



NFL FLAG-In-School

Minnesota Vikings 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- Equipment: To replace outdated or non-existing equipment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

"With the use of the flag football equipment provided by Fuel Up to Play 60, scholars in the building were rewarded each week with activity time because of their duty to be respectful, be responsible, and be safe in and around their peers. This program has given the students a goal to succeed at and built their confidence in their own abilities in problem solving, teamwork, and communication skills. Thanks to FUTP 60 for providing a reason to build this type of connection with our students!"



Minnesota Vikings Market

75-mile radius from stadium

\$138,135 in kits given to

240 schools, reaching

124,547 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

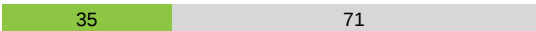


Schools

All Schools in Market



Schools with 20%+ Hispanic population



Student enrollment at schools



■ 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:



FITNESSGRAM®



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