

The Giving Game: Sports Fan Philanthropy

Featuring the **GIVE-DEX**: Sports Fan
Giving Index

Produced for
The Sports Philanthropy Network
by SBRnet



Thank you for taking time to review this report. We would appreciate your thoughts, feedback and ideas as we continue to build GIVE-DEX.

Please remember, to LIVE GENEROUSLY!



Roy Kessel

Founder

Sports Philanthropy Network



Neil Schwartz

President

SBRnet, Inc

About SBRnet



SBRnet and the Sports Market Analytics Platform offer a comprehensive online resource for nationwide sports business, sports marketing, and marketing analytics. They utilize syndicated, custom, and proprietary research covering professional, minor league, and college sports, as well as consumer research, industry reports, and licensed industry articles. The service features extensive studies and custom reports that address sports fandom, participation, venues, sponsorships, and spending on sporting goods, brand preference, and more. Additionally, it provides the academic community with a robust Sports Business Resource Center for further research support and insights.

Only SBRnet provides nationwide analysis of statistical trends in each major segment of the sports market and the extent to which they interrelate.

About the Annual Study of Sports Fandom

The information presented in this report is sourced from the SBRnet Annual Consumer Study, which examines sports fandom habits, trends, and fan intelligence. This year's study surveyed over 7,000 sports fans from a nationally representative sample of individuals aged 13 and older in the U.S., providing a detailed view of their fandom behaviors regarding 19 distinct professional, college, and minor league sports. Each respondent interacts with over 70 categories of demographic information, as well as patterns and behaviors related to traditional media, streaming, and social media consumption. Additionally, respondents are asked about key fandom categories, including sports gambling, sports-focused tourism, spending on licensed merchandise, fantasy sports, sustainability, philanthropy, and more. Sports Fandom Data is available at the league/sport, team level, and across eight consumer brand categories.





In the 2025 Sports Fandom Study, respondents were asked these two specific questions:

ASK IF ATTENDED OR WATCHED ANY EVENTS IN QS11, OTHERWISE SKIP TO Q14a.

During the past 12 months, did you make a monetary donation to a sports-related charity or athletic foundation?

Yes

No

ASK IF Q13M = YES

In total, how much money did you donate to sports-related charities or athletic foundations during the past 12-months?

Less than \$50

\$50-\$99

\$100-\$249

\$250-\$499

\$500-\$749

\$750-\$999

\$1,000 or more



About the Sports Philanthropy Network



EDUCATION | OPPORTUNITY | EMPOWERMENT

We build **STRONGER, HEALTHIER** and **MORE INCLUSIVE** communities through sports.

Sports Philanthropy Network creates social impact by building collaborations with athletes, foundations, community sports nonprofits and larger sports organizations (teams, leagues, governing bodies, associations, universities, etc.).

Sports Philanthropy Network builds stronger, healthier and more inclusive communities by: (1) amplifying the community and philanthropic work of athletes and sports organizations; (2) connecting nonprofits to the people, resources and technologies that they need to be successful; and (3) providing professional development and educational programs (such as the Sports Philanthropy Academy and Resilience Alliances) which serving as a resource and training ground for global nonprofits.

With programming established in over 20 United States markets since 2023, Sports Philanthropy Network continues its expansion with an eye towards launching international programming in 2026. For more information about Sports Philanthropy Network, please visit their website at <https://SportsPhilanthropyNetwork.org>.

We are passionate about showcasing the incredible work being done across the sports philanthropy space. Let us know about your efforts—how you're making a difference—and how we can support you in achieving your goals and uplifting your community.



Data Assumptions, Disclaimers and Limitations

The data used throughout this report comes directly from the Annual Study of Sports Fandom produced by SBRnet, Inc. SBRnet has been producing this study since 2012. This year's study brings together the fandom choices and responses from over 7,000 fans covering 19 separate sports across 70 separate categories of data. As with any data, there are always a set of assumptions as well as limitations.

- As the SBRnet focuses on sports fans in the U.S., teams located in Canada do not have a large enough fan base here to register for many of the key data points and measurements that are used in this report.
- As with any survey-based measurement, a minimum sample threshold must be maintained to ensure data integrity. For the SBRnet Annual Study of Sports Fandom, the minimum sample required to report any single cell or data point is 30 respondents.
- Teams with a smaller fan base or those in smaller markets also face sample size restrictions. This same condition applies to both professional and college sports.
- SBRnet has employed a “normalization” process for the GIVE DEX key performance indicator (KPI). The main purpose of this process was to minimize the effect of outliers, both big and small on the data.

If you have additional questions about the Give-Dex: Sports Fan Giving Index measurement, please reach out to give-dex@sportsloop.com or neil@sbrnet.com





Introducing GIVE-DEX: The Sports Fan Giving Index

Welcome to Our Inaugural Report: *The Giving Game – How Sports Fans Drive Philanthropy!*

The Sports Philanthropy Network is proud to partner with SBRnet to launch **GIVE-DEX** — a new tool that captures the charitable giving trends of sports fans across major U.S. sports leagues. This initiative marks the beginning of a broader effort to expand GIVE-DEX, with future plans to include additional leagues, sports, and international fanbases, reflecting the global scope of sports-driven philanthropy.

At the Sports Philanthropy Network, our mission is to build a culture of giving within sports organizations and events. We work with current and former professional athletes, college athletes, community-based sports nonprofits, and larger entities such as teams, leagues, governing bodies, associations, universities, and conferences.

Our signature event, the **Sports Philanthropy World Conference**, will once again be hosted by KPMG from **June 25–27 in Chicago**. SPW2025 brings together leaders from across the sports philanthropy sector to collaborate, share best practices, and strengthen the Pipeline of Philanthropy.

We believe in the power of sports to change lives and transform communities. Sports can break down barriers, inspire action, and mobilize people to support causes that make a lasting impact.

With the annual launch of the GIVE-DEX Report, we aim to foster a philanthropic spirit across the industry — with a competitive edge. Our goal is to encourage teams and fans to create game-day activations that elevate giving and bring greater visibility to important causes.



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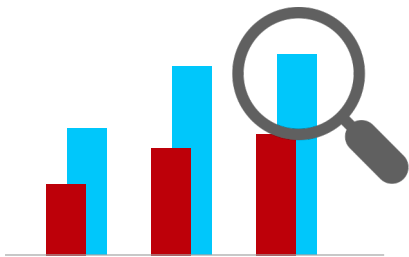
- Description & Methodology
- How is it calculated?
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Part 1:

In this section of the report, we take a close look at sports fan giving and philanthropy on a league-by-league basis. This section features data based on the following:

- Total Sports Fans: which combines both live attendance and viewership
- An analysis of those fans who attend live sporting events
- The giving habits of fans who utilize streaming to watch and engage with sports
- A look at sports fan giving to sports-focused charities by the amount they give



How to Read the Graphs and Charts

Each graph in this section illustrates the proportion of fans contributing to sports-focused charitable and philanthropic efforts. An orange vertical bar indicates the percentage of fans in those leagues that exceed the average for all measured leagues. A blue bar represents the benchmark giving levels by league or sport where fans are contributing below the industry average.

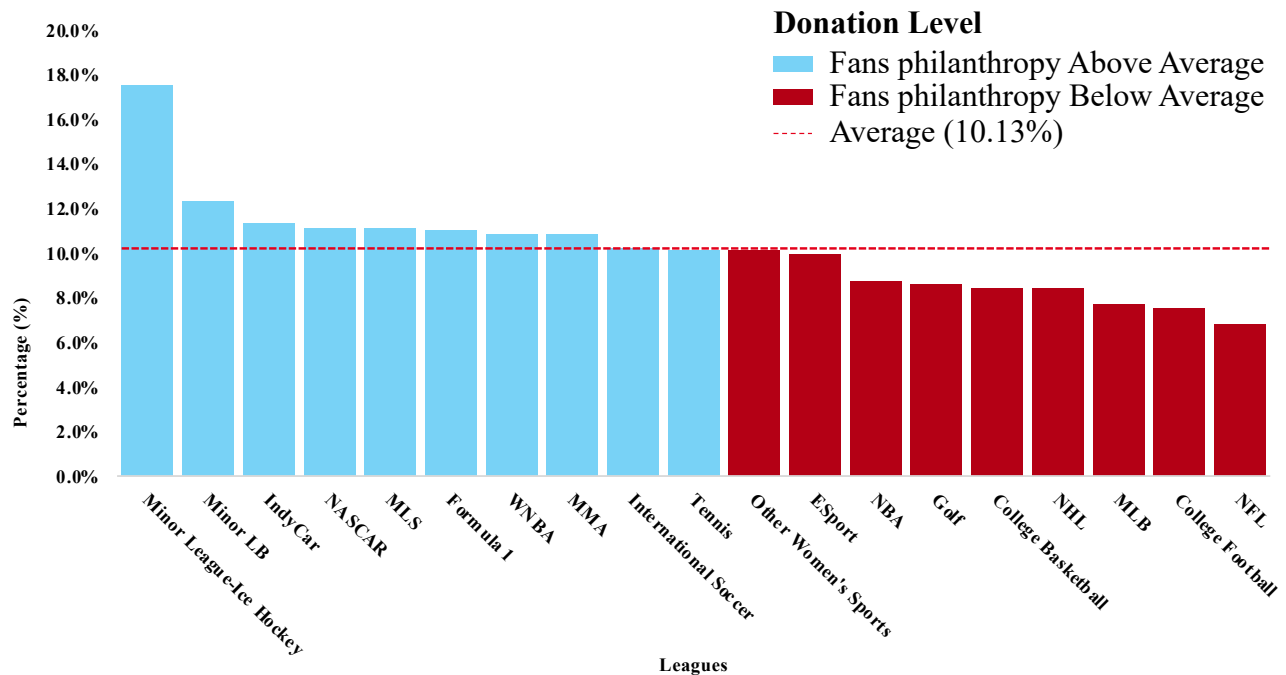


“Levels of Engagement and Giving: Analyzing Fan Philanthropy Across Attendance, Viewership, and Streaming in U.S. Sports”

1. A Closer Look at Giving From Fans Who Attended or Watched

The philanthropic engagement of sports fans across various leagues in the United States highlights notable differences in charitable behavior among different sports. Fans of Minor League Ice Hockey stand out, with nearly 17.5% of their fan base contributing financially to charitable causes—significantly above the overall average of 10.13%. In contrast, mainstream leagues such as the NFL (6.83%), MLB (7.74%), and College Football (7.47%) fall below this benchmark, indicating lower levels of donation engagement despite their large fan bases. Meanwhile, fans of women’s sports, motorsports (e.g., Formula 1, IndyCar, NASCAR), and MLS consistently donate at above-average rates, reflecting a growing sense of social responsibility or the impact of targeted philanthropic outreach within these communities.

Percentage of Total Fans Who Donate (Fans that Attend or Watch)

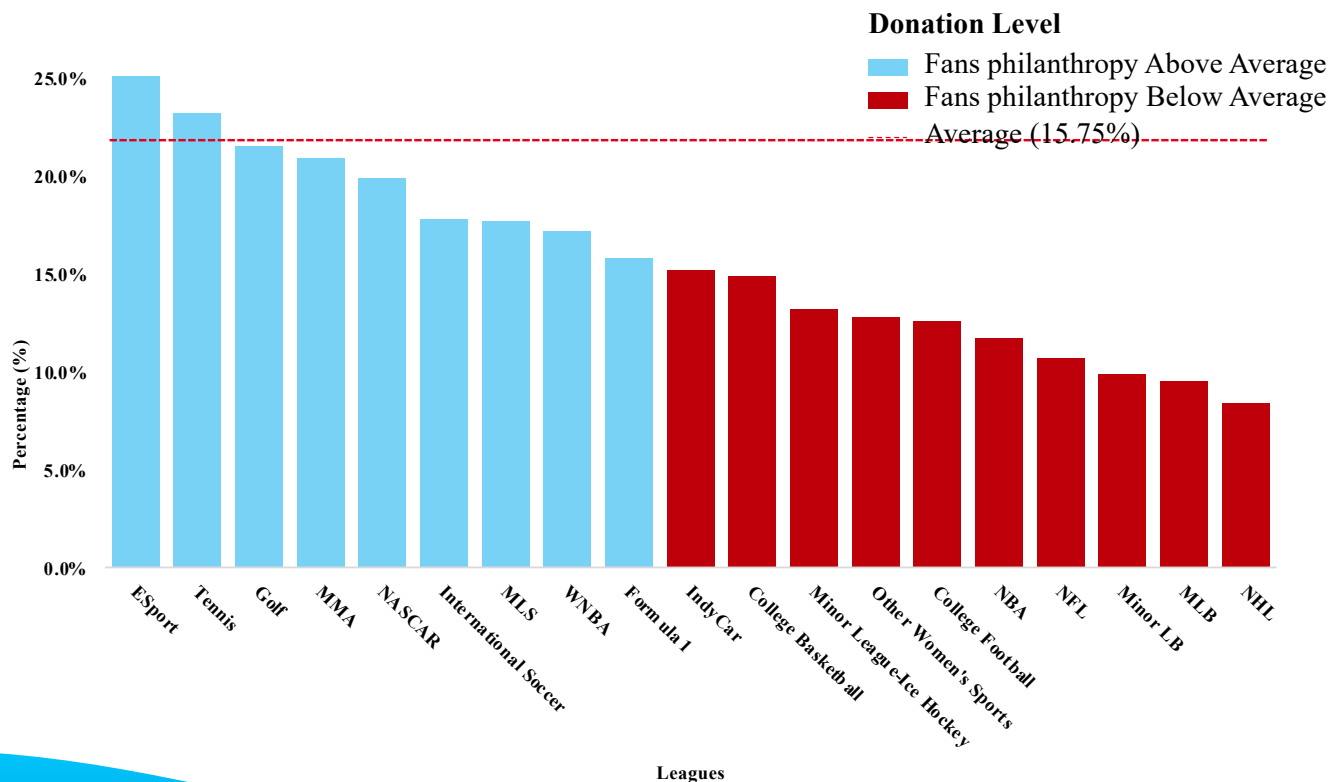




2. A Look at Those Fans That Attend Games in Person

The donation behavior of sports fans who attend games reflects a diverse range of engagement. The average donation rate has risen to 15.75%, an uptick from the previous benchmark of 10.13% for those who either attended or watched events. Notably, eSports fans lead in philanthropic contributions, with 26.18% making financial donations—a particularly impressive figure given that this demographic is generally younger and more digitally focused. Following closely are fans of tennis (23.25%), golf (21.48%), and mixed martial arts (20.85%), indicating robust charitable engagement among these groups. In contrast, larger leagues such as the NFL (10.69%), MLB (9.54%), and NHL (8.40%) show below-average donation rates, suggesting that a larger fan base does not necessarily correlate with increased philanthropic support. Meanwhile, women's sports—including the WNBA (17.22%), other women's sports (12.76%), and international soccer (17.82%)—exhibit consistently above-average donation rates, reinforcing the increasing visibility and social consciousness of these communities.

Percentage of Fans Who Donate (by Attending Games in Person)



Note: Fans of teams based in Canada only reflect those who live in the U.S.

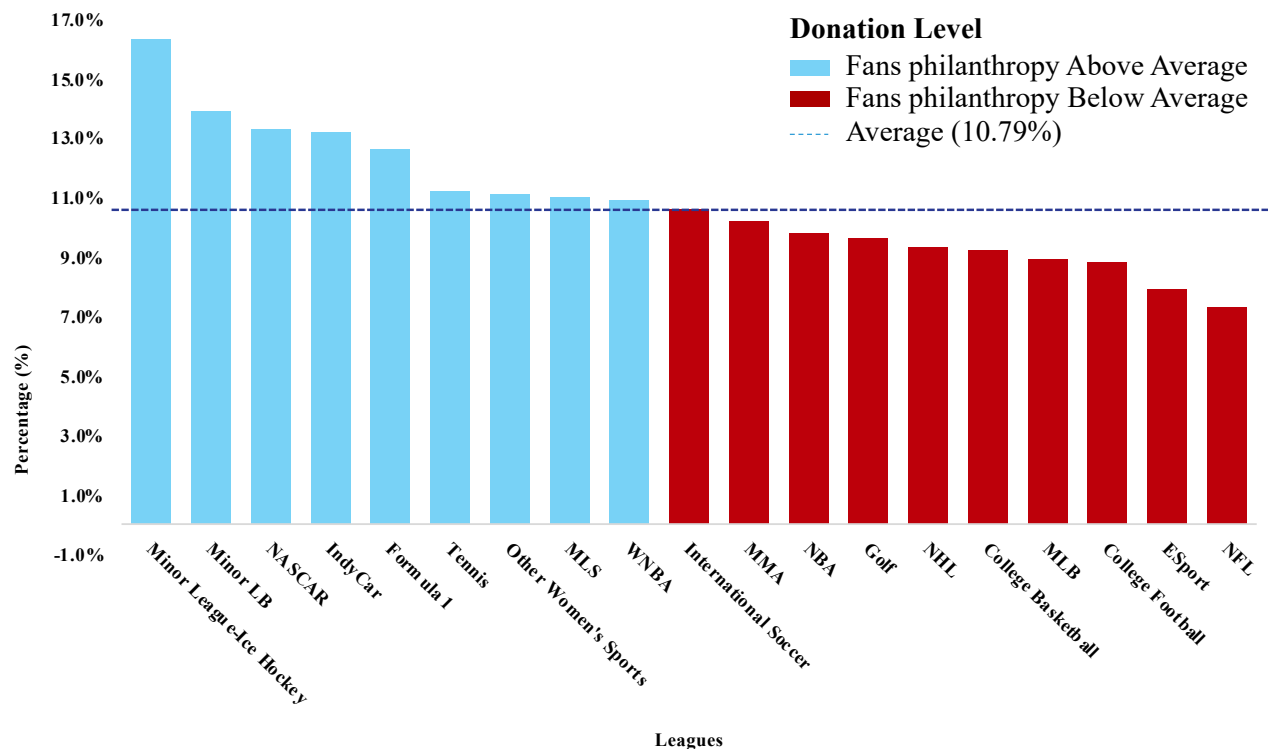


3. Fans Watching Games via Streaming

The average donation rate across all leagues in this dataset is 10.79%, reflecting a moderate increase from the initial benchmark of 10.13%, though it remains lower than the 15.75% observed in the previous analysis. Once again, Minor League Ice Hockey fans demonstrate the highest donation rate at 16.34%, highlighting the strong community-driven culture typical of regional and minor leagues. Similarly, motorsports showcase a robust philanthropic presence, with fans of NASCAR (13.34%), IndyCar (13.19%), and Formula 1 (12.57%) donating at rates significantly above the overall average.

Notably, traditional powerhouses like the NFL (7.30%), MLB (8.91%), and eSports (7.86%) fall below the average, reinforcing a consistent pattern observed in previous data—that fan volume does not necessarily equate to philanthropic output. In contrast, women’s leagues such as the WNBA (10.90%) and other women’s sports (11.10%), along with individual sports like tennis (11.24%), continue to show slightly above-average donation behavior, suggesting broader appeal and potentially more socially engaged audiences.

Percentage of Fans Who Donate that Stream Games



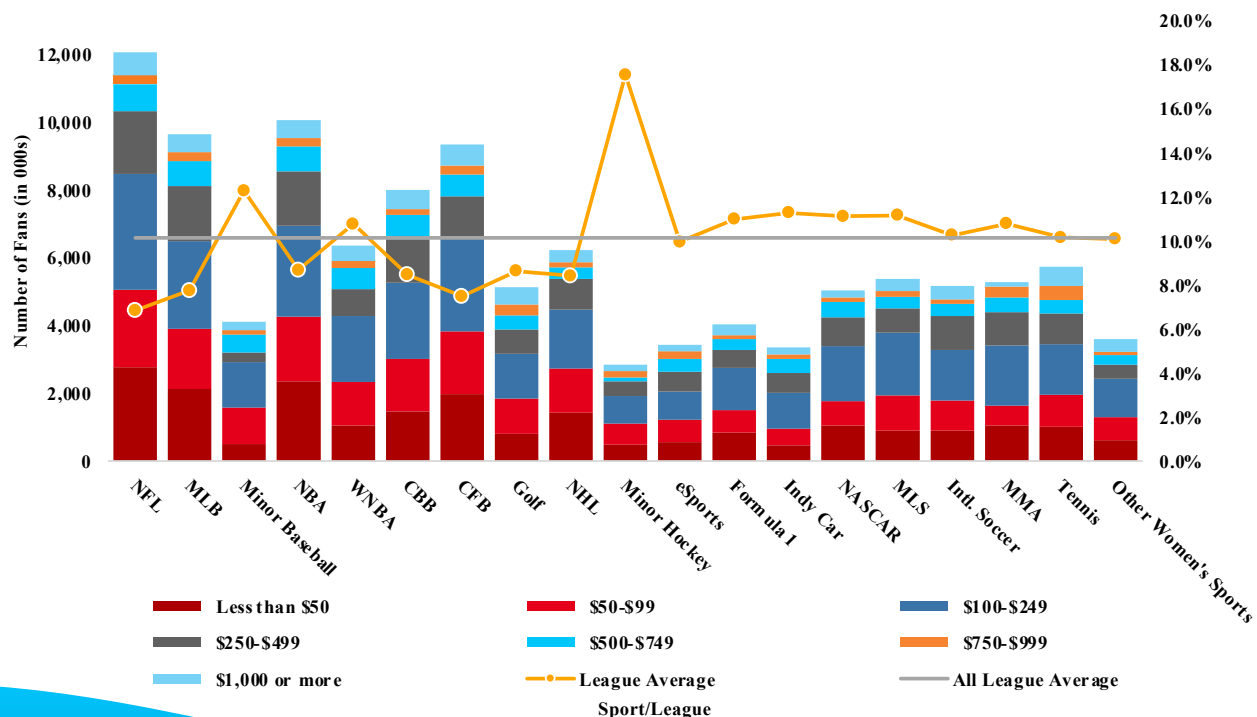


4. Amount of Money Donated by each Sport's Fans to Sports Related Charities

Niche sports, college programs, and women's leagues seem to cultivate fans who view themselves as part of a cause—not merely spectators. The data reveals a clear distinction between fan base size and donor commitment. While major leagues attract the highest number of donors overall, smaller and more niche sports consistently promote deeper levels of giving per fan. This indicates that emotional connection, community culture, and identification with the sport often outweigh mainstream popularity in terms of philanthropy. Fans of leagues like the NBA, NFL, and NHL tend to donate smaller amounts, reflecting broad reach but lower individual commitment to charitable causes. In contrast, fans of tennis, golf, and women's sports may be fewer in number but are more deeply engaged, often contributing at the highest levels—more than \$1,000.

Additionally, differences in donation levels may arise from the socioeconomic profiles of each sport's fan base. Sports like golf and tennis are often linked with luxury and affluence, attracting audiences with greater financial means to make significant charitable contributions. In contrast, leagues such as the NFL and NBA have broader and more economically diverse fan bases, which may limit the average donation amount despite their wide reach. This indicates that both financial capacity and social identity play a substantial role in shaping patterns of charitable giving.

Amount of Money Donated by each Sports' Fans to Sports Related Charities (in 000s)



Note: Fans of teams based in Canada only reflect those who live in the U.S.



Conclusions

When comparing the percentage of fans who donate between those who attended games in person and those who either attended or watched, a clear trend emerges: in-person attendance is associated with significantly higher donation rates across nearly every sport. For instance, eSports fans show a notable increase from approximately 17% in the “Attended or Watched” group to over 26% in the “Attended” group, highlighting the strong philanthropic inclination of highly engaged, in-person fans. Similarly, sports like tennis, MMA, and golf demonstrate noticeable increases in donation behavior among attendees, likely reflecting a deeper emotional investment and a stronger sense of community connection when fans are physically present.

In contrast, traditional major leagues such as the NFL and MLB exhibit relatively modest gains between the two groups, suggesting that their broad fanbases may not be as deeply engaged at the individual level. This supports the broader idea that physical presence at sporting events fosters stronger philanthropic behavior, making event-based engagement a strategic opportunity for enhancing sports philanthropy. These insights can inform targeted donor outreach, emphasizing in-person fan experiences as crucial moments to cultivate giving behavior.

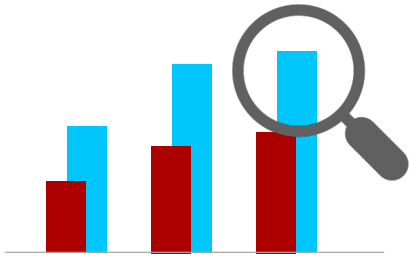
The streaming category occupies a middle ground, featuring moderate donation rates—slightly higher than those in the “Attended or Watched” group for sports with digital-native audiences like eSports, Formula 1, and NASCAR—while still falling short compared to in-person attendees. Overall, the charts reinforce the conclusion that greater in-person engagement leads to stronger philanthropic action, emphasizing the importance of leveraging both live events and digital innovation to maximize charitable impact across all fan bases.





Part 2: Sports Fan Giving by Team

In this section of the report, we examine sports fan giving and philanthropy on a **team-by-team** basis across all the team sports measured in the **SBRnet Annual Study of Sports Fandom**. For the purposes of this analysis, a *sports fan* is defined as someone who has either attended at least one game in person or watched at least one game via traditional television or streaming.



How to Read The Graphs in Part 2

Red vertical bars represent each team's percentage of fans who donate to sports-related charities.

The **black horizontal line** represents the average donation rate across all measured teams, allowing for easy benchmarking.

Team Sports Included in This Analysis

- Major League Baseball (MLB)
- National Basketball Association (NBA)
- College Basketball (broken down by conference/school)
- College Football (broken down by conference/school)
- National Football League (NFL)
- National Hockey League (NHL)
- Major League Soccer (MLS)
- International Soccer – National Teams



Whose Fans are The Most Philanthropic by Team

Description

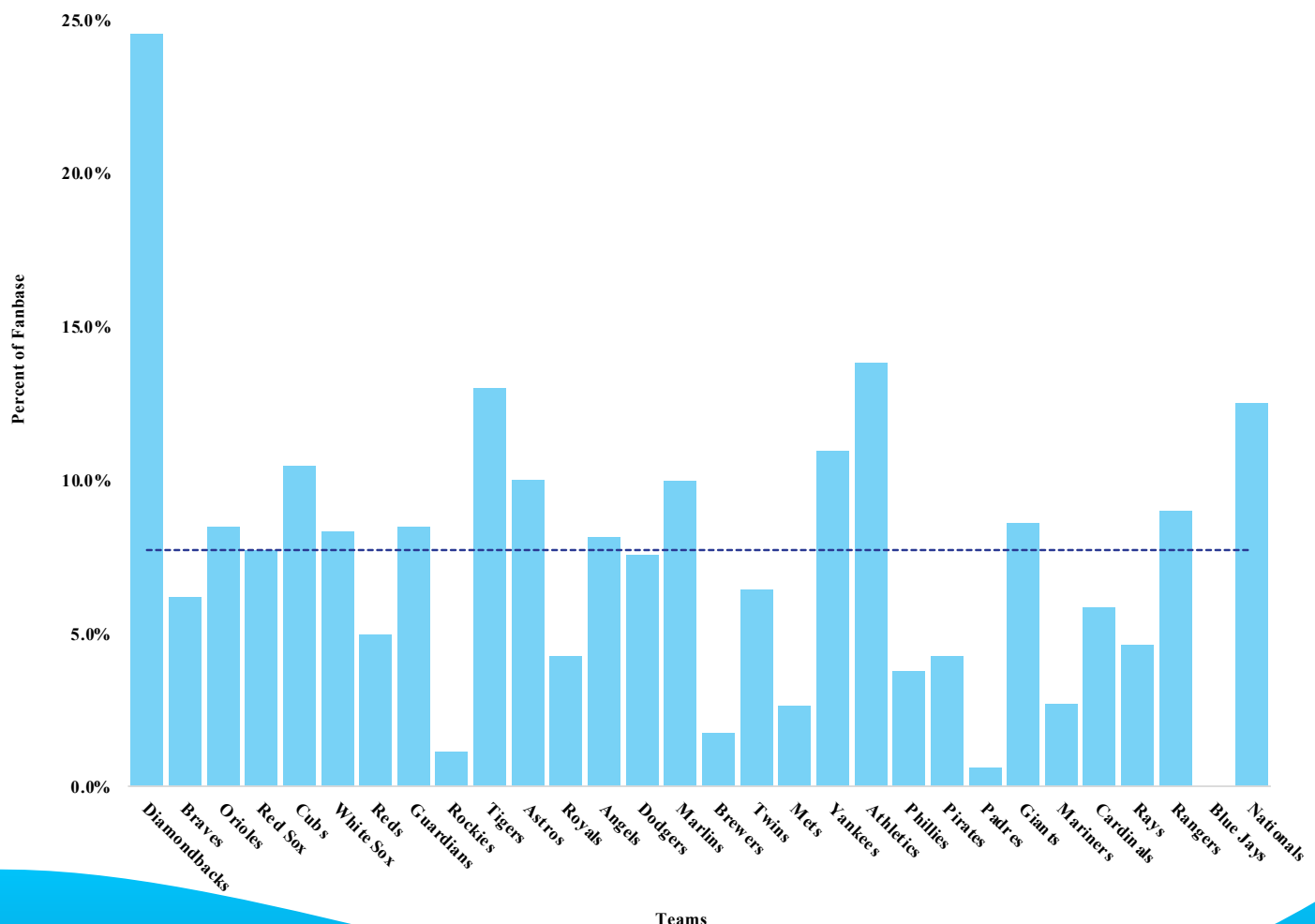
This section of the report presents a series of charts comparing charitable fan engagement across teams within eight major sports leagues. Each chart highlights two key metrics for every team: **(1) the total number of fans who donated to sports-related charities** and **(2) the percentage of that team's fan base who donated, relative to the league average**. The data includes teams from the following leagues: **NFL, NBA, MLB, NHL, MLS, College Football, College Basketball, and International Soccer National Teams**.



1. Major League Baseball (MLB)

Our data illustrates the percentage of each Major League Baseball (MLB) team's fanbase that donated to sports-related charities in 2024. The MLB-wide average donation rate is marked by a trend line at 7.7%. Notably, the Diamondbacks lead all teams by a wide margin, with 24.5% of their fanbase contributing—more than three times the league average. Other high-performing fanbases include the Athletics (13.8%), Tigers (13.0%), Nationals (12.5%), and Yankees (10.9%). In contrast, the Blue Jays report a 0% contribution rate, while the Rockies (1.1%), Brewers (1.7%), Mets (2.6%), and Mariners (2.7%) also fall well below the average. These disparities may reflect various factors, including regional economic conditions, the scope of each team's charitable initiatives, fanbase demographics, or the influence of recent team performance on fan engagement.

Percent of Each MLB Team's Fanbase That Donated to Sports Related Charities in 2024. Trend Line is MLB Average (7.7%)



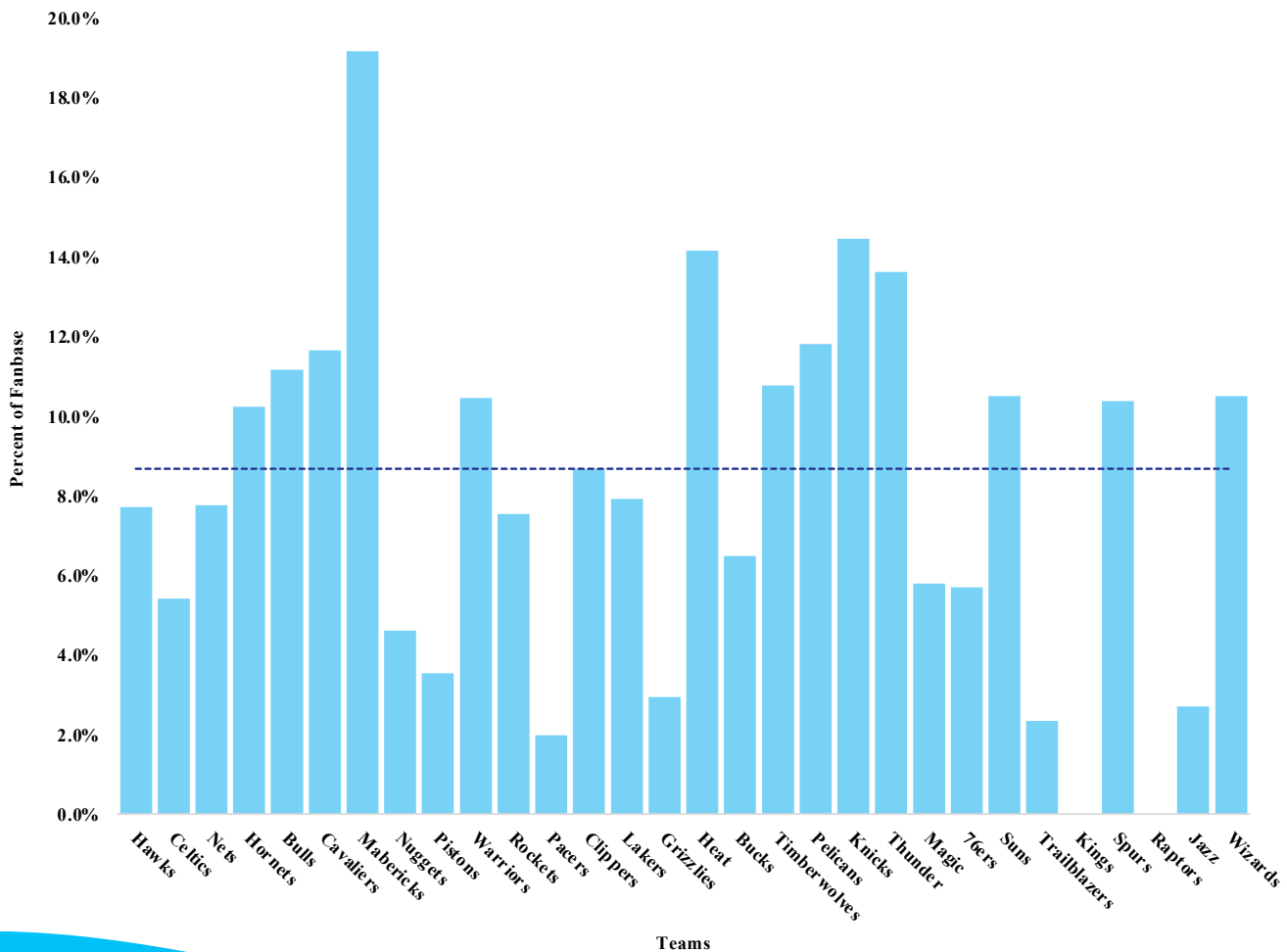
Note: Fans of teams based in Canada only reflect those who live in the U.S.



2. National Basketball Association (NBA)

Our data on NBA teams indicates the percentage of each team's fanbase that donated to sports-related charities in 2024, with the league-wide average of 8.7% highlighted by a trend line. The standout team is the Mavericks, boasting an impressive 19.1% of their fans making donations—more than double the NBA average. Other significant contributors include the Thunder (14.5%), Heat (14.1%), Pelicans (11.8%), and Cavaliers (11.2%). In contrast, several teams fall well below the average, such as the Pacers (2.0%), Trail Blazers (2.3%), Jazz (2.7%), and Pistons (3.5%), while both the Kings and Spurs report 0% donation rates.

Percent of Each NBA Team's Fanbase that Donates to Sports Related Charities in 2024.
Trend Line is NBA Average (8.7%)



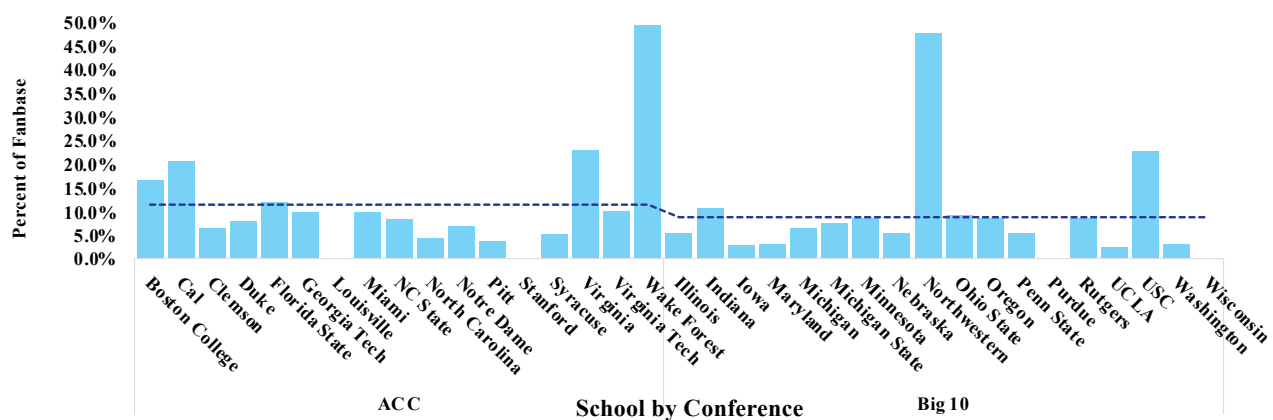
Note: Fans of teams based in Canada only reflect those who live in the U.S.



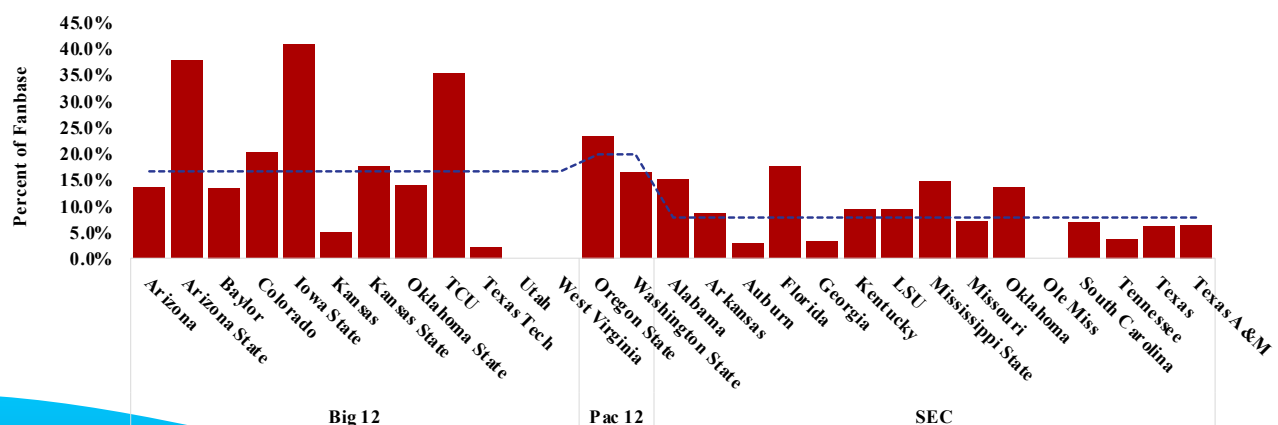
3. College Basketball (CBB)

There is a significant disparity in fan donation percentages across college basketball programs. Some schools, such as Wake Forest (49.4%) and Northwestern (47.7%), exhibit exceptionally high engagement, while others—like Louisville, Syracuse, and Wisconsin—report 0%, highlighting stark differences in fan involvement, outreach effectiveness, and charitable culture between institutions. Between these extremes, many programs fall within a moderate range of engagement. Schools such as Indiana, Virginia Tech, Florida State, Ohio State, Michigan State, North Carolina, and Nebraska represent this middle ground.

Percent of ACC and Big 10 Basketball Fanbases That Donate in 2024.
Trend Line is CBB Averages.



Percent of Big 12, Pac 12, and SEC Basketball Fanbases that Donate in 2024.
Trend Line is CBB Averages.



Note: Fans of teams based in Canada only reflect those who live in the U.S.

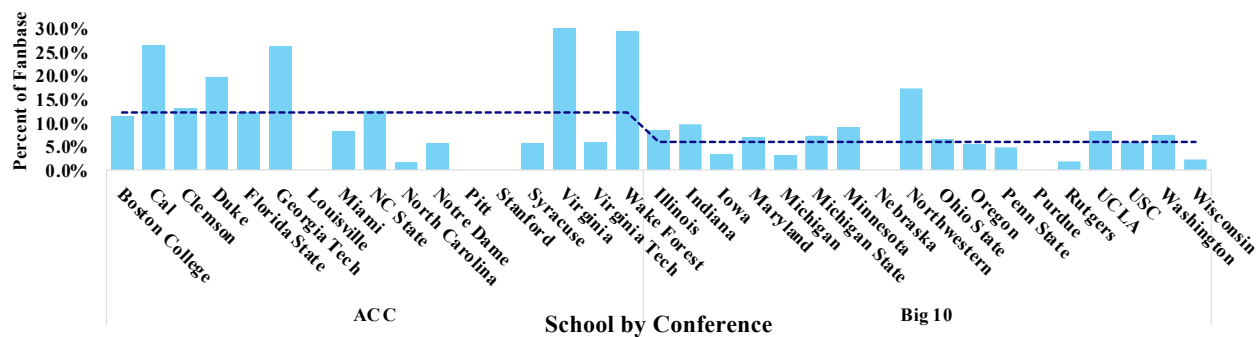


5. College Football (CFB)

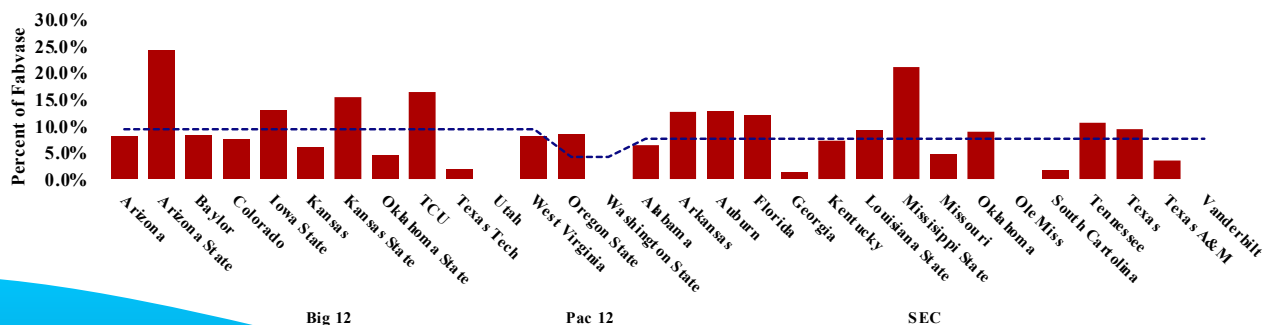
The charts illustrate the percentage of college football fanbases from the ACC, Big Ten, Big 12, Pac-12, and SEC that donated to sports-related charities in 2024, with each conference's average represented by a trend line. Several schools emerged as leaders in fan-driven philanthropy. Virginia (30.0%) and Wake Forest (29.3%) topped the ACC, while Cal (26.3%) and Georgia Tech (26.1%) also showcased exceptional engagement. In the Big Ten, Northwestern recorded a notable 17.2%, and Arizona State led the Big 12 with 24.1%. Mississippi State stood out as the top SEC program at 21.0%. Other high-performing schools, including Duke, Kansas State, Auburn, and Florida, also surpassed their respective conference averages, reflecting the impact of strong alumni networks, targeted outreach, and a culture of giving.

At the other end of the spectrum, several programs displayed minimal or no fan engagement in charitable giving. Schools such as Louisville, Pitt, Stanford, Nebraska, Utah, Washington State, and Vanderbilt reported 0% donation rates, indicating missed opportunities for outreach and community involvement. Meanwhile, many programs fell into a middle range, showing consistent but unexceptional fan participation—examples include Boston College, NC State, Minnesota, LSU, Alabama, and Texas. Overall, the data highlights significant disparities among schools, with some clearly excelling in philanthropic fan engagement and others showing considerable room for growth.

Percent of ACC & Big 10 Football Fanbases that Donate to Sports-Related Charities in 2024. Trend Line is Conference Averages.



Percent of Big 12, Pac 12, and SEC Fanbases that Donate to Sports-Related Charities in 2024. Trend Line is Conference Averages.



Note: Fans of teams based in Canada only reflect those who live in the U.S.



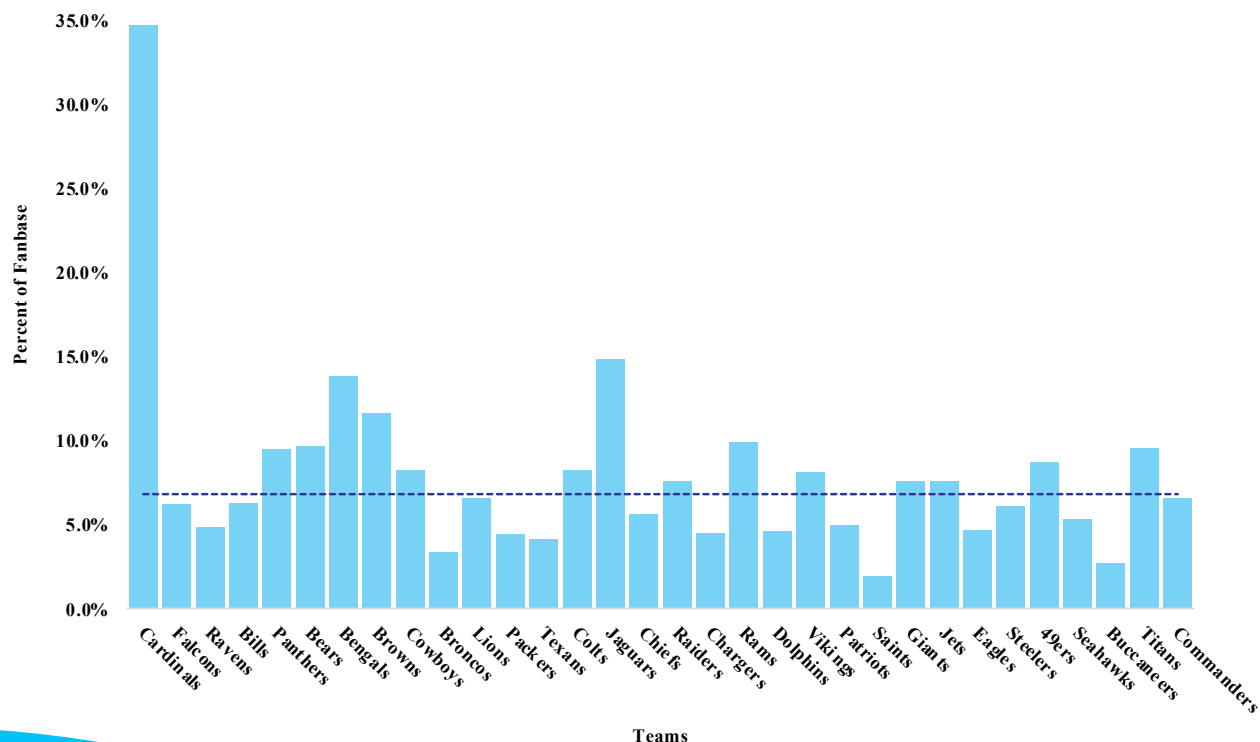
4. National Football League (NFL)

Leading by a significant margin, the Arizona Cardinals boast 34.7% of their fanbase donating to sports-related charities, more than five times the league average and well above any other team, making them a clear outlier in charitable engagement. Other high-performing fanbases include the Jacksonville Jaguars (14.8%), Cincinnati Bengals (13.8%), Cleveland Browns (11.6%), and Los Angeles Rams (9.9%). These teams may benefit from passionate local communities, recent philanthropic initiatives, or strong player involvement in charity work.

In the mid-range, teams such as the Panthers, Bears, Titans, 49ers, Colts, Vikings, and Cowboys fall slightly above or around the league average, indicating a solid but not exceptional level of fan participation in charitable giving.

At the lower end, several teams show minimal engagement. The New Orleans Saints have the lowest percentage at just 1.9%, followed by the Buccaneers, Broncos, Texans, Dolphins, and Ravens—all under or near the 5% mark.

Percent of Each NFL Team's Fans That Donate To Sports-related Charities in 2024.
Trend Line Is NFL Average (6.8%).



Note: Fans of teams based in Canada only reflect those who live in the U.S.

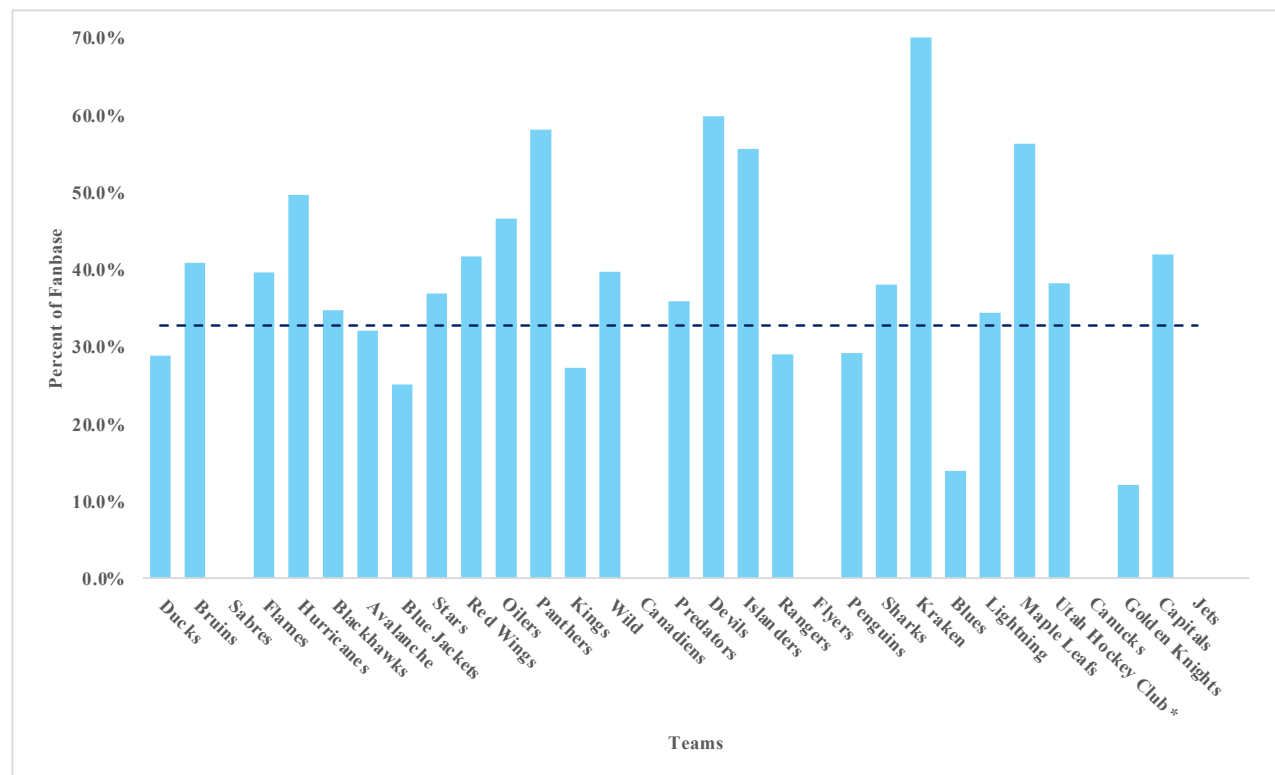


6. National Hockey League (NHL)

The chart illustrates the percentage of each NHL team's fanbase that contributed to sports-related charities in 2024, with a league-wide average of approximately 32.7% marked by a dashed line. The Kraken lead all teams with the highest donor percentage at over 70%, followed by the Panthers, Devils, and Lightning, all with donation rates above 55%. Other high-performing teams include the Flames and Oilers with fan donation percentages ranging between 40%–50%, well above the NHL average.

In contrast, several teams fall notably below the league average. The Golden Knights and Blues show the lowest donor engagement, with rates under 15%. Overall, this chart highlights stark differences in charitable engagement among NHL fanbases, which may reflect varying levels of community involvement, marketing efforts, or local charitable culture.

Percent of Each NHL Team's Fanbase That Donate to Sports-Related Charities in 2024.
Trend Line is NHL Average (32.7%).



Note: Fans of teams based in Canada only reflect those who live in the U.S.



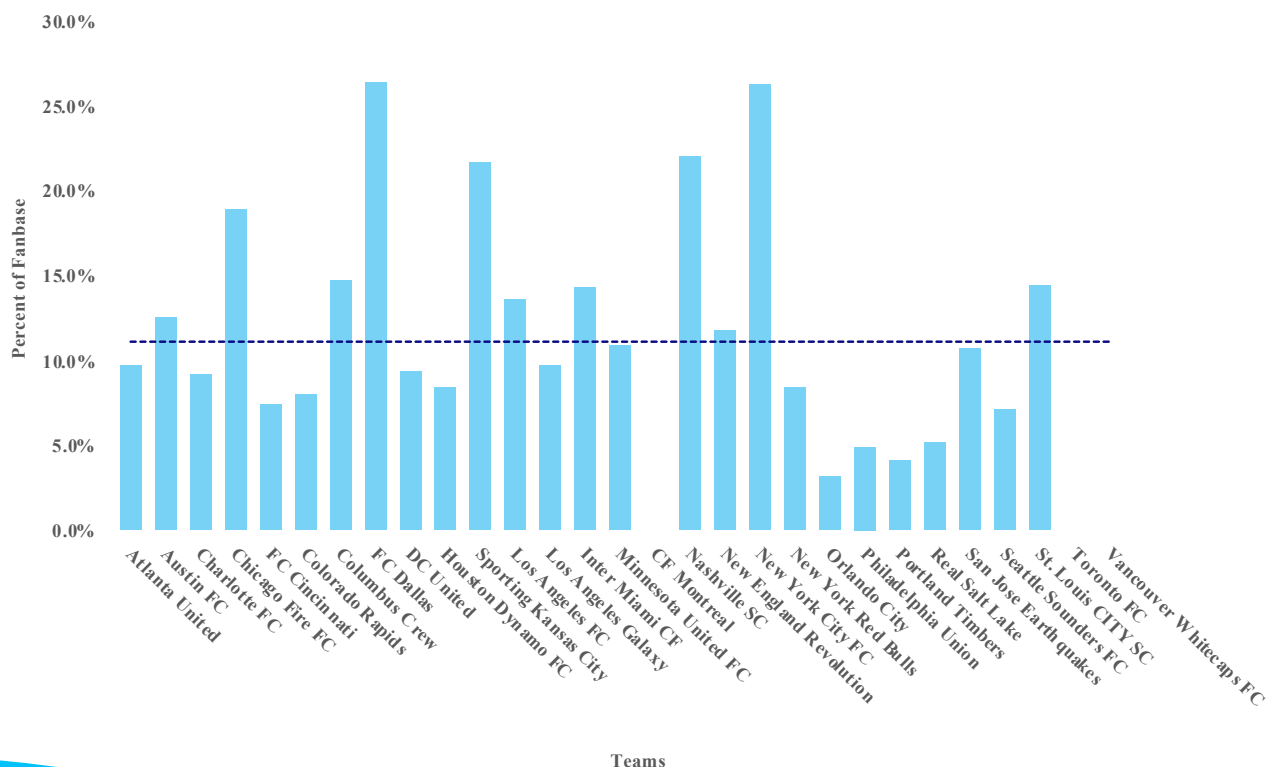
7. Major League Soccer (MLS)

This chart displays the percentage of each MLS team's fanbase that donated to sports-related charities in 2024, with the league average marked at 11.1%. The most notable fanbases include those of FC Dallas (26.4%), New York City FC (26.3%), and Nashville SC (22.0%), all donating more than twice the league average. Other strong performers—such as Chicago Fire FC, Columbus Crew, Los Angeles FC, Sporting Kansas City, and Austin FC—also reported donation rates well above the 11.1% threshold, reflecting a healthy balance of competitive enthusiasm and community engagement among their supporters.

In the mid-range are clubs like Atlanta United, Charlotte FC, Minnesota United FC, and New York Red Bulls, whose fanbases donated at or just below the league average. These teams demonstrate consistent, though not remarkable, levels of fan participation in charitable giving.

At the lower end, several clubs demonstrated minimal engagement. The Philadelphia Union, Portland Timberwolves, and Real Salt Lake recorded donation rates significantly below average. Meanwhile, Toronto FC and Vancouver Whitecaps FC reported 0% fan donations, indicating a complete absence of recorded giving for the year.

**Percent of Each MLS Team's Fanbase That Donates to Sports-related Charities.
Trend Line is MLS Average (11.1%).**





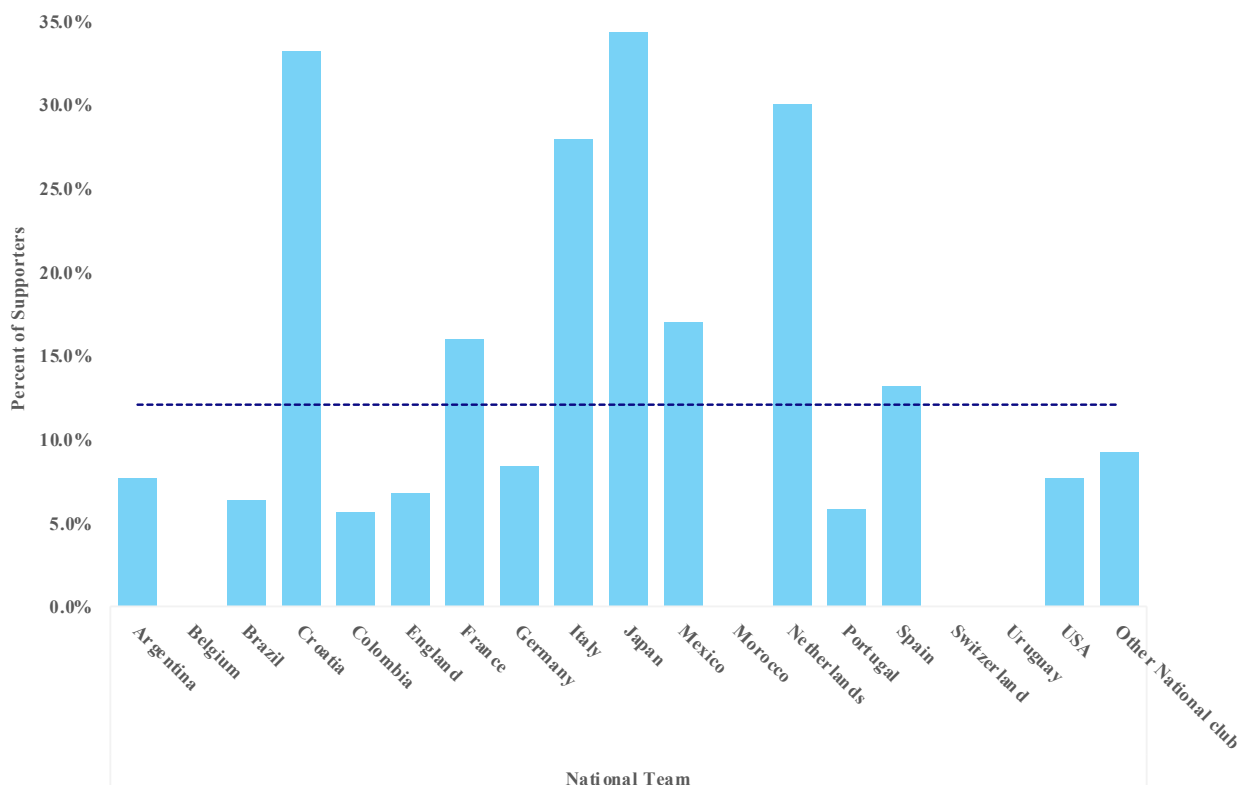
8. International Soccer (National Teams)

This chart provides insights into international soccer fans' charitable giving in 2024, specifically focusing on national team supporters. Each chart includes a trend line representing the international average, enabling clear comparisons of fan behavior across different countries.

Among national team fanbases, Japan (34.3%), Croatia (33.2%), and the Netherlands (30.1%) stand out as the most charitable, significantly exceeding the global average. Other countries showing strong engagement include Italy (27.9%), Mexico (17.0%), France (16.0%), and Spain (13.2%). In contrast, several nations—such as Belgium, Morocco, Switzerland, and Uruguay—report a 0% donation rate, which likely reflects very small sample sizes rather than an absolute absence of giving.

Overall, the data highlights substantial variation in charitable behavior across international football fandom, with some fanbases demonstrating exceptional generosity and others presenting opportunities for increased philanthropic engagement.

Percent of National Club Supporters That Donate to Sports-Related Charities in 2024. Trend Line is National Soccer Teams Average (12.1%).





Part 3:

Demographics of Sports Fans Who Donate to Sports-Related Philanthropic or Charitable Organizations

In this section of the report, we take a closer look at the demographics of sports fans who donate to sports-related philanthropic and charitable organizations. This analysis focuses on identifying who is most likely to give, based on key demographic variables.

The section includes:

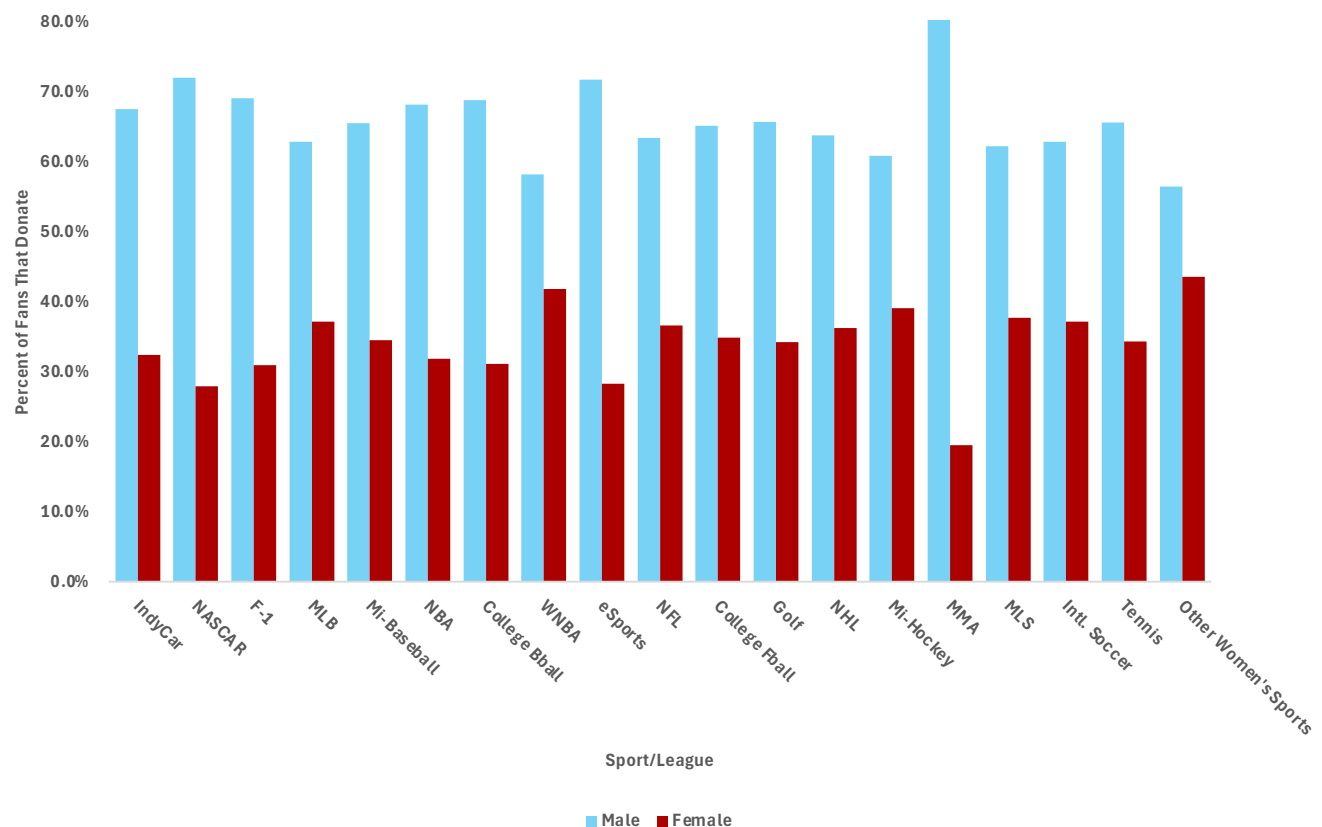
- A summary of the specific questions asked in the SBRnet Annual Study of Sports Fandom related to charitable giving
- A breakdown of fan donations by generation
- A breakdown of charitable giving by ethnicity
- An overview of education levels among fans who contribute



1. Sports Fan Donations by Sport/Gender (Male and Female)

This chart compares the percentage of male and female fans who donated to sports-related charities across various sports. The bars represent donation rates by gender, while the lines indicate the average donation rate for each group. Overall, male fans consistently report higher donation rates than female fans, with some sports exhibiting a significantly wider gender gap in philanthropic engagement than others.

Percent of Fans That Donated to Sports-Related Charities by Sport and Gender

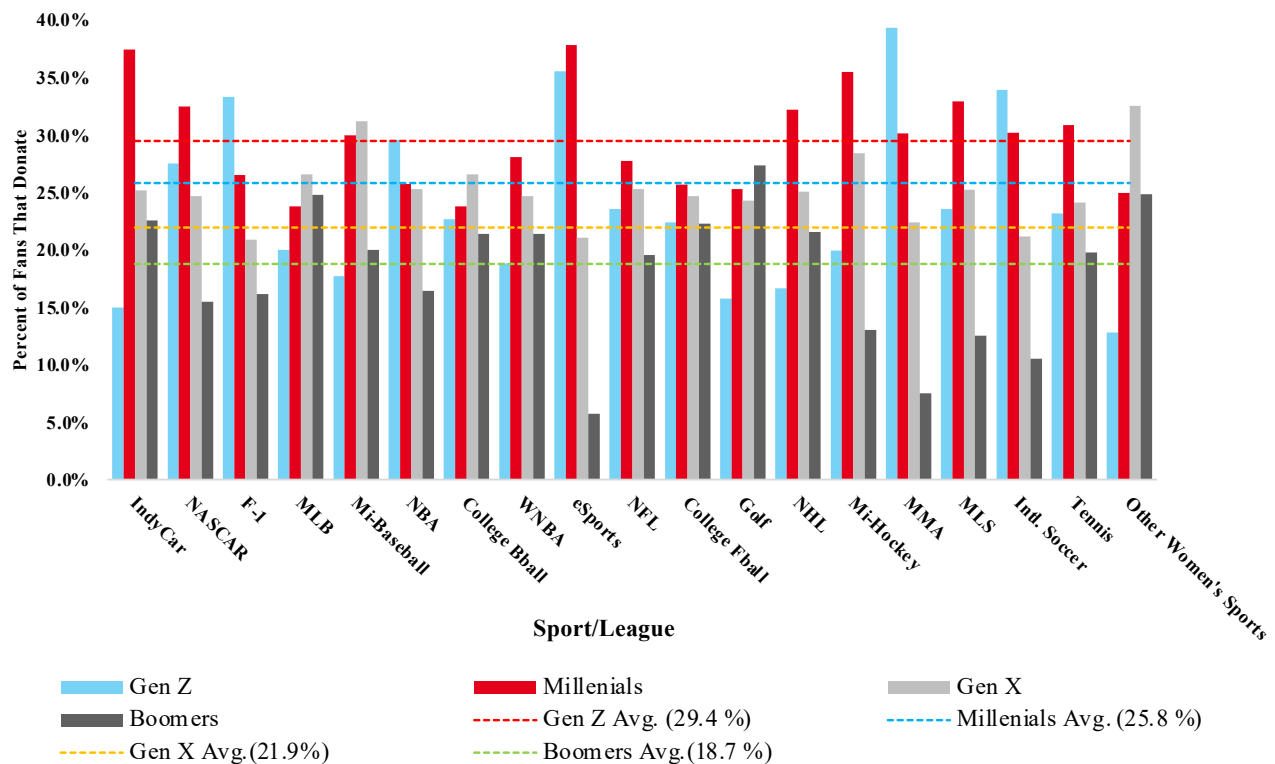




2. Sports Fan Donations by Sport/Generation

This chart compares the percentage of Gen Z, Millennials, Gen X+, and Boomer fans who donated to sports-related charities across various sports in 2024. The bars illustrate the donation rate for each generation, while the lines represent the average for each group. Millennials consistently demonstrate the highest giving rates, while Gen Z and Gen X show lower and more varied levels of participation.

Percent of each Generation that Donated to Sports-Related Charities by Sport in 2024



Generation Definitions:

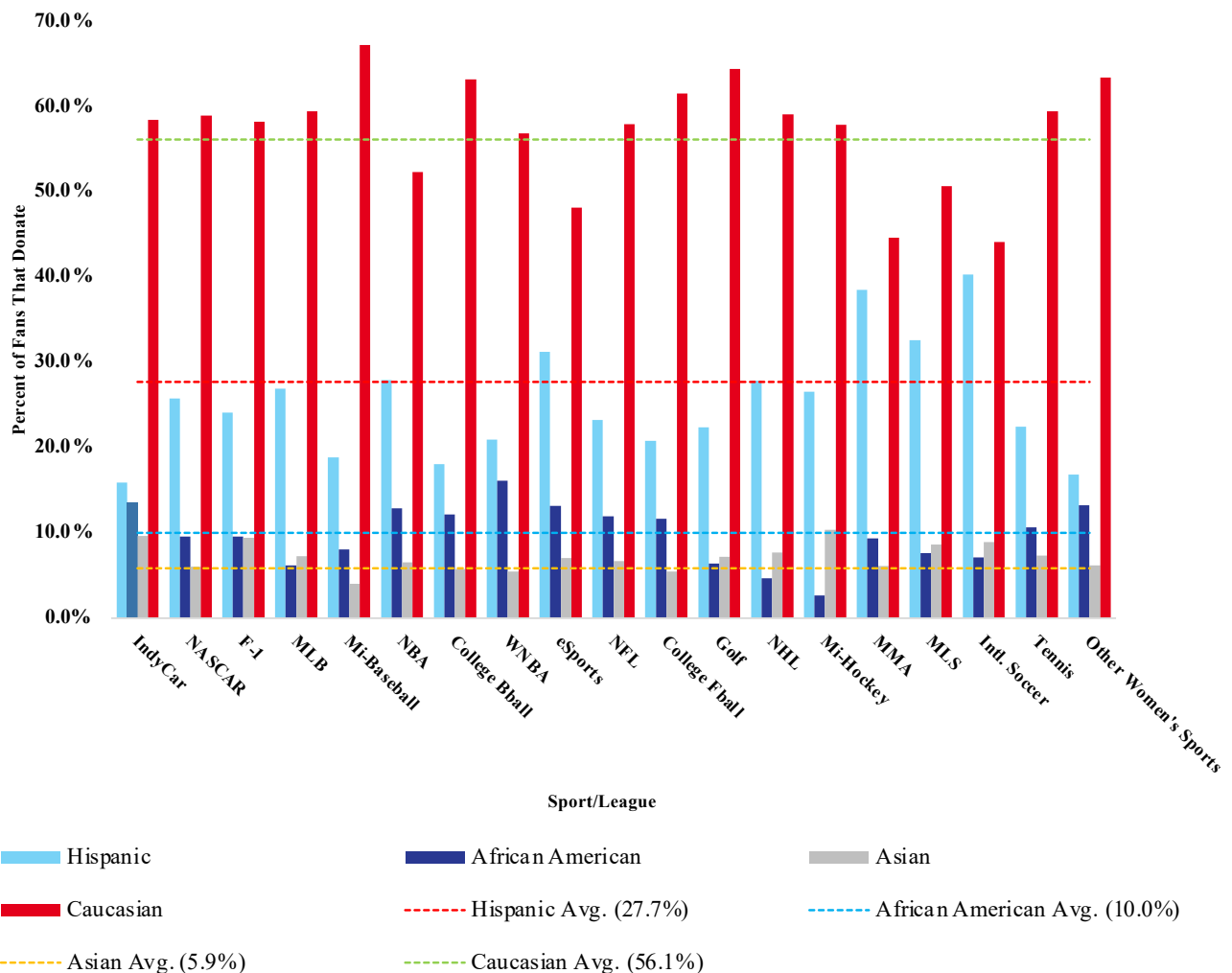
Generation	Years
Baby Boomers	1946-1964
Gen-Z	1965-1980
Millennials	1997 – 2012
Gen Z	1997 - 2012



3. Sports Fan Donations by Sport/Ethnicity

This chart presents the percentage of Caucasian, African American, Asian, Hispanic, and Native American fans who donated to sports-related charities across various sports in 2024. The bars represent each group's donation rate, while the lines indicate the average for each demographic. Caucasian fans report the highest donation rates across most sports, followed by Hispanic and African American fans.

Percent of Each Ethnicity That Donate to Sports-Related Charities by Sport in 2024



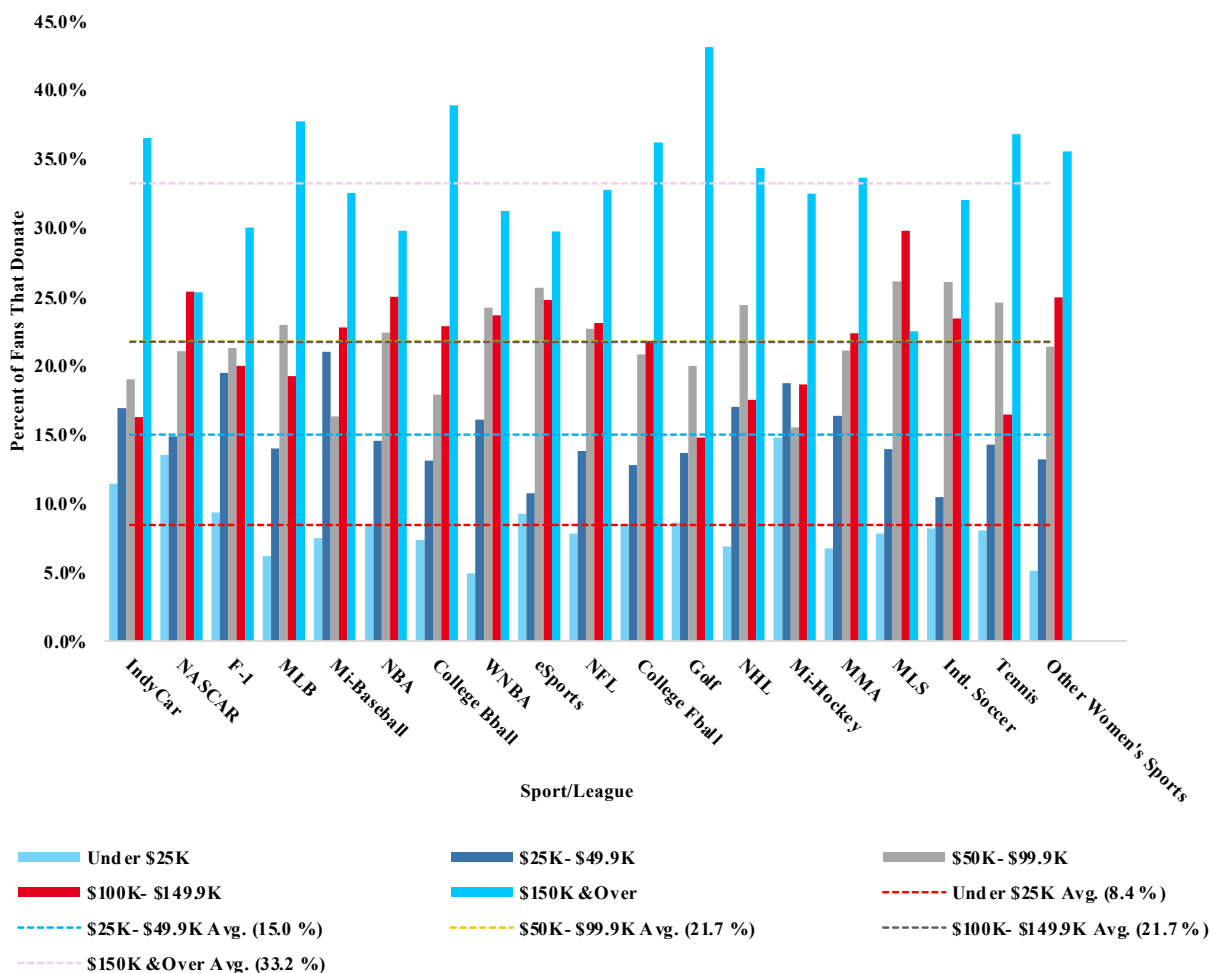
Note: Fans of teams based in Canada only reflect those who live in the U.S.



4. Sports Fan Donations by Sport/Household Income

This chart shows the percentage of fans from six household income brackets—under \$25K, \$25K–\$49K, \$50K–\$74K, \$75K–\$99K, \$100K–\$149K, and \$150K or more—who donated to sports-related charities across various sports in 2024. Bars represent donation rates by income level, while lines indicate the average for each bracket. Donation rates consistently rise with income, with fans earning \$150K or more displaying the highest giving rates, followed by those in the \$100K–\$149K and \$75K–\$99K brackets.

Percent of each Household Income Bracket that Donated to Sports-Related Charities in 2024



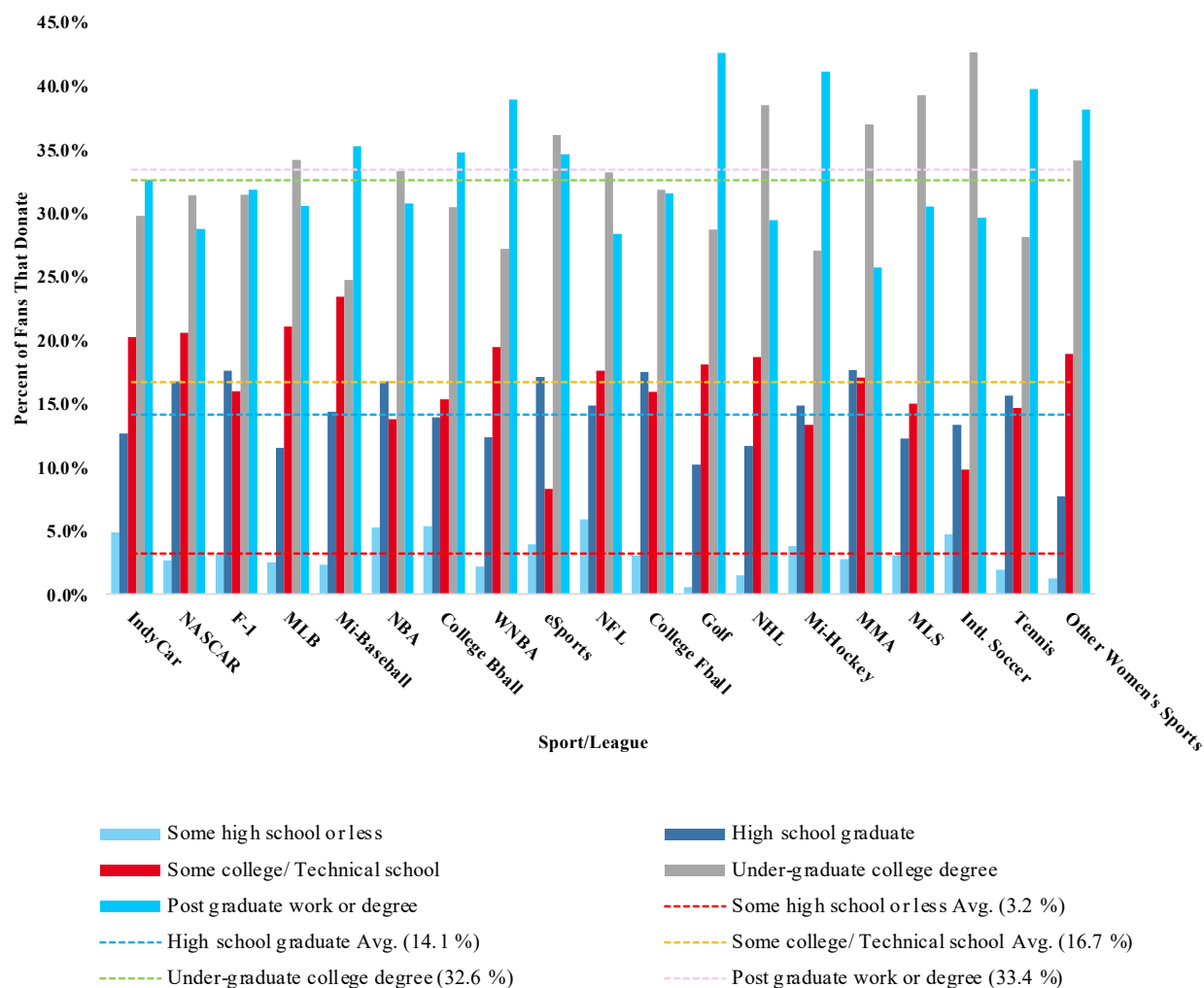
Note: Fans of teams based in Canada only reflect those who live in the U.S.



5. Sports Fan Donations by Sport/Level of Education

This chart illustrates the percentage of fans by education level—High School or Less, Some College, Bachelor's Degree, and Graduate or Professional Degree—who donated to sports-related charities in 2024 across various sports. Bars represent donation rates for each education level, while lines indicate the average giving rate for each group. Donation rates generally rise with education, with fans holding Graduate or Professional Degrees consistently donating at the highest rates across nearly all sports.

Percent of Each Level of Education That Donate to Sports-Related Charities by Sport in 2024





Part 3: Conclusions

Several patterns emerge in sports-related charitable giving across gender, generation, ethnicity, income, and education. Male fans consistently donate more than female fans. Gen Z leads all generations in giving (typically 20–30% participation rate), while older groups contribute less. Caucasian fans report the highest donation rates, while Hispanic fans are the most underserved—challenging assumptions about affluence and generosity.

Donation rates rise with income and education. Those earning \$150K+ and fans with higher education are most likely to donate. These trends highlight opportunities for sports philanthropy groups.

For instance, male fans give above average in MMA (18%), NASCAR (10.5%), and eSports (10.2%). Female fans donate less overall, with their strongest support seen in the WNBA and other women's sports.

Gen Z hasn't shown a strong giving pattern by sport, signaling a chance for targeted outreach. Millennials give above average to IndyCar (11.6%) and eSports (12.0%). Gen X fans of women's sports are 10.6% more likely to donate, while Boomers show no strong preferences by sport.

Ethnically, Hispanic fans give more to MMA (10.8%) and international soccer. African American fans show no significantly above-average giving. Among Caucasians, minor league baseball fans (11.1%) stand out.

No sport dominates giving across income groups. The one standout by education is international soccer fans with undergraduate degrees, who donate at notably higher rates.

These findings can guide philanthropy groups in expanding strong segments and reaching underperforming ones. Sports industry firms can also use this data to prioritize high-impact investments and reevaluate low-performing areas.



Part 4: Introduction to the GIVE-DEX... Sports Fan Giving Index

- An explanation of the GIVE-DEX Key Performance Indicator, (KPI).
- A detailed overview of the methodology.
- How to read these charts: GIVE-DEX Index measurements by team for benchmarking purposes. The orange vertical line represents the GIVE-DEX measurement for that team, while the black horizontal line represents the average GIVE-DEX measurement for that league or team.





GIVE-DEX Sports Fan Giving Index

Description

This report introduces and applies a new metric— Fans Giving Index (GIVE-DEX)—to evaluate and compare the giving behavior of sports fans across eight major sports leagues: Major League Baseball (MLB), National Football League (NFL), National Hockey League (NHL), National Basketball Association (NBA), Major League Soccer (MLS), International Soccer, College Football, and College Basketball.

GIVE-DEX is a composite measure that captures both average donation amount per donor and donor participation rate. By normalizing and combining these two elements, GIVE-DEX provides a standardized approach to assessing and comparing philanthropic engagement across teams, regardless of market size or league type.

This report aims to:

- Quantify fan giving across leagues creating GIVE-DEX.
- Identify top-performing teams and outliers.
- Uncover trends and disparities in philanthropic behavior.
- Discuss the structural, cultural, and market-based factors that influence GIVE-DEX outcomes.

Through visualizations and data-driven insights, the analysis provides a comprehensive look at how sports fans contribute to charitable efforts—and what those patterns reveal about the relationship between sports, identity, and community impact.

Methodology: Calculating GIVE-DEX (Sports Fan Giving Index)

To compare how actively fans of different MLB teams participated in charitable giving, we built a measure called GIVE-DEX, which combines both the amount given and the number of donors to reflect overall fan contribution value. The steps below explain how this was calculated:

Step 1: Calculate Total Giving Value (Earning Money by Team)

For each team, we estimated the total money raised by assigning an average dollar amount to different donation ranges. For the last categories, we considered that the high amount of donation is \$3000. We used the following values:

Less than \$49	\$25
\$50–99	\$75
\$100–249	\$175
\$250–499	\$375
\$500–749	\$625
\$750–999	\$875
More than \$1000	\$2000

Example:

If a team had 10 donations under \$49, 5 donations in \$50–99, and 2 donations in \$500–749, the estimated total would be:

$$(10 \times 25) + (5 \times 75) + (2 \times 625) = 250 + 375 + 1250 = \$1,875$$

Step 2: Calculate Average Giving per Donor (Money Value)

We then divided the team's Total Giving Value by the Total Number of Donors to get the average contribution per donor.

Step 3: Normalize Money Value (MV, Normalized)

We scaled these values by comparing them to the average across all teams. A score above 1 means higher than average, while a score below 1 means lower than average.

Step 4: Normalize Donor Participation (Fan Giving, Normalized)

We also compared each team's number of donors to the average number of donors across all teams. Scores above 1 mean above average participation, while scores below 1 mean below average participation.

Step 5: Calculate Final GIVE-DEX

Finally, we multiplied the two normalized values together:

$$\text{GIVE-DEX} = \text{MV, Normalized} \times \text{Fan Giving, Normalized}$$

Example:

Team	Donors by Team	Less \$49	\$50-99	\$100-249	\$250-\$499	\$500-749	\$750-999	More \$1000	Money	Money Per Fan	MV Normalized	Fan Normalized	GIVE-DEX
New York Yankees	1,622	399	48	488	505	67	18	108	560,269	345.48	1.29	4.97	6.4

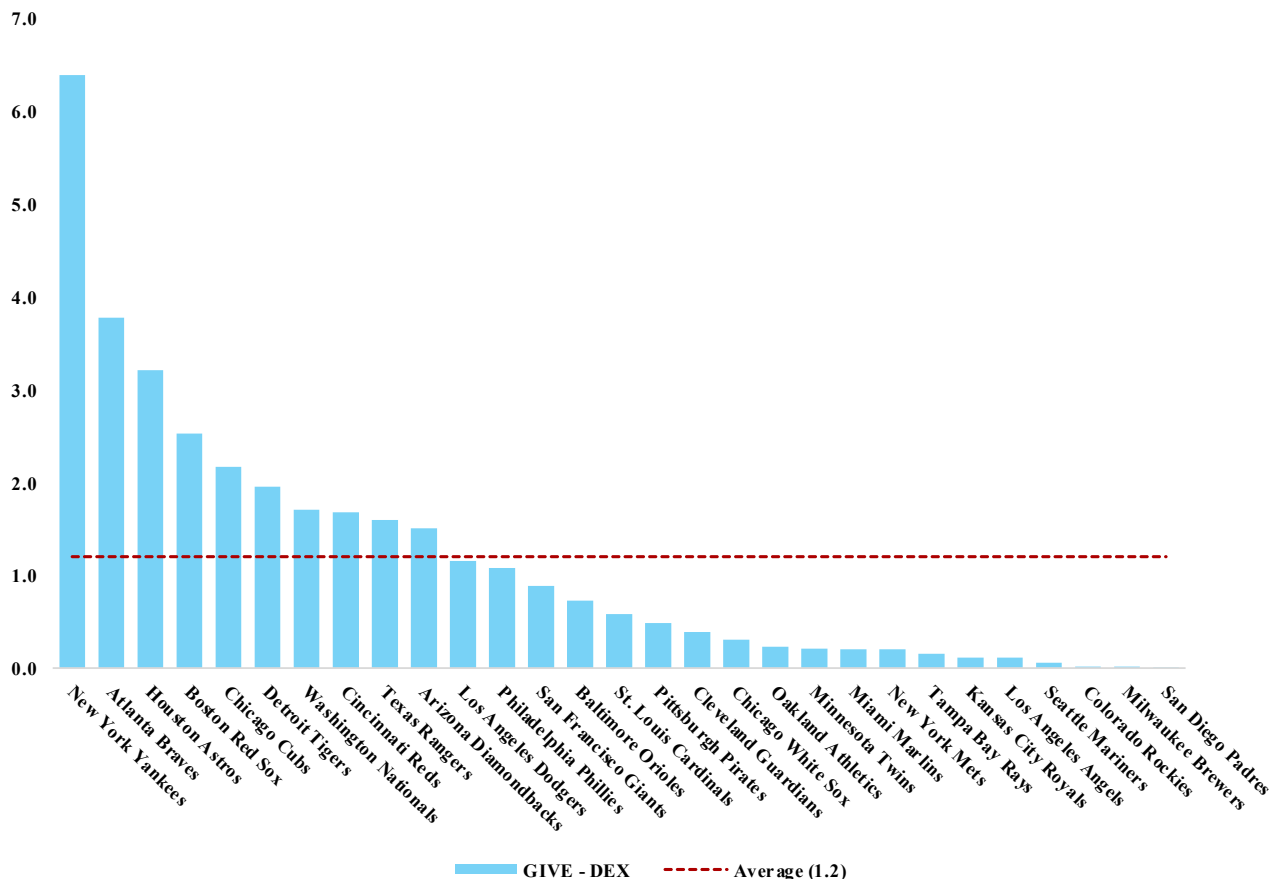
Explanation of Normalization

Normalization is just a way to put everyone on the same scale so that big teams and small teams can be fairly compared. We do this by seeing how much higher or lower each team is compared to the average. A score of 1 means average, more than 1 means above average, and less than 1 means below average.

1. Major League Baseball (MLB)

The analysis of the fan giving index (GIVE-DEX) among MLB teams reveals significant variation in fan engagement across the league. The New York Yankees lead by a wide margin, reflecting both high donor participation and substantial average contributions per fan. This performance likely stems from the team's large national fan base, strong brand identity, and location in a high-income market (New York City), which supports greater philanthropic capacity. The Atlanta Braves, Houston Astros, and Boston Red Sox also rank highly, backed by loyal, multi-generational fan bases and strong regional engagement. A sharp drop-off follows these top-performing teams, with most others showing moderate to low GIVE-DEX scores. Teams like the San Diego Padres and Colorado Rockies rank near the bottom—likely due to smaller or less engaged fan bases, limited donor outreach, or regional differences in charitable response.

Fan Giving Index - MLB Teams

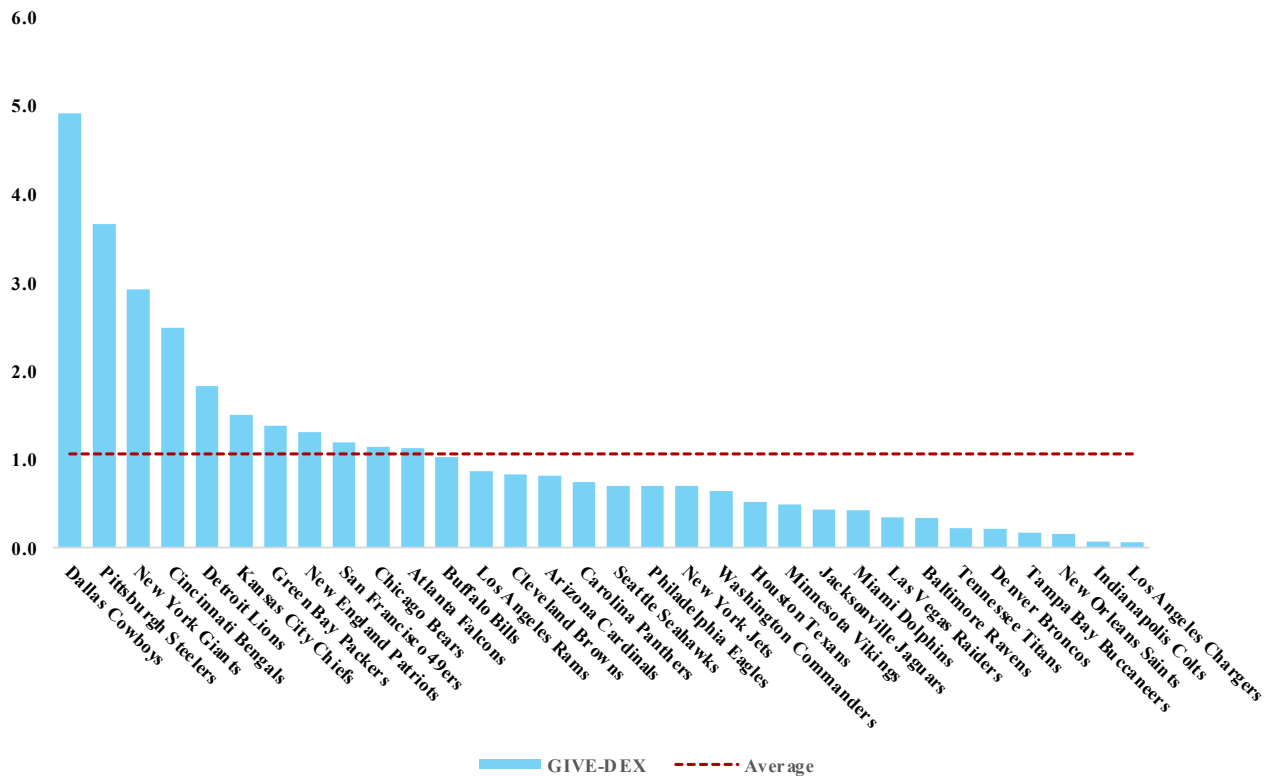


2. National Football League (NFL)

The GIVE-DEX results for NFL teams reveal a familiar top-heavy distribution, led by the Dallas Cowboys with a score of 4.9—significantly above the league average. Following the Cowboys are the Pittsburgh Steelers (3.7), New York Giants (2.9), and Cincinnati Bengals (2.5), all well above the benchmark. These teams benefit from large, loyal fan bases, national recognition, and strong philanthropic outreach that translates into measurable fan giving. Other prominent teams, including the Detroit Lions, Kansas City Chiefs, and Green Bay Packers, also perform above average, though the gap narrows considerably after the top four.

Most NFL teams fall below the league average, with the Los Angeles Chargers, Indianapolis Colts, and New Orleans Saints reporting the lowest levels of fan-driven philanthropy. Even teams in major markets—such as the Las Vegas Raiders and Miami Dolphins—struggle to mobilize meaningful fan giving. This suggests that while legacy brands with national followings have effectively leveraged their market power, many other teams have yet to fully tap into their fans' philanthropic potential. The data underscores the need for broader league-wide strategies to elevate giving, particularly among mid- and lower-tier teams that lag behind the NFL's top performers.

GIVE-DEX for NFL Teams

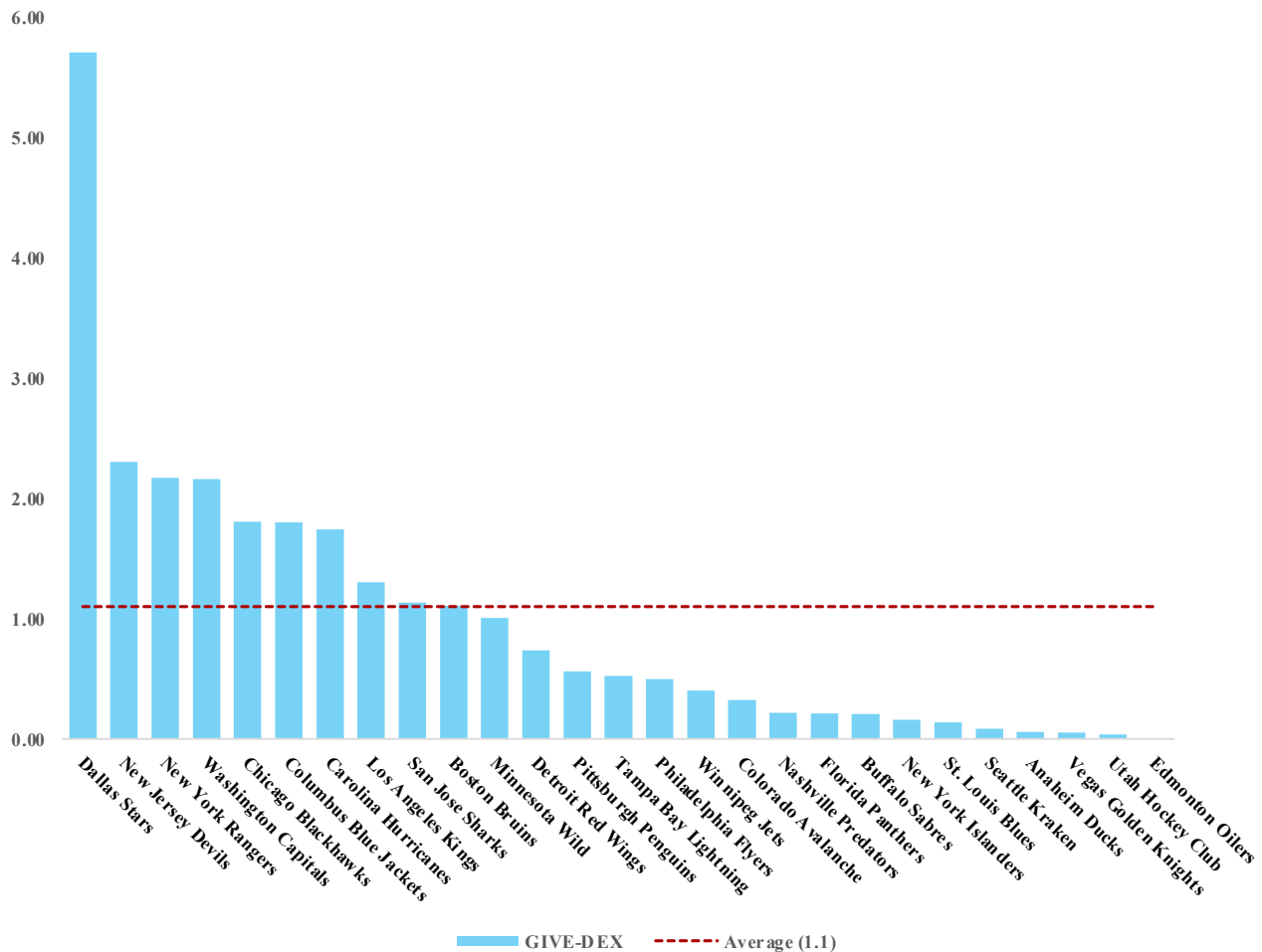


3. National Hockey League (NHL). US Located Teams Only

The NHL's GIVE-DEX distribution reveals a highly uneven landscape of philanthropic engagement, led overwhelmingly by the Dallas Stars with a score of 7.37—nearly triple that of the next closest teams. The New Jersey Devils (2.97), New York Rangers (2.80), and Washington Capitals (2.79) also rank well above the league average of 1.1. Mid-tier teams such as the Columbus Blue Jackets, Carolina Hurricanes, and Los Angeles Kings show moderate engagement but fall significantly behind the top performers.

The majority of NHL teams fall below the league average, suggesting a structural or cultural gap in fan-based philanthropy. This disparity may stem from regional differences in charitable giving or limitations in how fan donations are tracked and recorded.

GIVE-DEX for NHL Teams

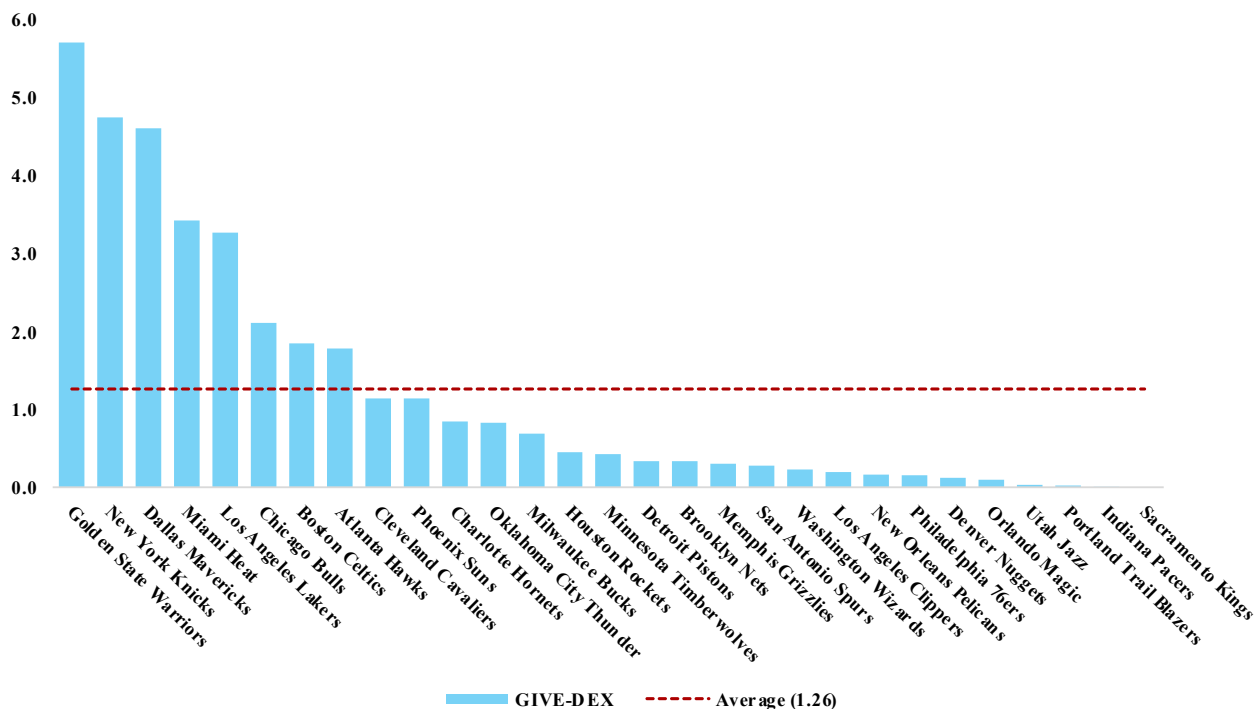


4. National Basketball Association (NBA). US Located Teams Only

The NBA's GIVE-DEX analysis highlights a highly concentrated philanthropic fan engagement profile, dominated by a few standout teams. The Golden State Warriors lead all NBA teams with a GIVE-DEX of 5.7, likely reflecting their recent championship success, global brand recognition, and strong community engagement efforts in the tech-driven Bay Area. Following closely are the New York Knicks (4.7) and Dallas Mavericks (4.6), both benefiting from large, loyal fan bases and high-profile ownership that supports philanthropic initiatives. The Miami Heat, Los Angeles Lakers, and Chicago Bulls round out the top tier, all performing above the league average of 1.26. These teams have successfully translated their popularity and market strength into measurable fan-based giving, outpacing much of the league.

In contrast, the majority of NBA teams fall significantly below the average. Teams such as the Sacramento Kings, Indiana Pacers, Utah Jazz, and Portland Trail Blazers report minimal or no measurable giving activity. These results suggest that smaller market teams, or those with less national exposure, may need to strengthen their outreach strategies and philanthropic infrastructure to close the engagement gap and better harness the giving potential of their fan communities.

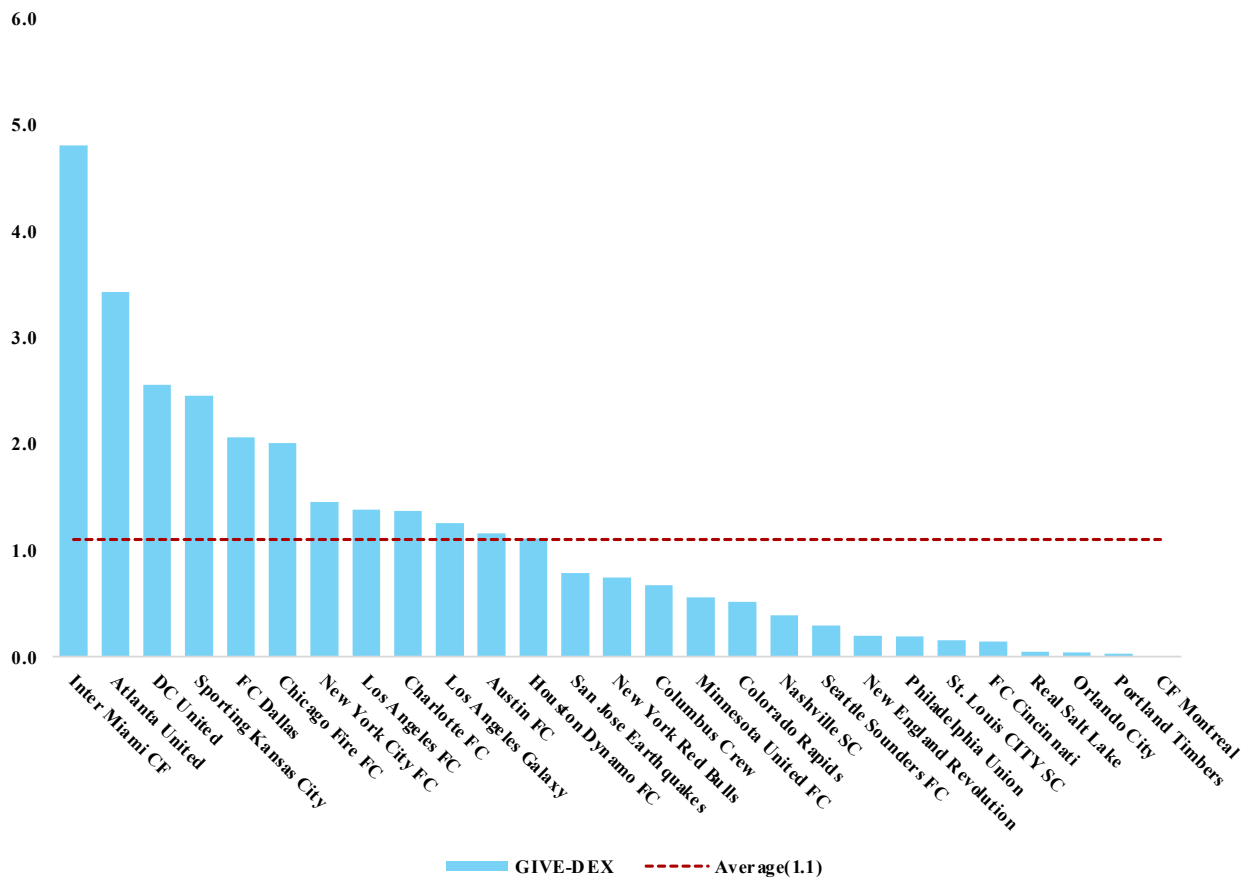
GIVE-DEX Fan Giving Index- NBA Teams



5. Major League Soccer (MLS). US Located Teams Only

The GIVE-DEX analysis for Major League Soccer (MLS) teams reveals a concentrated pattern of philanthropic engagement led by a few standout franchises. Inter Miami CF tops the chart with a GIVE-DEX of 4.8, likely driven by the recent surge in global attention tied to high-profile players and celebrity ownership. Atlanta United (3.4) and D.C. United (2.6) also rank highly, benefiting from large urban fan bases and active community engagement efforts. Mid-tier teams such as Sporting Kansas City, FC Dallas, and Chicago Fire FC perform slightly above the league average of 1.1, indicating modest but consistent donor participation. However, the majority of MLS teams—including the Portland Timberwolves, Orlando City, Real Salt Lake, and CF Montréal—fall well below the average, highlighting a significant gap between the league’s top performers and the rest. This distribution suggests that while a few clubs have effectively mobilized their supporters for charitable giving, most have yet to establish or scale meaningful philanthropic outreach.

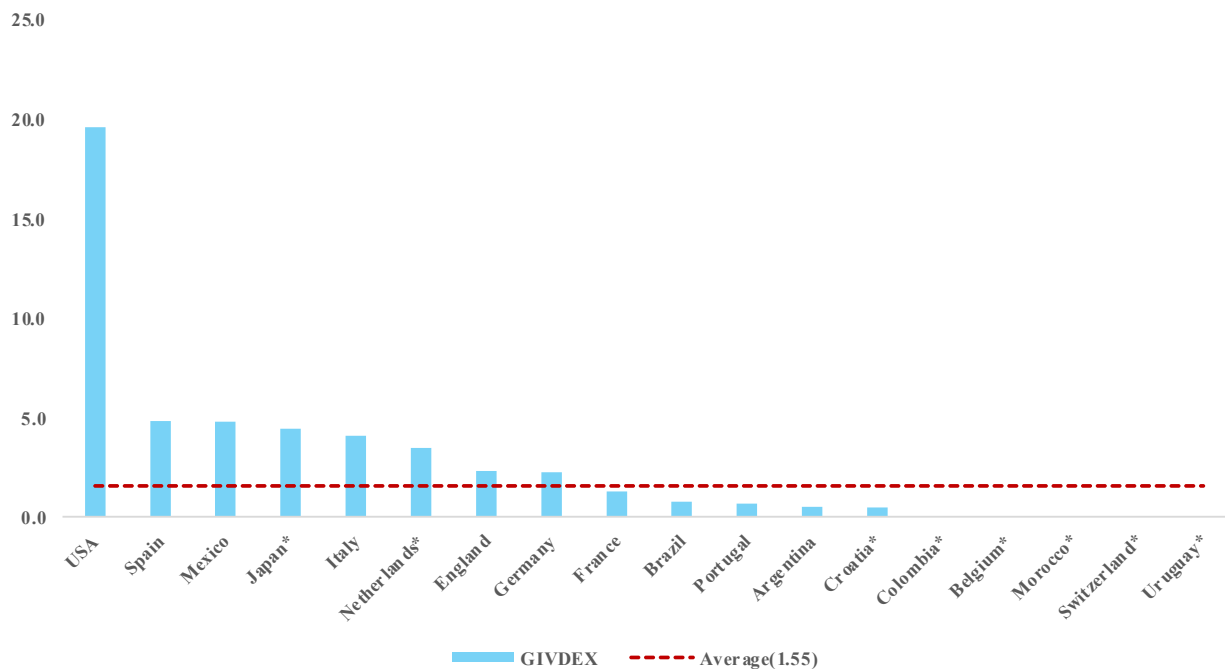
GIVE-DEX for MLS Teams



6. International Football/Soccer (National Teams Only)

Among national teams, the USA leads overwhelmingly with a GIVE-DEX of 19.6—more than four times higher than the next closest nations, Spain and Mexico (both at 4.8). This likely reflects cultural differences in donation habits, stronger philanthropic infrastructure in the U.S., and greater access to donation platforms tailored to American fans. While European and South American powerhouses such as Italy, England, and Germany rank above average, traditionally popular teams like Portugal, Argentina, and France fall well below average. Several teams—including Belgium, Switzerland, and Uruguay—show no recorded philanthropic activity. This sharp disparity suggests that global fan base size does not guarantee charitable engagement; instead, factors such as platform accessibility, local infrastructure, and cultural norms play a more decisive role than team success or popularity.

GIVE-DEX for International Soccer - National Teams

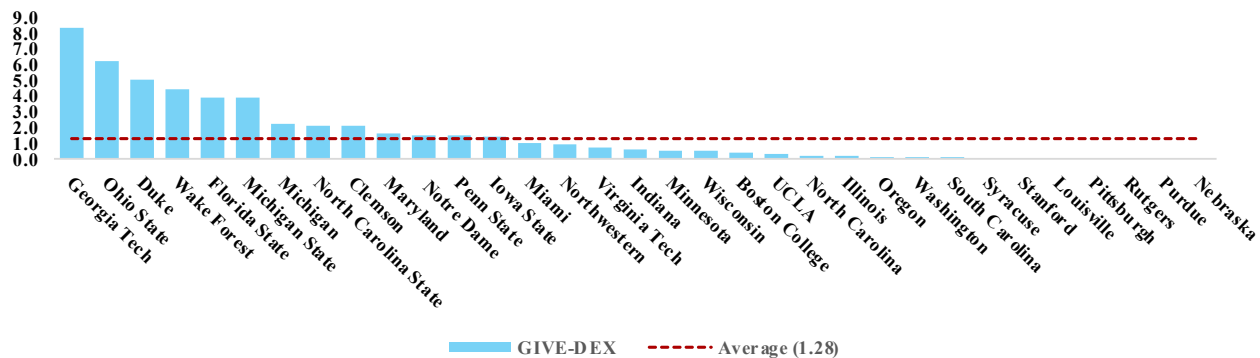


7. College Football. (Limited to Top 50 Teams)

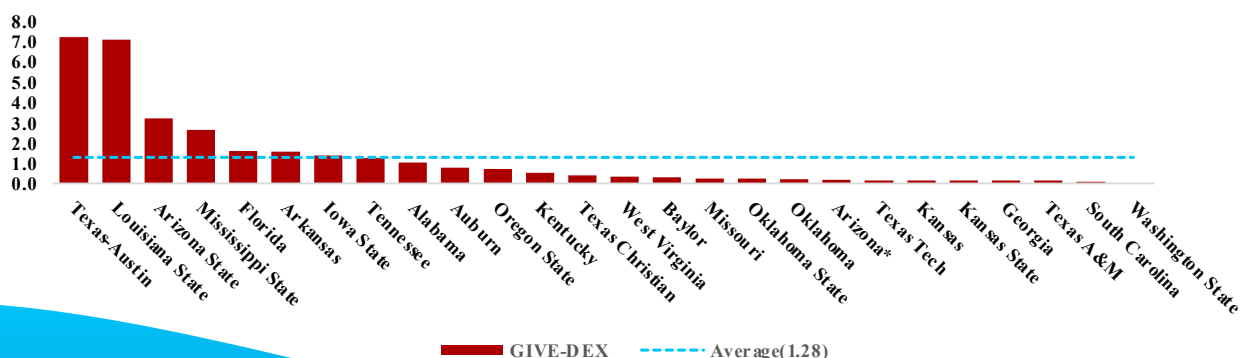
The GIVE-DEX results for College Football reveal highly concentrated philanthropic engagement, with a small group of universities significantly outperforming the rest. In the ACC and Big Ten, Georgia Tech leads with a GIVE-DEX of 8.3, followed by Ohio State (6.2) and Duke (5.0)—all well above the league average of 1.28. These institutions likely benefit from large, engaged alumni networks, strong academic reputations, and well-established giving cultures tied to their athletics programs. Other high-performing schools include Wake Forest, Florida State, and Michigan. However, most conference schools—such as Nebraska, Purdue, and Rutgers—report GIVE-DEX scores at or near zero, underscoring a disparity in fan-driven giving where a few schools dominate and many show minimal engagement.

The trend continues in the Big 12, Pac-12, and SEC. The University of Texas at Austin (7.2) and Louisiana State University (7.1) are top performers, with Mississippi State and Arizona State also ranking slightly above average. Notably, powerhouse programs like Alabama, Oregon, and Tennessee post GIVE-DEX scores near or below the average, suggesting that athletic success does not necessarily translate into greater philanthropic engagement. Most schools in these conferences—including Texas A&M, South Carolina, and Washington State—record little or no measurable giving, indicating that many institutions may lack the infrastructure, culture, or outreach strategies needed to effectively mobilize their fan and alumni bases for charitable causes.

GIVE-DEX for College Football - ACC & Big 10



GIVE-DEX for College Football - Big 12 & Pac 12 & SEC

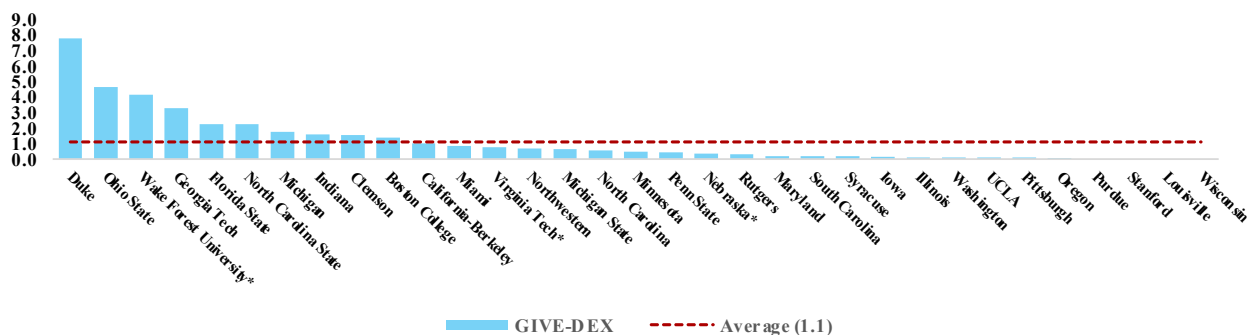


8. College Basketball (Limited to Top 50 teams)

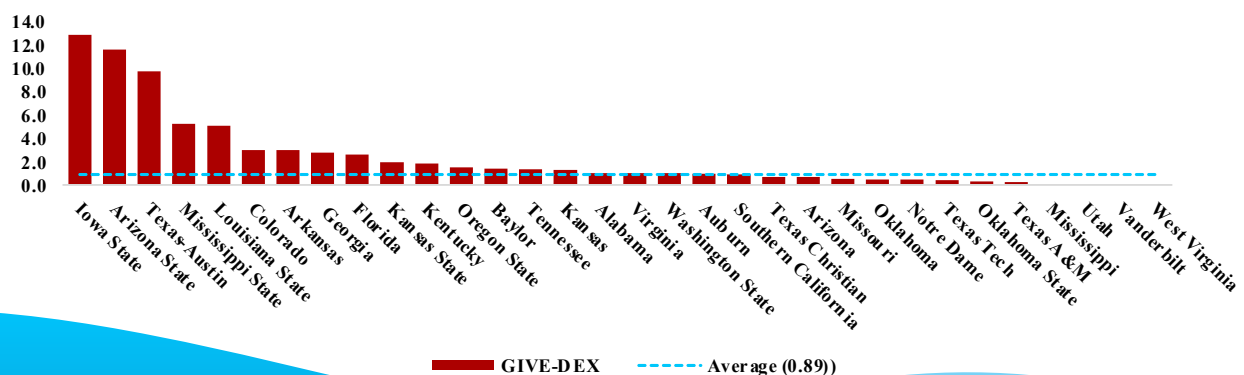
The GIVE-DEX analysis for College Basketball reveals a familiar pattern of concentrated philanthropic engagement led by a small number of standout universities. In the ACC and Big Ten, Duke University leads with a GIVE-DEX of 7.8—more than double that of the next closest performers, Ohio State (4.6) and Wake Forest (4.1). These institutions benefit from nationally prominent basketball programs, loyal alumni bases, and historically robust fundraising infrastructures. Other schools, such as Florida State, NC State, and Indiana, perform slightly above the conference average of 1.1. However, the majority—including major programs like Wisconsin, UCLA, and Louisville—exhibit negligible or zero fan-based giving. This indicates that while a few basketball powerhouses effectively mobilize their alumni and fans for philanthropic engagement, most universities are not leveraging their fan bases to the same extent.

In the Big 12, Pac-12, and SEC, the distribution is even more top-heavy. Iowa State leads with a GIVE-DEX of 12.8, followed by Arizona State (11.6) and the University of Texas at Austin (9.7)—all significantly above the conference average of 0.89. These institutions stand out for cultivating cultures of alumni and fan giving that go beyond athletics. Mid-tier performers like Mississippi State, LSU, and Colorado also show above-average engagement, but the majority—including schools like Texas A&M, Oklahoma, and Notre Dame—report little to no measurable giving. Despite the popularity and visibility of college basketball, these findings suggest that successful fan philanthropy is concentrated in programs with strong institutional backing and well-developed donor outreach efforts.

GIVE-DEX for College Basketball - ACC & Big 10



GIVE-DEX for College Basketball - Big 12 & Pac 12 & SEC



Overall Conclusions

Fan Engagement Varies Widely by League and Sport Type

- Fans of niche sports (e.g., Minor League Ice Hockey, tennis, MMA) and women's leagues show consistently high donation rates, often surpassing those of major leagues like the NFL and MLB.
- In-person attendance is strongly associated with increased philanthropic behavior, emphasizing the strategic value of live engagement efforts to drive giving.

Team-Level Giving Is Highly Concentrated

- A small number of teams in each league dominate fan philanthropy. For example, the Diamondbacks (MLB), Mavericks (NBA), Cardinals (NFL), Kraken (NHL), and FC Dallas (MLS) lead their leagues by significant margins.
- In contrast, many teams—including those in large markets—report minimal or zero fan-based giving, revealing missed opportunities for more targeted outreach and community engagement.

Demographic Factors Shape Giving Patterns

- Male fans, Gen Z, and Caucasian fans report the highest donation rates overall. Donation rates rise consistently with both income and education levels.
- While Hispanic fans are highly generous in specific sports such as MMA and international soccer, they remain an under performing group overall. These patterns suggest key areas for strategic donor outreach and segmentation.

Creation of the GIVE-DEX: A New Benchmark for Fan Philanthropy

- This report introduces and applies a new metric—**GIVE-DEX (Sports Fan Giving Index)**—developed by our research team to measure and compare philanthropic engagement across fanbases in eight major U.S. sports leagues.
- GIVE-DEX is a composite score that combines average donation amount and donor participation rate, normalized to allow for fair comparisons across markets, sports, and team sizes. The results reveal a top-heavy distribution of giving, where a few standout teams (e.g., Dallas Cowboys, Golden State Warriors, Georgia Tech) outperform significantly due to strong brand identity, community outreach, and alumni engagement.
- GIVE-DEX provides a strategic tool for benchmarking, identifying engagement gaps, and guiding future philanthropic planning across the sports industry.



Acknowledgements

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