



Sports Fan Philanthropy...

Annual Report By SBRnet - 2026

Comparing 2024 to 2025

How many parts have this Report

■ **Part 1 — Ranking fan giving within each sport**

For each of the 19 leagues, how many donor-fans support each type of charity, showing what every sport's fan base cares about most.

■ **Part 2 — Comparing fan giving across sports**

Which causes reach the most fans overall, and which sports care most about each cause. This part uses share of donors (%) so leagues of different sizes can be compared fairly.

■ **Part 3 — Demographic profile of each cause type**

Who the donors are, broken down by gender, race/ethnicity, age, income, education, and region. Each cell shows the number of fans and an index of how distinctive that group is.

■ **Part 4 — Game attendance and fan giving**

A closer look at NBA fans, testing whether those who attend more games also donate more, and what that means for targeting.

■ **Part 5 — Give-Dex analysis, dashboard, and use case**

The Sports Fan Giving Index: 2024 versus 2025 scores for all 19 leagues, the interactive dashboard, an MLB use case, and key recommendations.

How to read the Fan Giving Type of Philanthropy Report

■ Fan Base

Fans who donated to a sports-related fan giving or athletic foundation in the past 12 months (measured per sport).

■ Number of fans (000s)

Figures in Parts 1 and 3 are counts of donor-fans in thousands. Example: 4,493 means about 4.5 million fans. Part 2 uses share of donors (%) instead, to compare fairly across sports of different sizes.

■ Color coding

Each column is color-coded to its own range so you can spot that sport's or group's priorities at a glance:

-  Green = most fans / highest in that column
-  Yellow = middle of the range
-  Red = fewest fans / lowest in that column

■ Scope

11 substantive types of fan giving; 'Other' and 'Don't know' excluded. Parts 2 and 3 combine all 19 sports (a multi-sport fan is counted in each sport).

1

Ranking Charity Type within each sport

For every league, how many donor-fans support each type of charities.

Which causes reach the most fans?

Takeaways

- **Health and wellness wins everywhere.** It draws the most donor-fans in all 19 sports. The single biggest group is NFL fans at 4,493 (000s), which is about 4.5 million people.
- **The priority stays about the same across sports.** Health and wellness is on top, Youth Sports and Education come next, and Arts and culture and Team/player foundations sit at the bottom in almost every league.
- **Bigger sports show bigger numbers on every cause.** NFL, NBA, College Football, and MLB lead most rows mainly because they have the most donor-fans overall, so these counts reflect audience size as much as true preference.
- **Arts and culture reaches the fewest fans.** It is the smallest cause in most sports, dropping as low as 318 in Minor League Hockey and 418 in Golf, with Team/player foundations close behind.
- **A few causes over-perform for specific sports.** Animal welfare is unusually strong in baseball and hockey. It is MLB's 3rd-biggest cause at 2,492 and ranks high for NHL too, a useful hook when tailoring outreach to those leagues.

Fan Giving Preferences within each sport

Cell = number of that sport's donor-fans (000s) who rate the fan giving type. Each sport color-coded to its own range: green = more fans, red = fewer.

Preference	NFL	College Bball	College Fball	e-Sport	Formula1	Golf	Indy Car	Int Soccer	ML Baseball	ML Hockey	MMA	MLB	MLS	NASCAR	NHL	Other Women Sports	Tennis	WNBA	NBA
Health & wellness	4,493	3,034	3,572	1,463	1,781	2,109	1,289	2,552	1,951	1,054	1,947	3,590	2,274	1,907	2,648	1,919	2,351	2,272	3,640
Youth sports	3,649	2,836	3,130	1,452	1,496	1,802	907	2,066	1,685	785	1,831	2,853	1,861	1,549	2,231	1,418	1,690	2,041	2,849
Education	2,935	2,299	2,523	1,187	1,403	1,810	941	1,733	1,103	681	1,480	2,382	1,575	1,353	1,860	1,467	1,559	1,849	2,538
Humanitarian	3,151	2,324	2,472	767	1,229	1,622	823	1,529	1,028	671	1,441	2,436	1,435	1,132	1,709	1,489	1,829	1,761	2,684
Environment	2,827	1,950	1,975	959	1,412	1,406	831	1,695	1,052	597	1,299	2,081	1,254	1,059	1,779	1,335	1,503	1,804	2,538
Veterans/military	2,242	1,785	1,880	888	901	1,392	988	1,425	1,084	563	1,216	1,919	1,249	785	1,415	1,187	1,068	1,379	1,859
Animal welfare	2,549	1,810	2,065	730	766	1,123	734	1,289	1,038	646	1,104	2,492	1,154	674	1,844	914	1,134	1,021	2,104
Social justice	2,153	1,433	1,518	823	1,066	929	881	1,093	872	467	883	1,808	1,248	938	1,413	682	907	1,405	1,759
Religious	2,285	1,671	2,258	592	723	954	798	688	954	423	514	2,033	840	1,128	1,102	635	831	980	1,721
Team/player foundations	1,838	1,268	1,215	551	767	896	464	765	382	249	549	1,122	682	704	934	547	775	843	1,540
Arts & culture	1,372	926	1,070	425	635	418	508	659	735	318	496	995	790	699	810	437	849	847	914

2

Comparing Fan Giving causes across sports

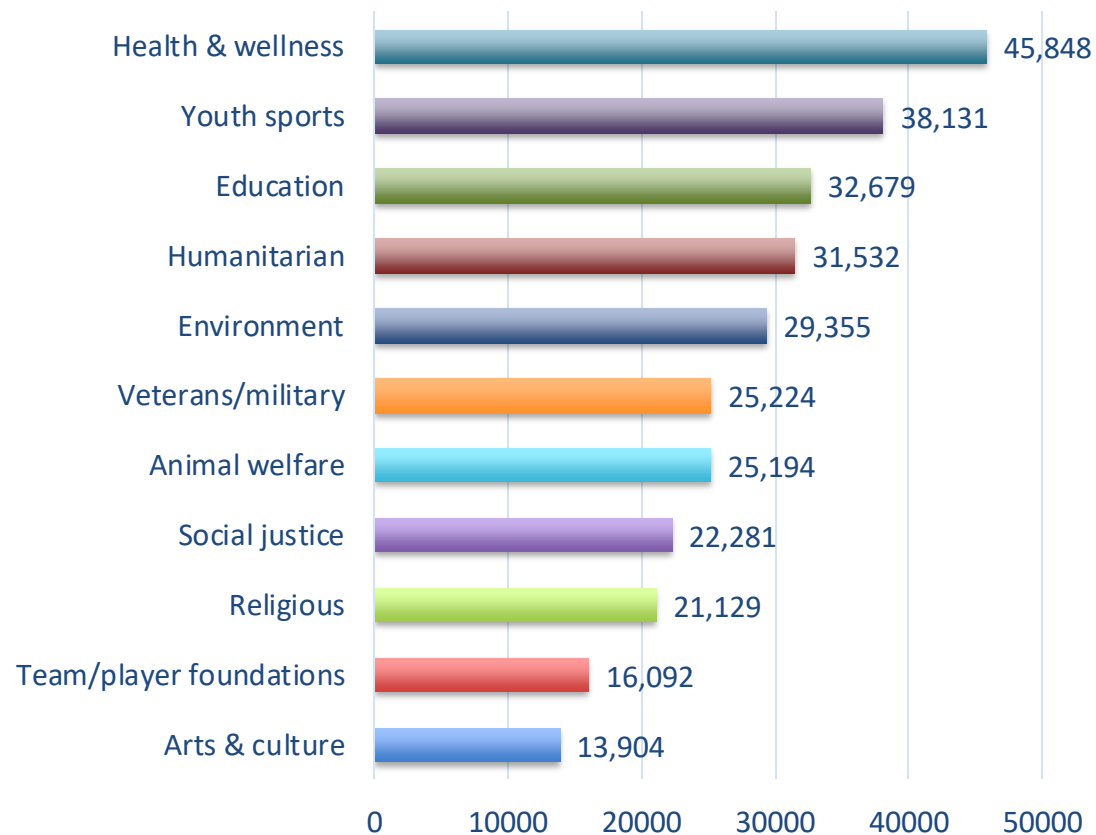
*Which causes reach the most fans, and
how those fans measure up against the benchmark*

How to read the following Charts?

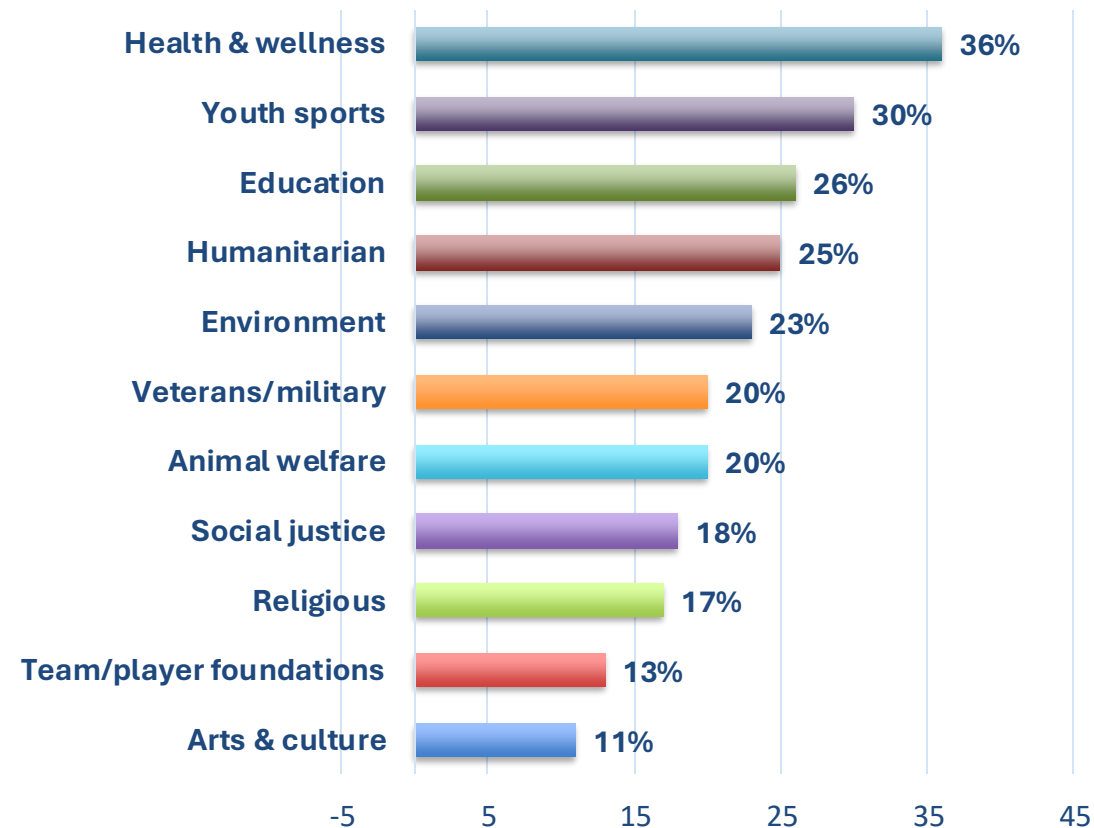
The charts on the pages show the data in two ways. The chart on the left shows the **total number of fans** who donated, while the chart on the right shows the **percentage of donors** in each sport.

Which Type of Fan Giving reach the most fans

Total donor-fans by Fan Giving Types (000s)



Overall importance — share of donors (%)

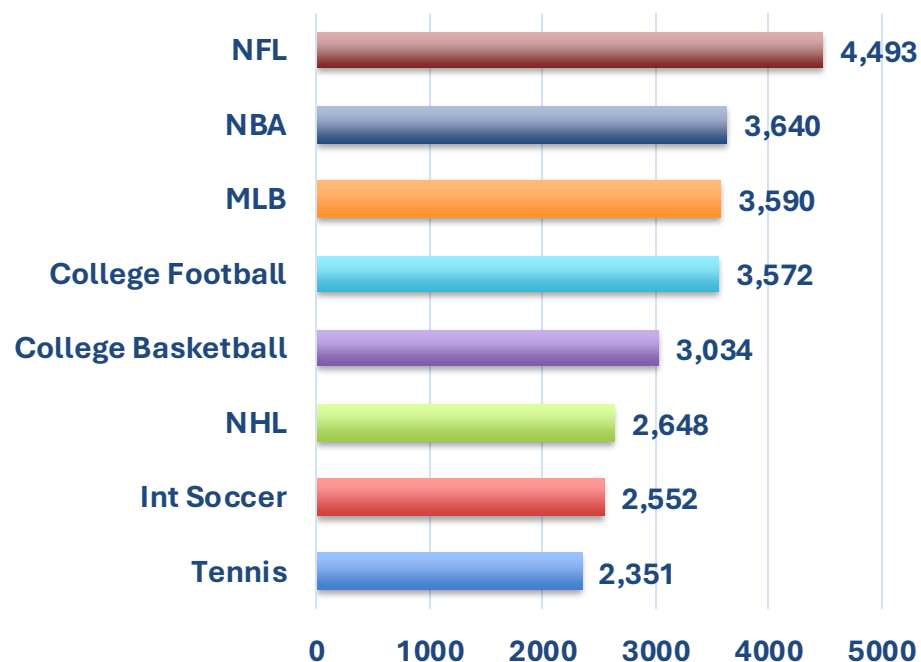




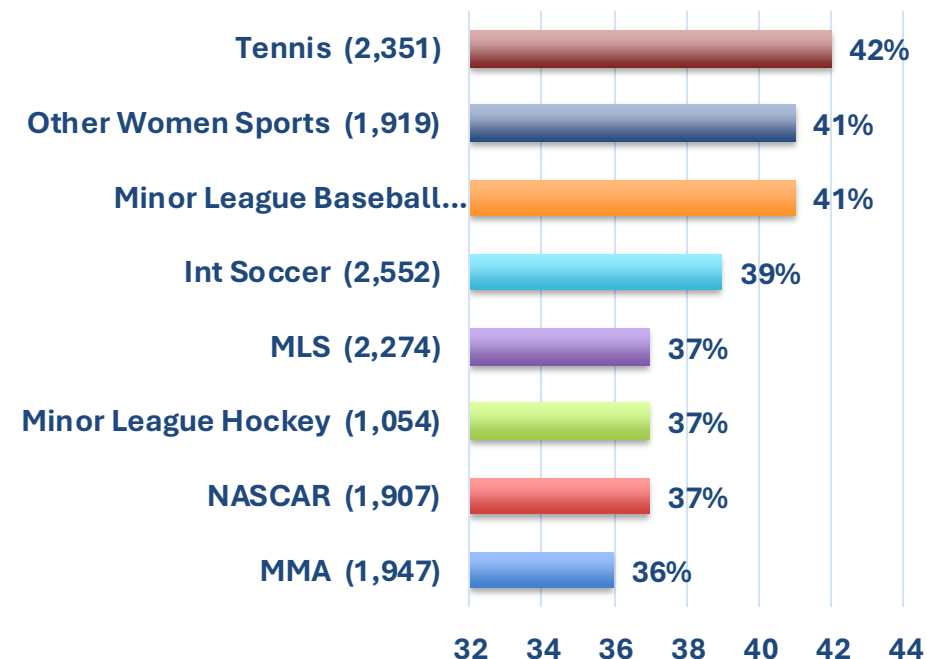
Which sports care most for health and wellness

- The NFL has the most donors because it has the largest fan base.
- However, sports like **Tennis, Women's Sports, ML Baseball, and International Soccer** have the highest share of donors who care about health and wellness, making them strong audiences for health-related fundraising campaigns.

Health & wellness: top sports by fans (000s)



Health & wellness: top sports by share (%)



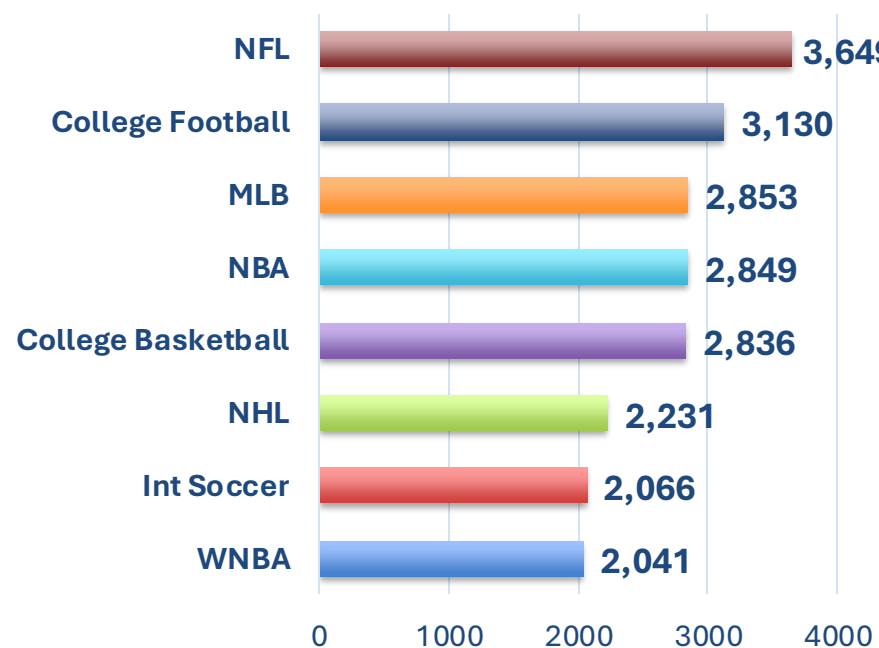


Which Sports Care Most to Youth Sports

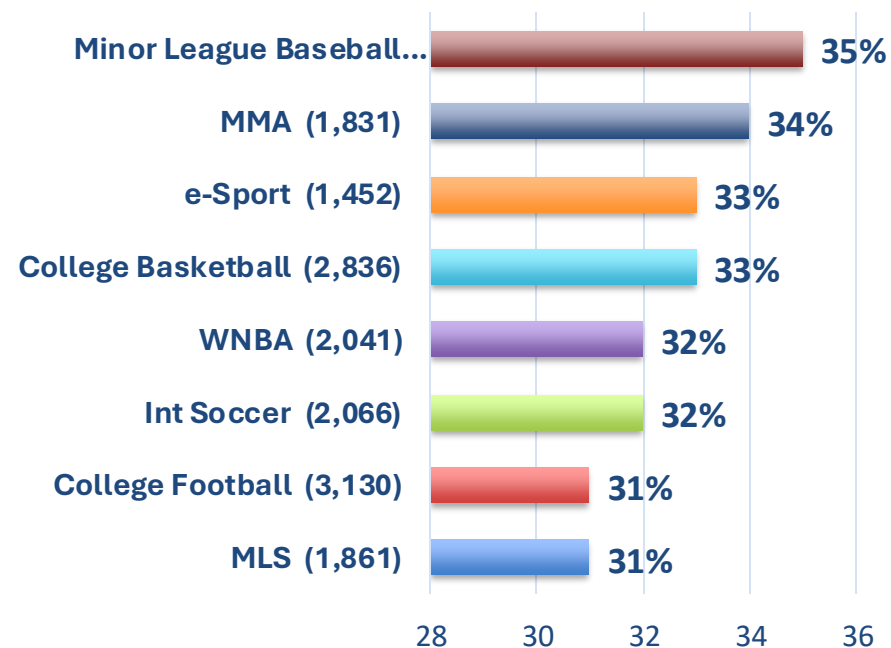
- The NFL has the largest number of donors because it has the biggest fan base.
- However, **ML Baseball, MMA, and eSports** have the highest share of donors who care about youth sports, making these fan bases strong targets for youth sports fundraising campaigns.



Youth sports: top sports by fans (000s)



Youth sports: top sports by share (%)



3

Demographic profile of each Fan Giving Cause

*How many donor-fans support each cause within each group
(fan counts, pooled across sports).*

Demographic Analysis of Fans who give.

Takeaways

- **Gender:** Men make up the largest donor audience for almost every cause, but Religious causes are the exception, drawing slightly more women (10,785) than men (10,344).
- **Race/Ethnicity :** Caucasian fans lead most causes, while African American and Hispanic fans index highest on Health and wellness, Social justice, and Humanitarian giving.
- **Age:** Donor-fans concentrate in the 25 to 49 age range for most causes, but the profile shifts with the cause. Veterans/military and Religious giving skew older (strongest at 50-64 and 65+), while Social justice and Youth sports draw more of the younger 18-34 audience.
- **Income:** Higher-income and higher-educated fans dominate donor counts, with the \$150K+, college degree, and post-grad groups leading almost every cause.
- **Education:** Post-grad fans alone account for 17,081 on Health and wellness, and Religious giving climbs sharply with income, from 1,714 (Under \$25K) to 9,132 (\$150K+).
- **Geographic Region:** The South is the largest donor audience for nearly every cause, reflecting its big fan base, with Health and wellness reaching 19,021 there. Two causes break the pattern: Humanitarian giving peaks in the West (10,708) and Team/player foundations peak in the North Central region (5,528).

How to read the following tables?

❖ Each cell shows two values:

Fans (000s): Estimated number of fans who donated to that type of charity.

Index: How likely that demographic is to support the cause compared with the average fan (**100 = average**).

❖ How to interpret the Index:

Index = 100: Average interest.

Above 100: This group is **more likely** than average to support that cause.

Below 100: This group is **less likely** than average to support that cause.

❖ How to use the table:

Use fan count to identify the **largest audience**.

Use the index to identify the **most responsive audience**.

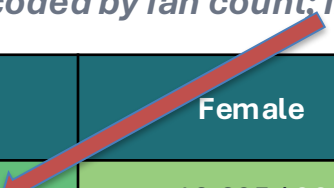
The best opportunities combine both a large fan base and a high index.

❖ Example:

Male, Health and wellness = **32,463 / 107**. The count shows 32,463 thousand male donor-fans, and the index of 107 means men are about 7 percent more likely than the average fan to name this cause.

Gender, Race/Ethnicity

Fans (000s) / index per group. Color-coded by fan count; index vs. average = 100.

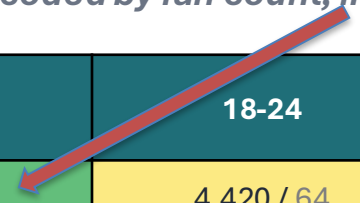


Type of charities \ Segment	Male	Female	Hispanic	Caucasian	African American	Other
Health & wellness	32,463 / 107	13,385 / 86	13,056 / 97	20,994 / 88	7,723 / 148	4,932 / 125
Youth sports	28,349 / 113	9,782 / 76	10,551 / 94	22,565 / 114	4,090 / 94	1,384 / 42
Education	22,083 / 102	10,596 / 96	5,376 / 56	20,146 / 119	3,955 / 106	3,202 / 114
Humanitarian	16,455 / 79	15,077 / 141	8,258 / 89	15,907 / 97	4,176 / 116	4,594 / 170
Environment	22,826 / 118	6,530 / 66	7,123 / 83	17,490 / 115	2,241 / 67	2,890 / 115
Veterans/military	17,999 / 108	7,225 / 84	8,014 / 108	13,855 / 106	2,788 / 97	1,074 / 50
Animal welfare	16,701 / 100	8,493 / 99	8,996 / 122	13,201 / 101	1,525 / 53	1,861 / 86
Social justice	12,373 / 84	9,908 / 131	7,363 / 113	11,021 / 95	3,364 / 133	821 / 43
Religious	10,344 / 74	10,785 / 150	5,992 / 97	10,680 / 97	2,332 / 97	2,432 / 134
Team/player foundations	10,912 / 103	5,180 / 95	2,195 / 47	10,764 / 129	1,293 / 71	1,839 / 133
Arts & culture	7,260 / 79	6,644 / 141	4,116 / 101	6,178 / 86	2,393 / 151	1,218 / 102

Each cell = fans (000s) / index. Color-coded by fan count (green = most, red = fewest). Index = 100 is average; above 100 the group over-indexes on that type, below 100 it under-indexes.

Age of those fans that give

Fans (000s) / index by age band. Color-coded by fan count; index vs. average = 100.

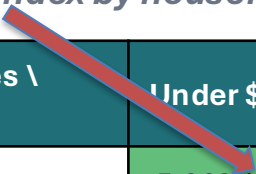


Type of charities \ Segment	13-17	18-24	25-34	35-49	50-64	65+
Health & wellness	3,021 / 107	4,420 / 64	11,341 / 106	13,868 / 109	10,432 / 116	2,766 / 73
Youth sports	2,695 / 115	6,505 / 113	11,262 / 126	9,200 / 87	6,741 / 90	1,727 / 55
Education	1,236 / 61	4,204 / 85	8,066 / 106	10,027 / 111	6,207 / 97	2,938 / 110
Humanitarian	1,234 / 64	4,790 / 101	4,916 / 67	7,678 / 88	8,636 / 140	4,278 / 165
Environment	1,890 / 105	3,744 / 85	8,111 / 118	7,568 / 93	6,645 / 116	1,397 / 58
Veterans/military	1,328 / 86	2,526 / 67	4,558 / 77	5,900 / 85	7,504 / 152	3,407 / 165
Animal welfare	2,429 / 157	3,395 / 90	5,805 / 99	4,818 / 69	6,148 / 125	2,599 / 126
Social justice	2,009 / 147	5,162 / 154	5,590 / 107	5,797 / 94	1,624 / 37	2,100 / 115
Religious	98 / 8	2,279 / 72	5,064 / 103	3,572 / 61	6,794 / 164	3,321 / 191
Team/player foundations	311 / 31	3,565 / 147	1,472 / 39	6,584 / 148	2,718 / 86	1,441 / 109
Arts & culture	1,587 / 185	2,334 / 112	3,347 / 103	2,287 / 59	1,995 / 73	2,354 / 206

Each cell = fans (000s) / index. Color-coded by fan count (green = most, red = fewest). Index = 100 is average; above 100 the group over-indexes on that type, below 100 it under-indexes.

Income & education of those fans that give

Fans (000s) / index by household income and education.

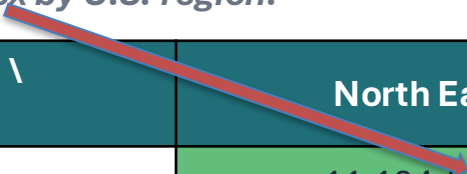


Type of charities \ Segment	Under \$25K	\$25-50K	\$50-100K	\$100-150K	\$150K+	Some HS or less	HS graduate	Some college	College degree	Post-grad
Health & wellness	5,663 / 138	3,215 / 72	11,261 / 93	12,266 / 109	13,443 / 97	2,823 / 97	6,746 / 106	6,519 / 73	12,635 / 100	17,081 / 114
Youth sports	4,246 / 124	3,364 / 90	7,918 / 79	11,301 / 120	11,302 / 98	3,201 / 132	5,088 / 96	11,100 / 150	9,334 / 89	9,407 / 75
Education	1,480 / 51	4,063 / 127	6,966 / 81	8,964 / 111	11,205 / 113	1,490 / 72	3,095 / 68	6,459 / 102	7,451 / 83	14,184 / 132
Humanitarian	2,236 / 79	3,257 / 106	7,875 / 95	6,690 / 86	11,474 / 120	1,127 / 56	3,172 / 72	5,986 / 98	10,413 / 120	10,834 / 105
Environment	3,545 / 135	3,303 / 115	6,499 / 84	8,068 / 112	7,941 / 89	1,736 / 93	5,914 / 145	4,076 / 72	6,929 / 86	10,700 / 111
Veterans/military	2,569 / 114	2,091 / 85	6,623 / 100	7,034 / 113	6,907 / 90	1,328 / 83	2,820 / 80	5,520 / 113	6,519 / 94	9,036 / 109
Animal welfare	2,415 / 107	1,257 / 51	6,442 / 97	5,179 / 84	9,900 / 130	2,429 / 152	2,482 / 71	4,074 / 83	9,609 / 138	6,601 / 80
Social justice	1,333 / 67	2,333 / 107	5,582 / 95	7,540 / 137	5,493 / 81	1,834 / 130	3,285 / 106	3,981 / 92	5,134 / 84	8,003 / 110
Religious	1,714 / 91	1,558 / 75	3,382 / 61	5,343 / 103	9,132 / 143	54 / 4	2,261 / 77	2,991 / 73	6,439 / 111	9,339 / 135
Team/player foundations	242 / 17	1,564 / 99	3,859 / 91	6,492 / 164	3,934 / 81	348 / 34	2,096 / 93	5,416 / 174	3,348 / 76	4,882 / 93
Arts & culture	1,166 / 94	1,976 / 145	3,897 / 106	3,325 / 97	3,540 / 84	1,629 / 185	2,191 / 113	1,783 / 66	4,383 / 114	3,918 / 86

Each cell = fans (000s) / index. Color-coded by fan count (green = most, red = fewest). Index = 100 is average; above 100 the group over-indexes on that type, below 100 it under-indexes.

Geographic Region of fans that give

Fans (000s) / index by U.S. region.



Type of charities \ Segment	North East	North Central	South	West
Health & wellness	11,184 / 108	6,526 / 83	19,021 / 110	9,118 / 88
Youth sports	7,140 / 83	7,751 / 118	16,907 / 118	6,333 / 74
Education	5,296 / 72	7,021 / 125	13,902 / 113	6,460 / 88
Humanitarian	6,543 / 92	3,816 / 70	10,465 / 88	10,708 / 151
Environment	8,499 / 128	3,117 / 62	10,145 / 92	7,594 / 115
Veterans/military	7,708 / 135	5,491 / 127	8,747 / 92	3,278 / 58
Animal welfare	5,442 / 95	3,908 / 90	9,693 / 102	6,151 / 108
Social justice	5,491 / 109	4,325 / 113	8,208 / 98	4,258 / 85
Religious	4,346 / 91	3,986 / 110	9,266 / 117	3,530 / 74
Team/player foundations	2,131 / 58	5,528 / 200	5,344 / 88	3,089 / 85
Arts & culture	4,300 / 136	2,821 / 118	3,733 / 71	3,050 / 97

Each cell = fans (000s) / index. Color-coded by fan count (green = most, red = fewest). Index = 100 is average; above 100 the group over-indexes on that type, below 100 it under-indexes.

4

Game Attendance & Giving

Do NBA fans who attend more games donate more to sports-related philanthropy?

What we compared, and how?

■ Question

Among NBA fans who attend games, does attending more relate to donating more? how often they give and how large the gifts are?

■ Groups compared

Fans grouped by games attended in the past 12 months: 1 game (8,748k fans), 2-3 games (7,261k), and 4+ games (4,138k).

■ Comparison 1 — Who Donate more (%)

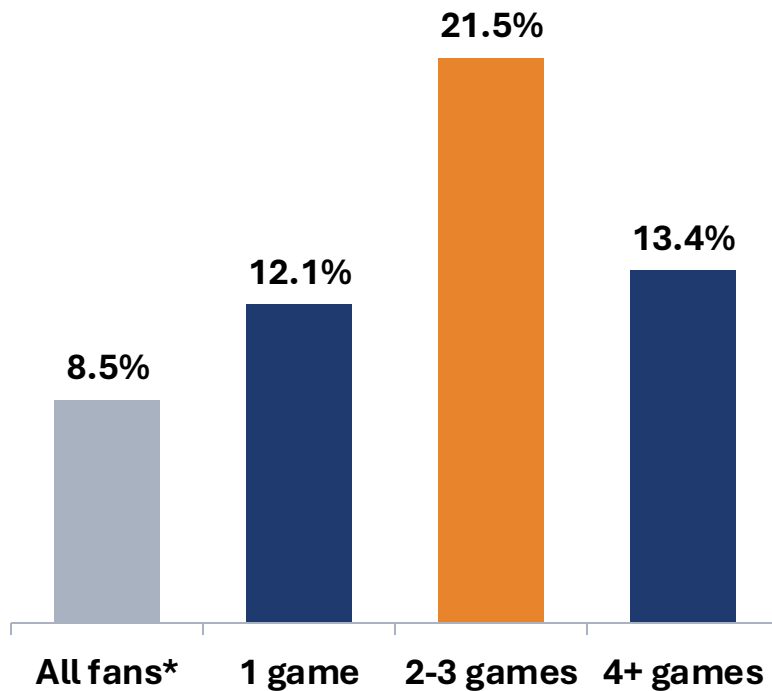
Shows how likely each attendance group is to donate and to make larger donations. Percentages are calculated within each attendance group, making comparisons fair across groups of different sizes.

■ Comparison 2 — Attendance Mix within Each Donation Amount (%)

Shows where donors in each donation amount come from (1 game, 2–3 games, or 4+ games). The percentages add up to 100% for each donation amount.

Which attendance group by frequency is more likely to donate?

Donate any amount (% of group)



**All NBA fans who attended or watched.*

What Chart shows

How the percentage calculated and what this means:

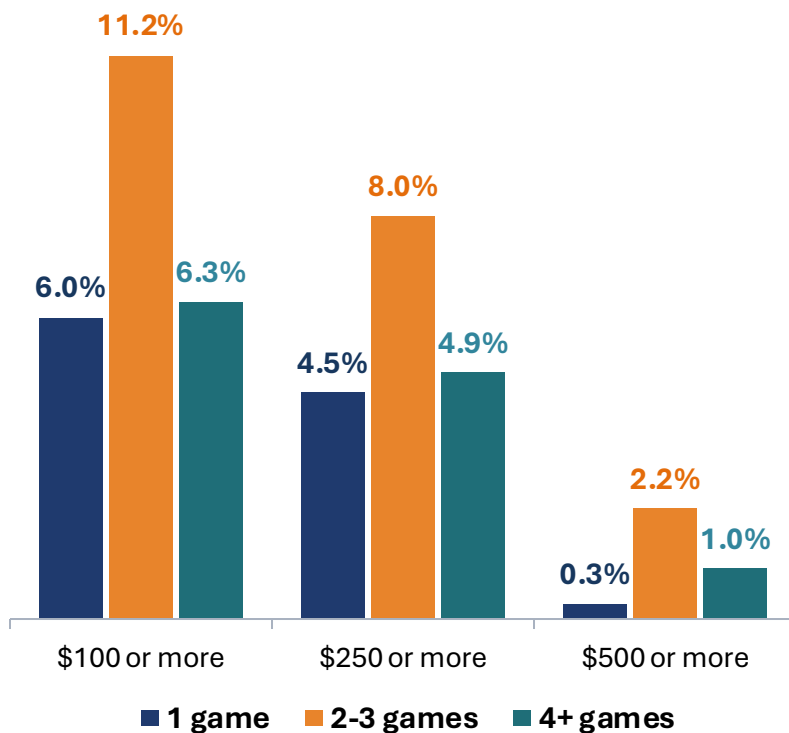
- ❖ For each attendance group, we divided the number of fans who donated any amount by the total number of fans in that group, so every group is measured against its own size rather than the overall total. This shows how likely each group is to donate.

Results:

- Attending games goes with far more giving: every attender group donates well above the all-fan average of 8%.
- Fans Attended 2,3 games are more likely to donate. it is not 'more games = more giving.' Donation likelihood peaks at 2-3 games (21%), then falls for 4+ games (13%); an inverted-U, not a straight line.

If Fans donate, how much are their donating?

Likelihood of Making Larger Donations
(% of Group)



What chart Shows

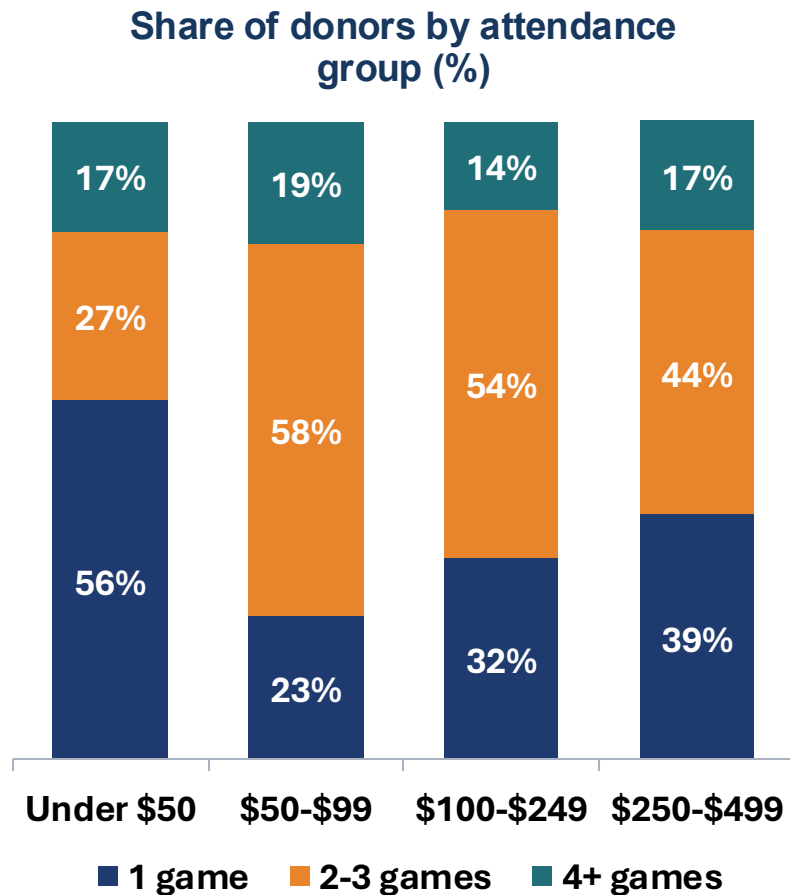
How the percentage calculated and what this means:

- ❖ For each attendance group, we calculated the percentage of fans who donated at least \$100, \$250, and \$500. The denominator is the total number of fans in that attendance group. It means higher percentages indicate a greater likelihood of making larger donations.

Results:

- 2-3 game attenders are the most likely to make larger gifts at every threshold: 11% give \$100+, 8% give \$250+, and 2% give \$500+.
- 4+ game fans come second and 1-game fans last; therefore, beyond the 2-3 game peak, larger-gift rates ease off rather than keep climbing.

Composition of donors at each monetary level



What Chart Shows

How the percentage calculated and what this means:

- ❖ For each donation amount, we divided the number of donors from each attendance group by the total number of donors at that donation amount. As a result, the percentages in each bar add up to 100%, showing where donors at each gift level come from.

Results:

- Small gifts (under \$50) come mostly from 1-game fans; the largest, most casual group.
- But from \$50 upward, 2-3 game attenders supply the majority of donors (58% at \$50-99, 54% at \$100-249, 44% at \$250-499); even though they are a smaller group than 1-game fans. They punch above their size.

Why the 2-3 game segment gives more

- **Balanced engagement.** Fans attending 2–3 games are highly engaged with their team but may still have more disposable income than very frequent attendees. In fact, they are attached enough to care about the team's causes and still has discretionary money not fully absorbed by ticket spend.
- **1-game fans** are more casual: a single game is often a one-off or social outing, so lower emotional investment translates into lower giving and mostly small (under \$50) gifts.
- **Budget trade-off.** Fans attending 4+ games spend substantially more on tickets, parking, travel, and concessions, leaving less available for charitable giving.
- **The Comparison analysis** confirms that 2–3 game attendees contribute the largest share of donors across most gift levels, even though they are not the largest attendance group. This suggests their higher giving is not simply a result of group size.

What to do about it

Target the middle, not the extremes

- The best target for sports fan giving is not the biggest superfans; it is fans who attend 2–3 games.
- Fans who attend 2–3 games are the best audience for donation campaigns. Casual fans and the biggest superfans are less likely to respond.
- Sponsors should focus sports philanthropy campaigns on fans who attend 2–3 games to achieve the strongest donation response.

Turn it into action

- Use ticketing and CRM data to identify fans who attend 2–3 games and target them with donation campaigns.
- Use attendance frequency to personalize fundraising and sponsor campaigns.
- Do not assume that more attendance always means more giving. Donation likelihood is highest among fans who attend 2–3 games, so fan outreach should focus on this group.



5

Give_Dex Analysis, Give-Dex Dashboard, and a Use Case Example

2024–2025 Give-Dex Report Prepared for the Sports Philanthropy Network by SBRnet

What is Give-Dex?

- Give-Dex (the Sports Fan Giving Index) is a standardized score that measures how much, and how broadly, the fan base of a team or league gives to charitable causes. It blends the total dollar value of fan giving with the breadth of fan participation across giving tiers, so that a league or team is not simply rewarded for a handful of large donors. The full scoring methodology is described in next Section.
- Because Give-Dex is normalized, the number itself is easy to read: a score of 1.0 is exactly average, scores above 1.0 represent above-average fan giving engagement, and scores below 1.0 indicate below-average engagement. Therefore, the NFL's 2025 league score of 1.92 is not just “high”; it is nearly double the all-league average.
- It draws on SBRnet’s Annual Consumer Study of sports fandom; a survey of over **7,500** fans, nationally representative of U.S. individuals **13** and older, covering **19** professional, college, and minor league sports across **70+** demographic and behavioral categories.

7,500+

fans surveyed nationally

19

leagues & sports covered

70+

behavioral categories



The Science Behind the Give-Dex Score

1	2	3	4	5
Total Giving Value	Value per Donor	MV-Norm	FG-Norm	Give-Dex
Each giving tier is assigned a representative dollar amount (e.g. under \$49 → \$25, \$1,000+ → \$2,000), and donor counts in each tier are multiplied out and summed to estimate the team or country's total charitable dollars.	Total giving value divided by the number of donors.	Money Value per donor is scaled against the all-team average; above 1.0 is above average, below 1.0 is below average.	Donor count scaled against the all-team average.	$MV\text{-}Norm \times FG\text{-}Norm$ — rewards both generous gifts and broad participation.

A score of **1.0** is exactly average. The NFL’s **1.92** is nearly double the all-league average.

GIVEDEX_Diff is simply the change in a team's or league's Give-Dex score from 2024 to 2025.

2025 Sports Fan Giving in Three Numbers

125.7M

Total Donors

▲ 9.5%

\$34.7B

Charitable Value

▲ 15.2%

12/19

Leagues
Increased their
Give-Dex Score

■ All 19 Leagues Give-Dex 2024 vs 2025

#	League	Give-Dex 2024	Give-Dex 2025	Change	Rank Move
1	NFL	1.67	1.92	+0.25	—
2	College Football	1.44	1.66	+0.22	—
3	NBA	1.39	1.66	+0.27	—
4	MLB	1.39	1.57	+0.18	—
5	College Basketball	1.33	1.43	+0.10	—
6	NHL	0.86	1.36	+0.50	+4
7	Golf	1.10	1.23	+0.13	—
8	International Soccer	0.87	1.04	+0.17	+1
9	WNBA	1.09	1.02	-0.07	-1
10	MLS	0.84	0.93	+0.09	+1
11	Tennis	1.25	0.86	-0.39	-5
12	Formula 1	0.70	0.77	+0.07	+1
13	MMA	0.70	0.74	+0.04	+1
14	NASCAR	0.68	0.72	+0.04	+2
15	Other Women's Sport	0.74	0.70	-0.04	-3
16	e-Sports	0.61	0.57	-0.04	+1
17	Minor League Baseball	0.69	0.53	-0.16	-2
18	Indy Car	0.60	0.50	-0.10	—
19	Minor League Hockey	0.47	0.30	-0.17	—

Source: SBRnet Give-Dex league dataset, 2024–2025.

Fans, Donors & Giving by League (2025)

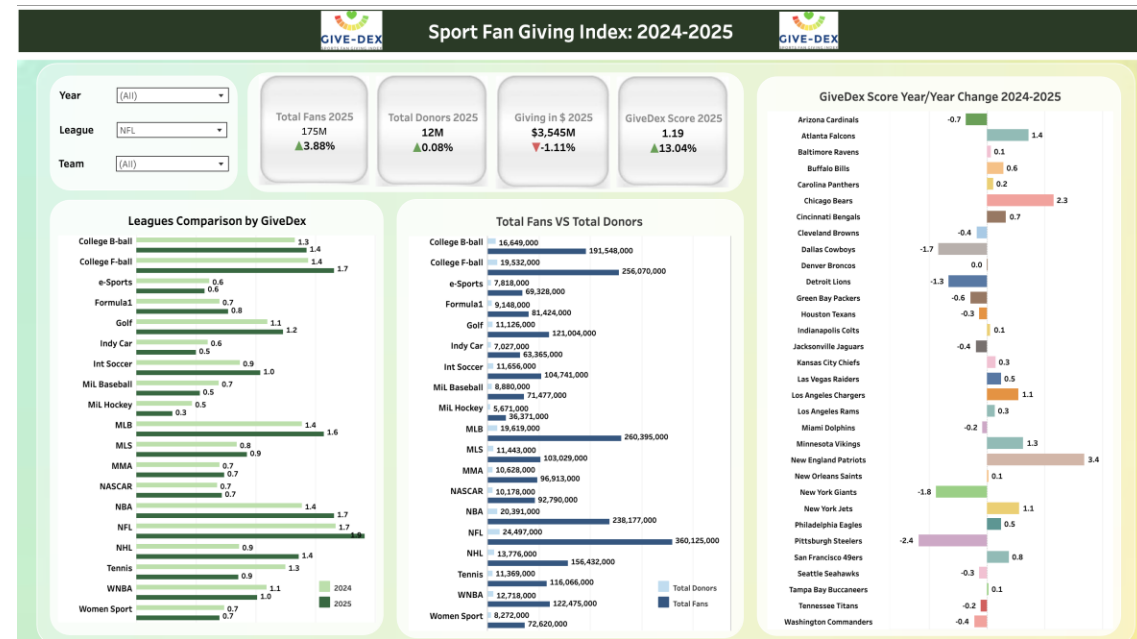
League	Fans	Donors	Value	League	Fans	Donors	Value
NFL	183.6M	12.4M	\$3.41B	International Soccer	54.4M	6.5M	\$1.85B
MLB	135.8M	10.0M	\$2.80B	MMA	47.9M	5.3M	\$1.31B
College Football	130.9M	10.2M	\$2.95B	NASCAR	47.4M	5.1M	\$1.28B
NBA	122.1M	10.3M	\$2.95B	Formula 1	44.6M	5.1M	\$1.36B
College Basketball	96.8M	8.6M	\$2.54B	Minor League Baseball	38.0M	4.8M	\$0.95B
NHL	82.4M	7.6M	\$2.42B	Other Women’s Sport	36.9M	4.7M	\$1.24B
WNBA	63.5M	6.4M	\$1.81B	e-Sports	34.9M	4.4M	\$1.02B
Golf	61.6M	6.0M	\$2.19B	Indy Car	33.6M	3.7M	\$0.89B
Tennis	59.5M	5.6M	\$1.53B	Minor League Hockey	20.2M	2.8M	\$0.54B
MLS	54.9M	6.1M	\$1.65B	ALL 19 LEAGUES	1.35B	125.7M	\$34.7B

KEY INSIGHT

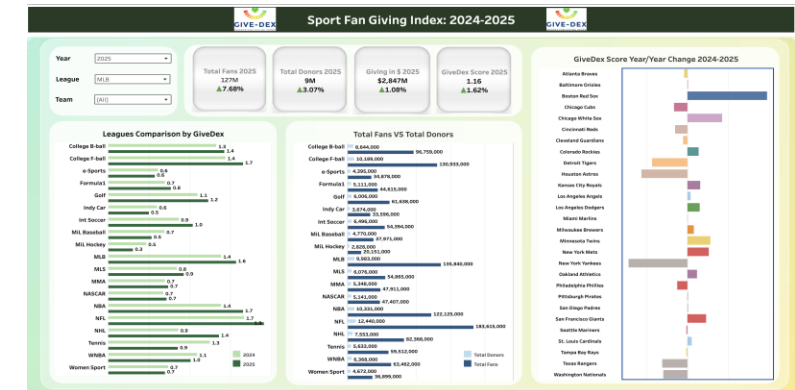
The increase in donors outpaced fan growth, showing that existing fans became more engaged in giving.

The Give-Dex Dashboard

Everything in this report is also available live in the Give-Dex dashboard, an interactive tool built so that anyone at the Sports Philanthropy Network can explore the data without waiting for the next annual report. Users filter by year, league, and team; four KPI tiles surface total fans, total donors, total giving, and the overall Give-Dex score with year-over-year change; and three panels let users compare leagues, compare fans to donors, and see every team's year-over-year Give-Dex change at a glance. In the next slide, see the use case example.



MLB Fans: Growing on Every Front

127MFans **+7.68%****9M**Donors **+3.07%****\$2.847B**Giving **+1.08%****1.16**Give-Dex **+1.62%**

3 Takeaways:

- 1. Benchmark your philanthropic performance.** See how your team or league compares with others and identify leaders and areas for improvement using the GiveDex Score.
- 2. Understand what's driving your results.** Compare fan growth and donor growth to determine whether changes are driven by a larger fan base or stronger fan giving.
- 3. Track progress and identify opportunities.** Monitor year-over-year changes to measure the impact of philanthropy initiatives and identify teams that may need new engagement strategies.

Key Takeaways & Recommendations

- 1** **12 of 19 leagues improved** and donor growth (+9.5%) outpaced fan growth (+6.6%); meaning existing fans are converting to donors, not just fan bases growing. Tennis, e-Sports, and the two minor-league categories need attention.
- 2** **Study the NHL's breakout season.** A +0.50 league-score gain, led by the Boston Bruins, is the largest jump in the dataset and worth a closer case study on what drove it; and it can be repeated elsewhere
- 3** **Treat team-level data as the real opportunity map.** League averages of a few tenths of a point sit on top of individual team swings of 5–10+ points, and College Basketball shows the widest team-level range of any league. The Network's outreach priorities should be set at the team level, not the league level.
- 4** **Watch for baseline effects before year two.** Several 2025 “decliners” (Duke, LSU, Texas, the Yankees, the Cowboys) were unusually high in 2024. A third year of data will show whether this is regression to a normal level or a genuine drop in fan philanthropy.
- 5** **Participation in Sports Fan Philanthropy is out pacing overall sports fan growth.** This means that as sports grow so do the opportunities to generate more philanthropic revenue. Also, bigger venues a higher viewership engagement create new and bigger opportunities.

A MESSAGE FROM OUR LEADERSHIP



Neil Schwartz
President

SBRnet



Roy Kessel
President

Sports Philanthropy Network

“With two years of Give-Dex data, we finally have a real story to tell. One that shows how sports fans across the country turn their passion into charitable impact, and where that impact is growing fastest. This report is a shared invitation to teams, leagues, and sponsors to build on that momentum.

To help fill that gap, SBRnet partnered with the Sports Philanthropy Network to create GIVE-DEX (Sports Fan Giving Index). Introduced in 2025 and updated for 2026, GIVE-DEX measures the charitable giving behaviors of sports fans using insights from SBRnet's Annual Consumer Study of more than 7,500 nationally representative U.S. sports fans.

Our goal is to help teams, leagues, sponsors, and nonprofit organizations better understand their fans' philanthropic interests and create giving initiatives that inspire greater community impact. We believe that by combining data with purpose, sports can continue to strengthen communities and create lasting positive change.”

■ About Us and Report



Sports Philanthropy Network

The SPN creates stronger, healthier, and more inclusive communities by connecting athletes, sports organizations, nonprofits, and foundations. Through collaboration, education, and programs like the **Sports Philanthropy Academy**, SPN expands the impact of sports philanthropy.



SPORTS BUSINESS RESEARCH NETWORK

SBRnet provides nationwide sports business, marketing, and analytics research through syndicated, custom, and proprietary studies across professional, college, and minor league sports. Since **2012**, its **Annual Study of Sports Fandom** has supplied the data behind Give-Dex.



SPORTS FAN GIVING INDEX

Give-Dex launched in the 2025 inaugural edition of this report as a joint SBRnet / Sports Philanthropy Network initiative. This is its second annual edition, and its first true year-over-year comparison across leagues and teams.

About This Report

This is the second annual Give-Dex report, and the first with a true year-over-year comparison giving the Sports Philanthropy Network and its partners a much clearer view of which leagues, teams, and fan bases are increasing their charitable engagement, and which need attention.

Behind the Numbers : About Our Data Analyst



Data Analyst & Research Lead

As the lead analyst for Give-Dex, Pegah Sarkoohi was responsible for developing the analytical framework, cleaning and validating the data, conducting statistical analyses, building the interactive dashboard, and translating the findings into practical insights for sports organizations.



For more Information and a Dashboard Demo Please Contact Us

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SBRnet helps you better utilize data to build stronger strategic relationships between sport organizations, leagues, and teams. Contact Us for more Information.