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- Equipment: To replace outdated or non-existing equipment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

“When I have girls that say, “I can actually throw a football” or “wait ’til my dad sees me throw this football – he’s never going to believe”, those successful moments add up... your kids come back and want to play after school. They want to play outside of just your Phys Ed class”

Buffalo Bills Market
75-mile radius from stadium

$85,020 in kits given to
153 Fuel Up to Play 60 schools, reaching
76,269 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): 74%
- Middle School (age 11-14): 13%
- Other/Combined: 13%

IN-MARKET REACH & POTENTIAL

All Schools in Market
- 153
- 532

Schools with 20%+ Hispanic population
- 34
- 24

Student enrollment at schools
- 76,269
- 214,269

3-year Partnership with Boys & Girls Clubs
- Year 1 recipients: 7
- Year 2 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.