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- Equipment: To replace outdated or non-existing equipment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

"FUTP 60 FLAG Kits have brought back the excitement of playing flag football. The students ask every day if they can play football using the equipment Fuel Up to Play 60 has provided, even on days it's raining."

Kansas City Chiefs Market
75-mile radius from stadium

$92,255 in kits given to
171 Fuel Up to Play 60 schools, reaching
76,424 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): 75%
- Middle School (age 11-14): 23%
- Other/Combined: 2%

IN-MARKET REACH & POTENTIAL

All Schools in Market
- Awarded Kits: 171
- Potential Reach: 813

Schools with 20%+ Hispanic population
- Awarded Kits: 74
- Potential Reach: 78

Student enrollment at schools
- Total: 76,424
- Potential Reach: 283,158

3-year Partnership with Boys & Girls Clubs
- Year 1 recipients: 11
- 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.