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- Equipment: To replace outdated or non-existing equipment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 received the NFL FLAG Football Kit and it has transformed our football units in PE to something special! We have seen a huge increase in participation and have discussed starting an after-school club to take our overall participation to a new level!”

New York Giants Market
75-mile radius from stadium

New York Giants Market
$203,345 in kits given to
406 Fuel Up to Play 60 schools, reaching
225,173 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): 77%
- Middle School (age 11-14): 17%
- Other/Combined: 6%

IN-MARKET REACH & POTENTIAL

All Schools in Market

- 406 schools
- Potential Reach: 2,476

Schools with 20%+ Hispanic population

- 289 schools
- Potential Reach: 740

Student enrollment at schools

- 225,173 students
- Potential Reach: 975,635

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<th>3-year Partnership with Boys &amp; Girls Clubs</th>
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<tbody>
<tr>
<td>Year 1 recipients</td>
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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.


The term “schools” includes all K-12 public and private schools in the US.