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- Equipment: To replace outdated or non-existing equipment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

“Students used recess time as an opportunity to use the skills learned in PE class to organize and play flag football games on their own.”

Green Bay Packers Market
75-mile radius from stadium

$96,445 in kits given to
113 Fuel Up to Play 60 schools, reaching
48,944 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: 52%
- Female: 48%

By Age/School Level

- Elementary (age 5 - 10): 65%
- Middle School (age 11-14): 32%
- Other/Combined: 3%

IN-MARKET REACH & POTENTIAL

All Schools in Market

- 113 Awarded Kits
- 441 Potential Reach

Schools with 20% + Hispanic population

- 21 Year 1 recipients
- 21 Year 2 recipients
- 21 Year 3 recipients

Student enrollment at schools

- 48,944 15
- 114,162 5

3-year Partnership with Boys & Girls Clubs

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.