

NFL FLAG-In-School

Miami Dolphins 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!



- · Equipment: To replace outdated or non-existing equipment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

"My students love the games so much they are becoming much more active and not realizing that they are moving for longer and longer periods of time."



Miami Dolphins Market

75-mile radius from stadium

\$358,750 in kits given to

428 schools reaching

286,609 students



PROGRAM PARTICIPATION



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

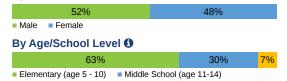


85%

of participants indicated they love or like the program

By Gender

Other/Combined



IN-MARKET REACH & POTENTIAL



All Schools in Market

Schools with 20%+ Hispanic population

356

846

Student enrollment at schools

286,609

383.534

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:











Last data update: 10/07/2025