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- Equipment: To replace outdated or non-existing equipment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

“When I have girls that say, “I can actually throw a football” or “wait ’till my dad sees me throw this football – he’s never going to believe”, those successful moments add up... your kids come back and want to play after school. They want to play outside of just your Phys Ed class”

Los Angeles Rams Market

75-mile radius from stadium

$215,520 in kits given to
394 Fuel Up to Play 60 schools, reaching
282,828 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): 59%
- Middle School (age 11-14): 39%
- Other/Combined

IN-MARKET REACH & POTENTIAL

All Schools in Market
394
3,841

Schools with 20%+ Hispanic population
363
2,381

Student enrollment at schools
282,828
1,966,774

Due to limited availability, 11 schools were denied kits missing a potential of 6,737 students!

3-year Partnership with Boys & Girls Clubs
21

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

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.