Evaluation of 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

- Men’s Basketball Performance, $168.6M, 28%
- Grants in Aid, $147.2M, 24%
- Academic Performance, $21.2M, 3%
- Special Assistance, $18.9M, 3%
- Conference Grants, $10.0M, 2%
- Equal Conference, $53.9M, 9%
- Student-Athlete Opportunity, $68.8M, 11%
- Academic Enhancement, $49.3M, 8%
- Sports Sponsorship, $75.3M, 12%

NCAA distributed $613 Million to 351 Division I schools from March Madness Revenues (2021 Data)
Implementing Gender Equity Principle in NCAA Revenue Distribution
28% of Distribution

Current Men’s 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.

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

ANNUAL IMPACT = $168 million*
(*based on 2021 data, increases yearly)