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- Equipment: To replace outdated or non-existing equipment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

“The students have really enjoyed participating in various activities outlined in the Flag Football curriculum provided by Fuel Up to Play 60. This is great tool for teaching skills by following a progression of fun and engaging activities.”

Atlanta Falcons Market

75-mile radius from stadium

$102,925 in kits given to
224 Fuel Up to Play 60 schools, reaching
157,384 students

PROGRAM PARTICIPATION

- Teachers
- Students

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

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>51%</td>
<td>49%</td>
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By Age/School Level

<table>
<thead>
<tr>
<th>Elementary (age 5 - 10)</th>
<th>Middle School (age 11-14)</th>
<th>Other/Combined</th>
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</thead>
<tbody>
<tr>
<td>73%</td>
<td>25%</td>
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IN-MARKET REACH & POTENTIAL

- All Schools in Market
  - 224
  - 1,288

- Schools with 20%+ Hispanic population
  - 65
  - 262

- Student enrollment at schools
  - 157,384
  - 759,665

- Awarded Kits
- Potential Reach

Due to limited availability, 48 schools were denied kits missing a potential of 40,905 students!

- 3-year Partnership with Boys & Girls Clubs
  - Year 1 recipients
  - Year 2 recipients
  - Year 3 recipients
  - 12
  - 6

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.