



# NFL FLAG-In-Schools

Baltimore Ravens Market Report



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- Equipment: To replace outdated or non-existing equipment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](#)
- Watch NFL Legend Lorenzo Alexander walk through [FIS drills](#)



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

"Students at East Salisbury participated in their first practice in our Flag Football Club. This club features 4 after school teams that participate in a healthy snack after school, team practice and a game once a week. Students were excited to meet and greet one another and form their teams. They got to choose team names, colors, and cheers all for their team. Students also have to complete a 'create your own play' design to implement next week at practice. We are very excited about our club at East Salisbury:) Thank you so much for the flags that made this happen."



## Baltimore Ravens Market

75-mile radius from stadium

\$347,275 in kits given to

753 Fuel Up to Play 60 schools, reaching

412,510 students



### PROGRAM PARTICIPATION



Teachers

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



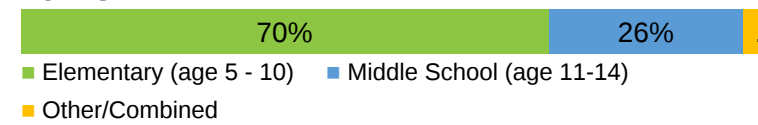
Students

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

#### By Gender



#### By Age/School Level



### IN-MARKET REACH & POTENTIAL



Schools

#### All Schools in Market



#### Schools with 20%+ Hispanic population



#### Student enrollment at schools



Due to limited availability, 31 schools were denied kits missing a potential of 18,041 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](mailto:Lauren.izzo@GENYOUthNow.org) or 224-251-0216.



**GENYOUth**  
CREATING HEALTHIER SCHOOL COMMUNITIES™

Last data update:  
**12/22/2021**