NFL FLAG-In-School

Baltimore Ravens Market Report

The NFL FLAG-In-School 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- Equipment: To replace outdated or non-existing equipment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-School 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

> "The students enjoyed using the kit throughout the year. The kit and curriculum provided me with a means to include a Flag Football unit in my PE classes. I would not have been able to provide a Flag Football Unit without the kit. Students were motivated more to participate using a real Flag Football equipment and seeing the NFL brand on the equipment encouraged students to want to play even more as opposed to me providing make-shift equipment."

Baltimore Ravens Market

75-mile radius from stadium

$379,210 in kits given to

781 schools, reaching

423,003 students

PROGRAM PARTICIPATION

Teachers

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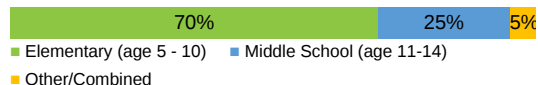
Students

85% of participants indicated they love or like the program

By Gender

51%	49%

■ Male ■ Female

By Age/School Level ⓘ

70%	25%	5%

■ Elementary (age 5 - 10) ■ Middle School (age 11-14)
■ Other/Combined

IN-MARKET REACH & POTENTIAL

Schools

All Schools in Market

781	2,445

Schools with 20%+ Hispanic population

304	537

Student enrollment at schools

423,003	1,107,758

■ Awarded Kits ■ Potential Reach

To learn how you can help to grow the NFL FLAG-In-School program, please contact GENYOUth directly at Lauren.Izzo@GENYOUthNow.org or 224-251-0216.

NATIONAL PARTNERSHIPS

3,729

kits delivered to organizations for youth enrichment programs

Key partners include: