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- Equipment: To replace outdated or non-existing equipment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

“My students love the games so much they are becoming much more active and not realizing that they are moving for longer and longer periods of time.”

Miami Dolphins Market
75-mile radius from stadium

$198,535 in kits given to
355 Fuel Up to Play 60 schools, reaching
270,566 students

PROGRAM PARTICIPATION

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

By Gender
- Male: 52%
- Female: 48%

By Age/School Level
- Elementary (age 5 - 10): 67%
- Middle School (age 11-14): 29%
- Other/Combined: 4%

IN-MARKET REACH & POTENTIAL

All Schools in Market
- 355 Awarded Kits
- 841 Potential Reach

Schools with 20%+ Hispanic population
- 285 Awarded Kits
- 362 Potential Reach

Student enrollment at schools
- 270,566 Awarded Kits
- 427,800 Potential Reach

Due to limited availability, 12 schools were denied kits missing a potential of 5,296 students!

3-year Partnership with Boys & Girls Clubs
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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.