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- Equipment: To replace outdated or non-existing equipment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

“This year we wanted to switch things up by adding the FUTP Flag Football curriculum as one of our units. It truly is amazing to see the change in the activity levels of our boys as they are eager to get through their warm-up and stretching drills in order to get outside to continue their games from the previous day.”

Houston Texans Market
75-mile radius from stadium

$320,295 in kits given to
558 Fuel Up to Play 60 schools, reaching
438,427 students

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

By Gender
- Male
- Female
- 51% 49%

By Age/School Level
- Elementary (age 5 - 10)
- Middle School (age 11-14)
- Other/Combined
- 72% 26%

IN-MARKET REACH & POTENTIAL
All Schools in Market
- 558 1,101

Schools with 20%+ Hispanic population
- 489 679

Student enrollment at schools
- 438,427 628,400

3-year Partnership with Boys & Girls Clubs
- Year 1 recipients
- Year 2 recipients
- Year 3 recipients
- 8 5

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.