fuel Up to Play 60 schools, reaching
144,935 students

Program Participation

- Reported using Kits for before- and after-school programs, recess activities, and weekend/sports teams.
- 85% of participants indicated they love or like the program

By Gender
- Male: 51%
- Female: 49%

By Age/School Level
- Elementary (age 5-10): 85%
- Middle School (age 11-14): 11%

IN-Market Reach & Potential

- All Schools in Market: 226 (876 potential reach)
- Schools with 20%+ Hispanic population: 188 (491 potential reach)
- Student enrollment at schools: 144,935 (459,811 potential reach)

Year 1 recipients: 3
Year 2 recipients: 3
Year 3 recipients: 3

To learn how you can help to grow the NFL FLAG-In-Schools program, please contact GENYOUth directly at Lauren.Izzo@GENYOUthNow.org or 224-251-0216.

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