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- Equipment: To replace outdated or non-existing equipment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

"Our school received the NFL FLAG Football kit this year. We divided our students into 12 teams. Each team is being coached by a teacher or faculty member of our school. The students play after school on Wednesdays and Thursdays. At this time, our teams are participating in a double elimination tournament. This has created an exciting, enthusiastic, and competitive atmosphere at our school."

Philadelphia Eagles Market
75-mile radius from stadium

$210,985 in kits given to
498 Fuel Up to Play 60 schools, reaching
296,029 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): 73%
- Middle School (age 11-14): 20%
- Other/Combined: 7%

IN-MARKET REACH & POTENTIAL

All Schools in Market

- 498
- Potential Reach: 3,133

Schools with 20%+ Hispanic population

- 235
- Potential Reach: 576

Student enrollment at schools

- 296,029
- Potential Reach: 1,317,313

- Awarded Kits: 8
- Potential Reach: 1

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.

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