



NFL FLAG-In-Schools

National Market Report



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- Equipment: To replace outdated or non-existing equipment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 'til 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"



National Market

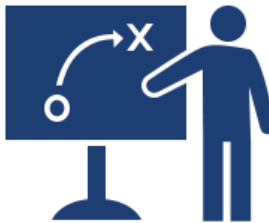
\$6,837,685 in kits given to

13,848 Fuel Up to Play 60 schools, reaching

7,983,438 students




PROGRAM PARTICIPATION



Teachers

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



Students

85%

of participants indicated they love or like the program

By Gender

51%

49%

MaleFemale

By Age/School Level ⓘ


64%

24%

12%

Elementary (age 5 - 10)Middle School (age 11-14)Other/Combined

IN-MARKET REACH & POTENTIAL



Schools

All Schools in Market

13,848

96,059

Schools with 20%+ Hispanic population

7,023

75,267

Student enrollment at schools

7,983,438

46,615,712

Awarded Kits

Potential Reach


Due to limited availability, 1,524 schools were denied kits missing a potential of 748,179 students!

3-year Partnership with Boys & Girls Clubs

443

272

Year 1 recipientsYear 2 recipientsYear 3 recipients



BOYS & GIRLS CLUBS OF AMERICA

To learn how you can help to grow the NFL FLAG-In-Schools program, please contact GENYOUth directly at Lauren.lzzo@GENYOUthNow.org or 224-251-0216.