



# NFL FLAG-In-School

San Francisco 49ers 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- Equipment: To replace outdated or non-existing equipment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

"I have introduced the sport of Flag Football to my middle school classes, and they are happy to be part of the Fuel Up to Play 60 program. They were never introduced to the sport before. All boys and girls are having fun and enjoying the football unit. They are learning about football and how to play the game."



## San Francisco 49ers Market

75-mile radius from stadium

**\$265,775** in kits given to

**418** schools, reaching

**185,976** students



### PROGRAM PARTICIPATION



Teachers

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



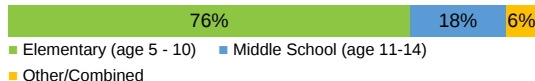
Students

**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

418	2,060
-----	-------

#### Schools with 20%+ Hispanic population

307	1,061
-----	-------

#### Student enrollment at schools

185,976	866,119
---------	---------

■ 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](mailto:Lauren.Izzo@GENYOUthNow.org) or 224-251-0216.

### NATIONAL PARTNERSHIPS

**3,729**

kits delivered to organizations for youth enrichment programs

Key partners include:



**FITNESSGRAM®**



GENYOUth is a registered 501(c)(3) Non-Profit Organization. © 2018 GENYOUth. All Rights Reserved. © 2018 National Football Players Incorporated.

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

Last data update:  
**05/15/2025**