



# SUCCESS STARTS WITH FUEL UP TO PLAY 60

A COMPLETE, CUSTOMIZABLE SCHOOL WELLNESS SOLUTION






Great things happen with Fuel Up to Play 60. And once the momentum starts, it builds!

**The result: empowered youth who eat healthier, move more, and inspire their school and community to do the same.**



**FUEL UP TO PLAY 60 HELPS BUILD A CULTURE OF WELLNESS IN SCHOOLS AND OFFERS:**

-  **PLAYBOOK** WITH SCHOOL-TESTED ACTION STRATEGIES
-  **FUNDS** TO JUMPSTART HEALTHY SCHOOL IMPROVEMENTS
-  **RECOGNITION AND REWARDS** FOR PARTICIPANTS
- NFL EXCITEMENT**
- EDUCATOR RESOURCES**
- STUDENT LEADERSHIP OPPORTUNITIES**
- STUDENT AMBASSADOR NATIONAL SUMMIT**
- BEST-IN-CLASS TOOLS FOR SCHOOLS**
- SPECIAL CAMPAIGNS AND CHALLENGES**

**FUN FOR ALL!**

[FuelUpToPlay60.com](http://FuelUpToPlay60.com)



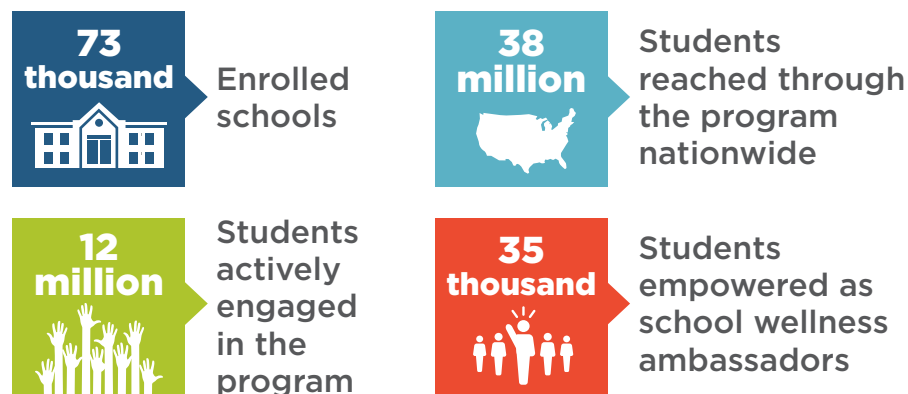
THE NFL MOVEMENT FOR AN ACTIVE GENERATION

Fuel Up to Play 60 is a flagship program of **GENYOUTH**

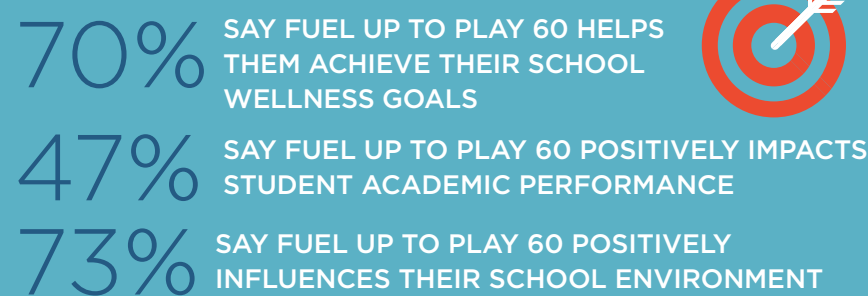


# RESULTS AND IMPACT ARE THE BOTTOM LINE

## Reaching and Engaging Students



## Educators Report that Fuel Up to Play 60 Helps Meet School Goals



## Funding Sustainable Changes

**over \$20 million** IN FUNDS FOR FUEL UP TO PLAY 60 MINI-GRANTS HAVE HELPED OVER 5,000 SCHOOLS AND 3 MILLION STUDENTS MAKE HEALTHY CHANGES

- ▶ Grab-n-go carts and kiosks make nutritious school **breakfast-on-the-go** possible and appealing to students. A **\$2,000 Funds for Fuel Up to Play 60 mini-grant** per school impacts an average of **566 students daily** and helps deliver up to **102,000 breakfasts a year**, helping students be ready to learn.
- ▶ A **\$1,000 Funds for Fuel Up to Play 60 mini-grant** in a school walking club results, on average, in **600 students walking almost 20 extra minutes per day, 3 days a week.**

## Helping Underserved Students and Schools

**OVER 30%** of enrolled schools are in urban settings with predominantly minority and lower-income students

**2/3 OF FUNDS** for Fuel Up to Play 60 mini-grants have been used to jumpstart healthy changes in underserved communities

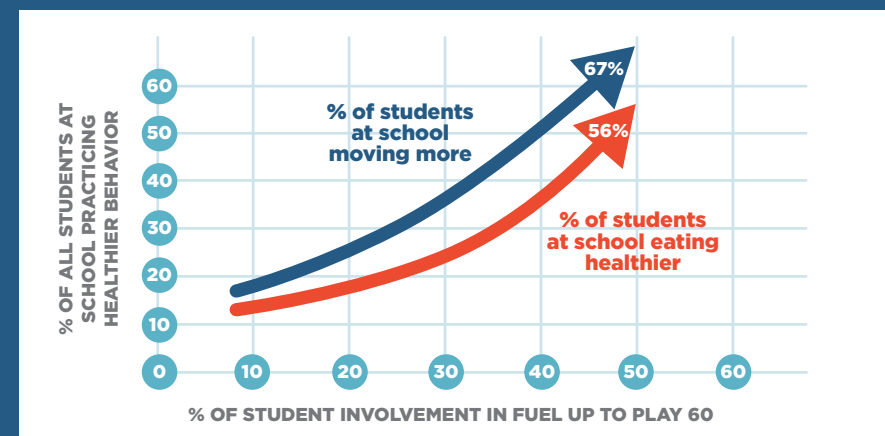
## Improving Healthy Eating and Physical Activity

BECAUSE OF FUEL UP TO PLAY 60...



Based on educator insights in enrolled schools.

**STUDENT INVOLVEMENT MATTERS!** Student involvement\* in Fuel Up to Play 60 positively relates to **healthier eating** and **more physical activity** throughout the school!



Based on educator insights in enrolled schools.

\*Involvement is defined as leading and/or participating in a Kickoff Event, taking part in Healthy Eating/Physical Activity Plays, visiting the Fuel Up to Play 60 website, tracking progress, helping to plan/implement activities, and/or participating in campaigns or youth challenges.



## Bringing NFL Excitement to School Wellness

- ALL 32** NFL TEAMS, THE NFL ALUMNI ASSOCIATION, AND THE NFL FOUNDATION ARE INVOLVED
- 1,300** NFL PLAYER VISITS TO SCHOOLS
- 4,200** LOCAL EVENTS
- 4,500** NFL FLAG FOOTBALL KITS DONATED TO SCHOOLS GET 1.5 MILLION STUDENTS MOVING MORE
- PLUS** HOMETOWN GRANTS AND IN-GAME FEATURES IN ALL NFL TEAM MARKETS!

Students, educators, and supporters: Visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com)

Data are based on annual Fuel Up to Play 60 Utilization Survey of almost 10,000 educators nationwide, Funds for Fuel Up to Play 60 reporting, and program enrollment data.

Fuel Up to Play 60, the signature program of GENYOUth, was founded by the National Dairy Council and the National Football League, in collaboration with the U.S. Department of Agriculture. In over 73,000 schools reaching more than 38 million students, it's the nation's largest in-school wellness program. Fuel Up to Play 60 enables students to make small everyday changes around health and wellness, which amount to lasting changes in schools and communities. Students who are active in Fuel Up to Play 60 develop leadership skills and inspire their peers to be healthier. They also enjoy unique opportunities to win cool prizes, like an NFL player visit or Super Bowl tickets, for choosing good-for-you foods and getting active for at least 60 minutes every day.