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- Equipment: To replace outdated or non-existing equipment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”

Oakland Raiders Market

75-mile radius from stadium

$145,480 in kits given to
364 Fuel Up to Play 60 schools, reaching
164,011 students

PROGRAM PARTICIPATION

- Teachers
- Students

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): 80%
- Middle School (age 11-14): 16%
- Other/Combined: 4%

IN-MARKET REACH & POTENTIAL

- All Schools in Market: 364, 2,352
- Schools with 20%+ Hispanic population: 270, 1,245
- Student enrollment at schools: 164,011, 1,076,926

Awarded Kits
- Year 1 recipients: 1
- Year 2 recipients: 15
- Year 3 recipients: 3

Potential Reach
- Due to limited availability, 3 schools were denied kits missing a potential of 1,140 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.