



ADVANCING YOUTH WELLNESS IN 50 STATES

FUNDING IMPACT

GENYOUth has awarded **\$74,270,587**
for health & wellness projects in
U.S. SCHOOLS
68% of funded schools are in **underserved communities**

FUEL UP TO PLAY 60
Opportunities Supporting Healthy Eating & Physical Activity*
Since 2010

\$38,532,686 funds awarded to
8,915 schools, reaching
12,255,761 students

FITNESS GRANTS
NFL FLAG IN-SCHOOL
NFL Flag-In-Schools
Since 2015

\$10,084,829 awarded to
19,403 school communities for physical activity initiatives, reaching
12,685,112 students

GENYOUth END STUDENT HUNGER
SCHOOL MEAL DELIVERY GRANTS
Since 2013

\$25,653,072 awarded for COVID-19 School Meal Delivery Fund, breakfast and other nutrition initiatives

YOUTH ENGAGEMENT AdCap
Since 2014

\$805,152 awarded **NATIONWIDE**
4,100 volunteer hours logged
\$550,000 invested in youth social entrepreneur & leadership development

FUNDING HAS SUPPORTED...

- 3,483 Alternative Breakfast Programs
- 2,501 School Kitchen Equipment Upgrades
- 2,001 Projects to Create Active Classrooms
- 17,695 Projects to Improve Physical Education
- 2,165 School-Wide Walking Clubs
- 741 Cafeteria Makeover Projects

GENYOUth REACH

PARTICIPATION IN GENYOUth PROGRAMS

Schools
76,298 participating schools
69% of all schools
80% of all Title 1 schools

Students
41,168,417 students reached
76% of all students
82% of students eligible for free & reduced meals

Participating Schools by Level

Elementary	Middle	High	Other/Combined
60%	15%	16%	9%

DISTRIBUTION OF SCHOOLS

Engaged in GENYOUth Initiatives

STATE DEMOGRAPHICS

Asian	5.3%
Black or African	14.9%
Hispanic	27.6%
White, Non-Hispanic	46.5%
All Other Races	5.7%



Last data update:
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*Includes Hometown Grants and NFL Play 60 FitnessGram Impact Schools

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