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- Equipment: To replace outdated or non-existing equipment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

“We have introduced NFL Flag Football into our PE classes. Our students have really taken to it and have created their own league. We started off with four teams, but as the year went by we had to add three more. It has everyone talking on campus and has gotten our faculty involved too. We expect to have eight teams by the end of the year and will continue to find ways to expand. Thanks Fuel Up!”

New Orleans Saints Market

75-mile radius from stadium

$88,680 in kits given to
207 Fuel Up to Play 60 schools, reaching
106,866 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): 70%
- Middle School (age 11-14): 24%
- Other/Combined: 6%

IN-MARKET REACH & POTENTIAL

- All Schools in Market: 207
- Potential Reach: 570

- Schools with 20%+ Hispanic population: 36
- Student enrollment at schools: 106,866
- Awarded Kits: 4
- Potential Reach: 257,839

Due to limited availability, 3 schools were denied kits missing a potential of 487 students!

3-year Partnership with Boys & Girls Clubs

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.