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- Equipment: To replace outdated or non-existing equipment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

"I have introduced the sport of Flag Football to my middle school classes, and they are happy to be part of the Fuel Up to Play 60 program. They were never introduced to the sport before. All boys and girls are having fun and enjoying the football unit. They are learning about football and how to play the game."

San Francisco 49ers Market

75-mile radius from stadium

$209,370 in kits given to
376 Fuel Up to Play 60 schools, reaching
171,618 students

PROGRAM PARTICIPATION

- Teachers
  - 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

- Students
  - By Gender
    - Male: 51%
    - Female: 49%
  - By Age/School Level
    - Elementary (age 5 - 10): 77%
    - Middle School (age 11-14): 18%
    - Other/Combined: 5%

IN-MARKET REACH & POTENTIAL

<table>
<thead>
<tr>
<th>Schools with 20% + Hispanic population</th>
<th>Awarded Kits</th>
<th>Potential Reach</th>
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</thead>
<tbody>
<tr>
<td>284</td>
<td>1,098</td>
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Student enrollment at schools

- 171,618
- 969,713

Due to limited availability, 3 schools were denied kits missing a potential of 1,140 students!

3-year Partnership with Boys & Girls Clubs

- 29
- Year 1 recipients: 9
- Year 2 recipients: 10
- Year 3 recipients: 10

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.