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- Equipment: To replace outdated or non-existing equipment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

**Tampa Bay Buccaneers Market**

75-mile radius from stadium

**$174,625** in kits given to
- **405** Fuel Up to Play 60 schools, reaching
- **293,209** students

**PROGRAM PARTICIPATION**

Teachers

- Reported using Kits for before- and after-school programs, recess activities, and weekend/sports teams.

Students

- 85% of participants indicated they love or like the program

**By Gender**

- Male: 52%
- Female: 48%

**By Age/School Level**

- Elementary (age 5 - 10): 65%
- Middle School (age 11-14): 32%
- Other/Combined: 3%

**IN-MARKET REACH & POTENTIAL**

**All Schools in Market**

- 405 Awarded Kits
- 831 Potential Reach

**Schools with 20%+ Hispanic population**

- 306 Awarded Kits
- 286 Potential Reach

**Student enrollment at schools**

- 293,209 Awarded Kits
- 376,111 Potential Reach

Due to limited availability, 16 schools were denied kits missing a potential of 7,482 students!

**3-year Partnership with Boys & Girls Clubs**

- 7 Awarded Kits
- 6 Potential Reach

- Year 1 recipients
- Year 2 recipients
- Year 3 recipients

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.