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- Equipment: To replace outdated or non-existing equipment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

"During PE class, every student at Granville Intermediate is participating in Flag Football. We have covered pulling the flags with Flag Tag, throwing routes, running routes and now we are preparing for our games next week. Thank you FUTP60! Having FUN = Learning!"

Cincinnati Bengals Market
75-mile radius from stadium

$81,220 in kits given to
182 Fuel Up to Play 60 schools, reaching
101,298 students

PROGRAM PARTICIPATION
Reported using Kits for before- and after-school programs, recess activities, and weekend/sports teams.

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

By Age/School Level
- Elementary (age 5 - 10): 69%
- Middle School (age 11-14): 27%
- Other/Combined: 4%

IN-MARKET REACH & POTENTIAL

All Schools in Market
- 182
- 1,033

Schools with 20%+ Hispanic population
- 13
- 52

Student enrollment at schools
- 101,298
- 424,637

- Awarded Kits
- Potential Reach

Due to limited availability, 19 schools were denied kits missing a potential of 8,702 students!

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

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.