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- Equipment: To replace outdated or non-existing equipment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

"My 6th grade class created their own 7-person teams for our Flag Football tournament. All of the teams chose NFL teams to be and designed matching uniforms that they use to play in the round-robin tournament."

Carolina Panthers Market

75-mile radius from stadium

$142,515 in kits given to
313 Fuel Up to Play 60 schools, reaching
193,008 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): 67%
- Middle School (age 11-14): 30%
- Other/Combined: 3%

IN-MARKET REACH & POTENTIAL

All Schools in Market
313 854

Schools with 20% + Hispanic population
131 133

Student enrollment at schools
193,008 387,512

- Awarded Kits
- Potential Reach

Due to limited availability, 31 schools were denied kits missing a potential of 17,899 students!

3-year Partnership with Boys & Girls Clubs

- Year 1 recipients: 15
- Year 2 recipients: 4
- Year 3 recipients: 4

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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