Evaluation of C.A.R.E. Model Gender Equity Principle in NCAA DI Revenue Distribution

NCAA Men’s Basketball Performance Fund
28% based on Men’s Basketball Tournament Success
0% based on success of any Women’s Team

- NCAA Men’s Basketball Performance Fund
  - $168.6M, 28%
- Men’s Basketball Performance, $168.6M, 28%
- Grants in Aid, $147.2M, 24%
- Special Assistance, $18.9M, 3%
- Conference Grants, $10.0M, 2%
- Academic Performance, $21.2M, 3%
- Academic Enhancement, $49.3M, 8%
- Student-Athlete Opportunity, $68.8M, 11%
- Equal Conference, $53.9M, 9%
- Sports Sponsorship, $75.3M, 12%
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NCAA distributes a total of $613 Million in March Madness revenues to 351 Division I schools (2021 Data)
Gender Equity Principle #3

Current NCAA Men’s Basketball Performance Fund
28% of Distribution

Basketball Performance Fund

- Units earned based only on men’s basketball Division I tournament wins
- Units apply over six-year rolling cycle

C.A.R.E Model Gender Equity Principle would require that any financial distributions based on athletics success provide equal rewards for performance of women’s and men’s teams.

ANNUAL IMPACT = $168 million (increases yearly)

The NCAA’s distribution policy should change to address the current discrimination.