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- Equipment: To replace outdated or non-existing equipment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

"With the use of the flag football equipment provided by Fuel Up to Play 60, scholars in the building were rewarded each week with activity time because of their duty to be respectful, be responsible, and be safe in and around their peers. This program has given the students a goal to succeed at and built their confidence in their own abilities in problem solving, teamwork, and communication skills. Thanks to FUTP 60 for providing a reason to build this type of connection with our students!"

Minnesota Vikings Market
75-mile radius from stadium

$84,260 in kits given to
186 Fuel Up to Play 60 schools, reaching
102,195 students

PROGRAM PARTICIPATION
- 85% of participants indicated they love or like the program
- By Gender:
  - Male: 51%
  - Female: 49%
- By Age/School Level:
  - Elementary (age 5 - 10): 66%
  - Middle School (age 11-14): 30%

IN-MARKET REACH & POTENTIAL

All Schools in Market
- 186
due to limited availability, 14 schools were denied kits missing a potential of 6,106 students!

Schools with 20%+ Hispanic population
- 38

Student enrollment at schools
- 102,195

3-year Partnership with Boys & Girls Clubs
- Year 1 recipients: 5
- 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.