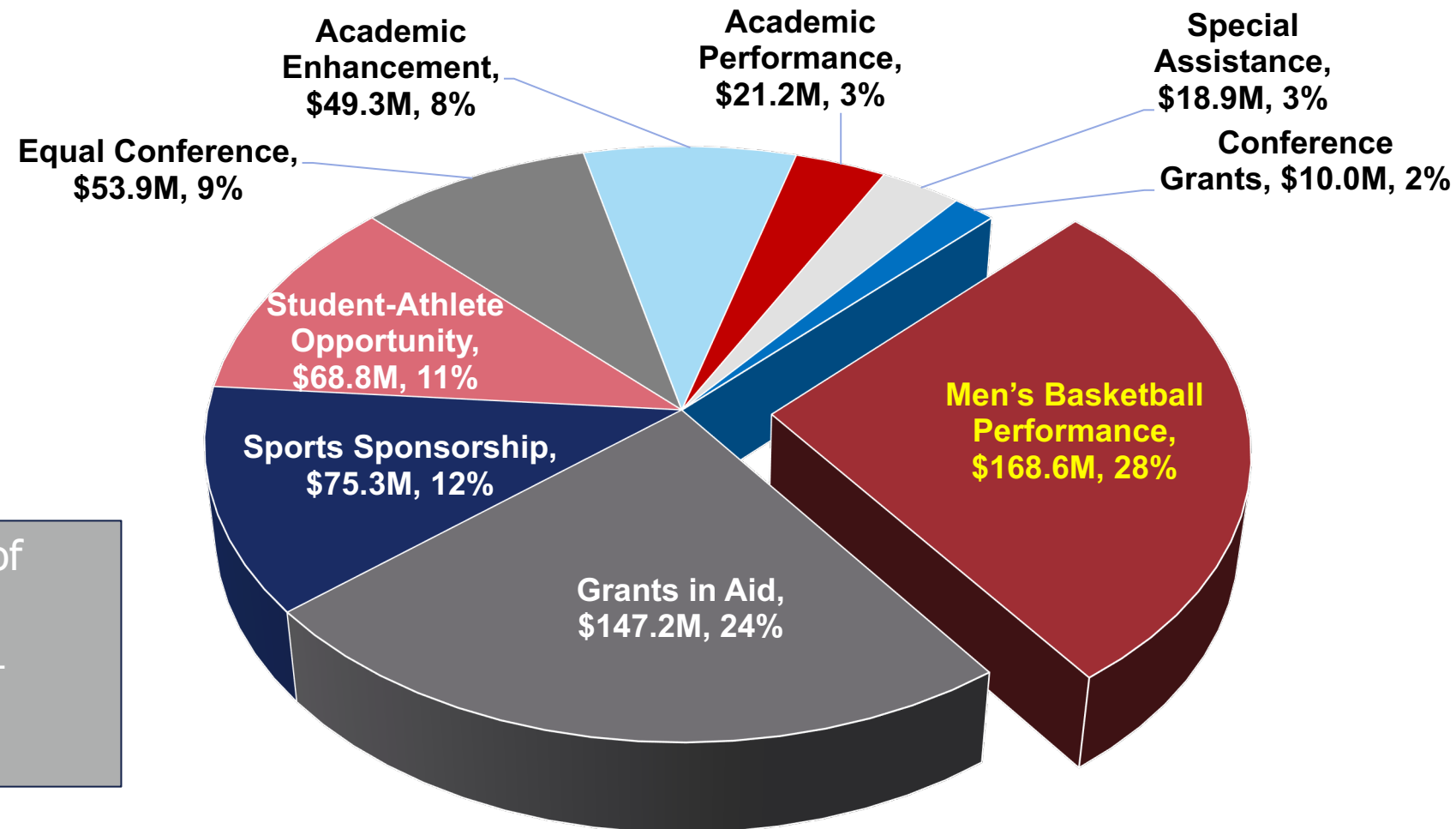




# Evaluation of C.A.R.E. Model Gender Equity Principle in NCAA DI Revenue Distribution

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



NCAA 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

**ANNUAL IMPACT = \$168 million**  
(increases yearly)

**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.**

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