

2025 IMPACT REPORT

DICK'S FOUNDATION | SPORTS MATTER



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OUR MISSION

Our mission is to inspire and enable youth sports participation in under-resourced communities.

LIFETIME IMPACT

3.5 MILLION KIDS HELPED

Our support has kept over 3.5 million kids in the game across all 50 states through the Sports Matter program since 2014.

OVER $135 MILLION COMMITTED

More than $135 million has been committed to inspire and enable youth sports participation in more than 50 different sports by removing barriers to access and creating awareness.



DICK'S SPORTING GOODS FOUNDATION
345 COURT STREET, CORAOPOLIS, PA 15108
EIN: 27-4516157

2025 BOARD OF DIRECTORS

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WHY DO SPORTS MATTER?

Sports have the power to change lives.

Physical Impact:

Active youth are **90%** less likely to become obese than inactive peers.[1]

Academic Impact:

Youth who are physically active score up to **40% higher on tests** and are **15% more likely to attend college.**[1]

Long Term Impact:

Participation in sports is linked to **higher self-esteem**, lower rates of depression and 7-8% higher annual earnings in adulthood.[1]

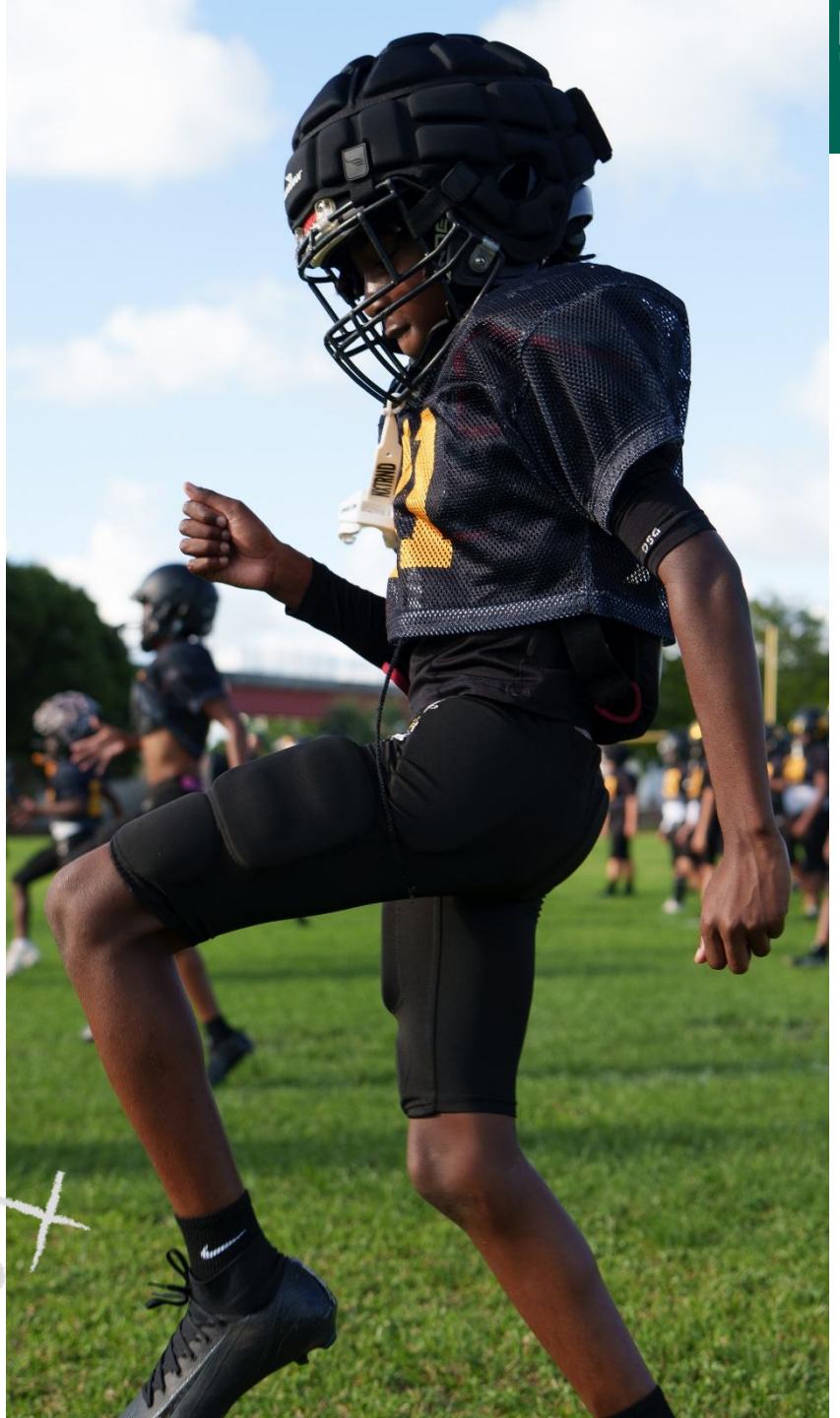
WHAT ARE THE BARRIERS TO PLAY?

These barriers keep kids on the sidelines.

The average U.S. sports family spent $1,016 on their child's primary sport in 2024, a **46% increase** since 2019, putting quality sport opportunities out of reach for many families.[3]

Low-income kids play at 50% the rate[2] of wealthier peers. Registration fees now average $197 per child's top sport making it challenging for many kids to participate.[3]

Nationwide studies state that low-income and predominantly minority neighborhoods have access to **lower-quality recreational spaces.**[4]



[1] Youth Sports Facts: Benefits - Project Play
[2] State of Play 2025: Participation Trends - Project Play
[3] Project Play survey: Family spending on youth sports rises 46% over five years - Project Play
[4] https://www.fs.usda.gov/nrs/pubs/jrnl/2024/nrs_2024_winkler_001.pdf



2025 SPORTS MATTER IMPACT

In communities where access to sports can be out of reach, Sports Matter invests in the programs and places that make play possible. Together, we are creating more opportunities for young athletes to get in the game and experience the lifelong benefits of sports.

$16.4 MILLION

GRANTED TO UNDER-RESOURCED PROGRAMS

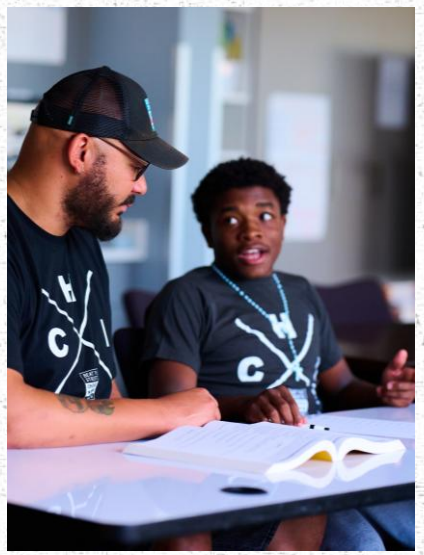
500,000+

KIDS IMPACTED

1,000+

LEAGUES & SCHOOLS FUNDED

NEW PLAYS FOR 2025 | THE HIGHLIGHT REEL



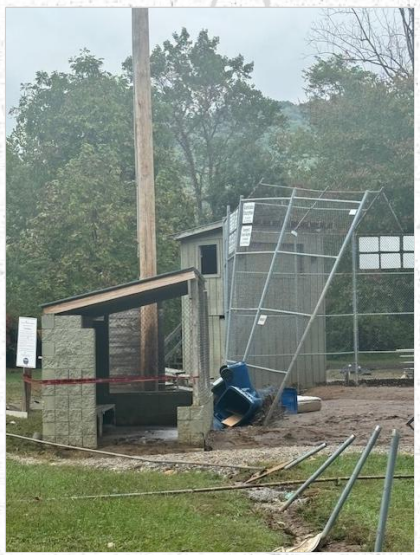
IMPACT LEAGUE

Launched a three-year commitment in sports-based youth development organizations using sport as a gateway to mentorship, opportunity, and support beyond the playing field.



DAY OF PLAY

Brought sport sampling to life in 20 House of Sport stores, helping young athletes discover new interests and experience the power of play.



RESTORING SPORT

Helped communities get back in the game by restoring fields, replacing equipment, and rebuilding access after disaster struck.



STORYTELLING

Expanded awareness of The DICK'S Foundation's work through Sports Matter social channels, sharing content that brought the program's impact to the field, in the stands and beyond the game.



PLAY IT FORWARD TV

Brought Sports Matter stories to living rooms across America, turning moments of need into unforgettable plays for youth sports.

Introducing the

SPORTS MATTER IMPACT LEAGUE

A **three-year commitment** supporting nine sports-based youth development nonprofits working to expand youth sports access in under-resourced communities. Through long-term funding, storytelling support, and ongoing collaboration, the Impact League helps partners remove barriers to play and create safe, inclusive, and sustainable opportunities for kids.

2025 IMPACT LEAGUE REPORT

100% of reporting grantees said Sports Matter funding positively impacted their communities.

45% → 72% LEARN

Grantees reported overall academic performance increased from 45% to 72%, including progress in grade advancement, attendance, and behavior.

60% → 79% GROW

Grantees reported improvement in self-confidence and social-emotional well-being increased from 60% to 79% in one year.

TARGET CITIES

- Atlanta
- Boston
- Charlotte / Raleigh-Durham
- Chicago
- Houston
- Los Angeles
- Miami
- NYC
- Pittsburgh

SCAN TO WATCH the Impact League in action

Reporting is based on proprietary pre and post grant surveys completed by grantees.


BRIDGE II SPORTS




BEAT THE STREETS




B&G CLUB MIAMI-DADE




STEEL CITY SQUASH

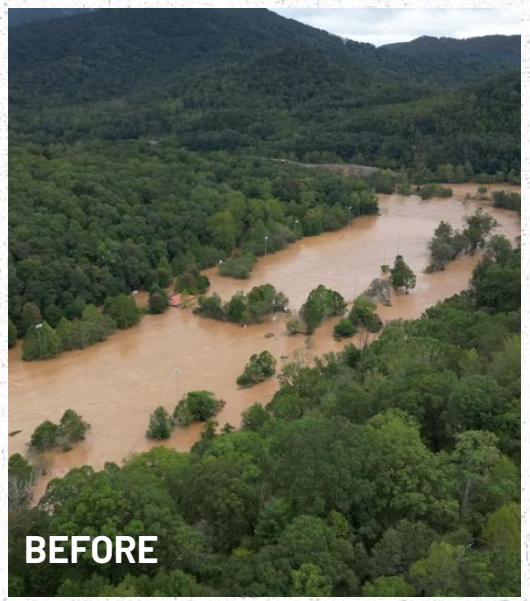


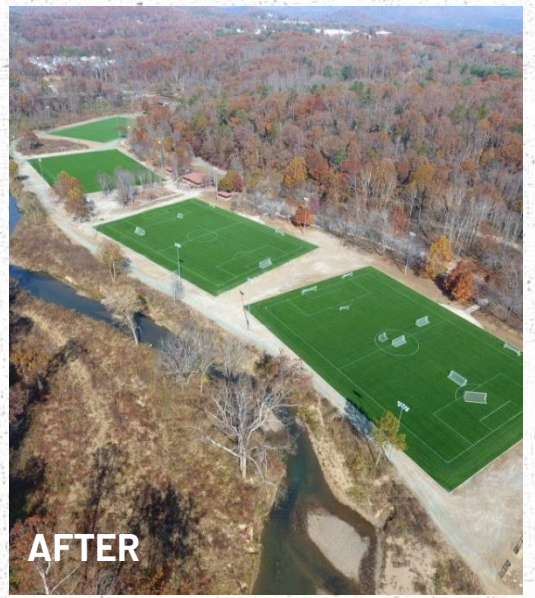




NEW PLAYS IN ACTION | SAMPLING & RESTORING







DAY OF PLAY

In celebration of International Day of Play, 20 House of Sport stores hosted the first Sports Matter Day of Play. Twenty-four local organizations brought young athletes together to get active, build confidence, and try new sports. Every participating organization reported that the event introduced its athletes to new sports and skills.

20 LOCATIONS | 24 PARTNERS | 17+ SPORTS

RESTORING SPORT

After natural disasters devastated communities in the Asheville, NC area and Los Angeles, CA, Sports Matter helped restore fields and programs and replace destroyed equipment. Pictured above is Buncombe County Sports Park near Asheville,NC, before and after restoration.

$2 MILLION COMMITED | WESTERN NORTH CAROLINA & LOS ANGELES, CA

NEW PLAYS IN ACTION | ON AIR & ONLINE



PLAY IT FORWARD

Play It Forward: Game On brought Sports Matter stories to living rooms across America on Nickelodeon. The series followed coaches and athletes from under-resourced programs and transformed moments of need into unforgettable plays through equipment replacement and infrastructure improvements.

6 SPORT ORGANIZATIONS | ATLANTA, GA

SCAN TO WATCH
one full episode



STORYTELLING

We got in the social game, sharing stories that amplified the voices of young athletes, coaches, and communities nationwide and carried the case for youth sports far beyond the field.

@DICKSFOUNDATION | GIVING, ATHLETE & COACH STORIES



BREAKING DOWN THE

BARRIERS TO PLAY

BARRIER TO PLAY

LOCAL PROGRAM COSTS

Many community youth sports programs are led by volunteers and operate with limited resources. Through funding opportunities identified primarily by local DICK'S teammates, local programs can offset costs like facilities, transportation, officials, and equipment, helping thousands of kids play each year.

~$12 MILLION
GRANTED LOCALLY

975+
GRANTS

50+
DIFFERENT SPORTS

SPOTLIGHT

$2+ MILLION
TEAMMATE-NOMINATED GRANTS

Through our local grant program, DICK'S teammates have the opportunity to nominate qualifying youth sports organizations and schools. Their community connections help identify where funding is needed most.











> "Because of this grant, we were able to keep our doors open, continue serving our community, and ensure that financial hardship did not prevent children from experiencing the game of baseball."
>
> MILWAUKEE BASEBALL CLUB | $20,000

BARRIER TO PLAY

EQUIPMENT

On average, U.S. families spend **$165 on uniforms and equipment for child's top sport,** making it one of the biggest barriers to play. Through Sports Matter grants and our partnership with Good Sports, we help provide the gear kids need to get in the game and stay in the game.[3]

GOOD SPORTS

$2.6 MILLION+
DONATED EQUIPMENT VALUE

92,500+
PIECES OF EQUIPMENT

66,600+
KIDS REACHED

201 organizations | 25 sports | 67% of programs increased weekly activity

---

DONORS CHOOSE

Sports Matter continued its collaboration with nonprofit crowdfunding platform DonorsChoose through a **$500,000 grant,** helping fund sports equipment for more than **1,000** equity-focused classrooms, **720 schools** and **24,000+** kids.



"The girls' morale increased as they felt a part of an actual team with matching uniforms and equipment. The owner was able to create new teams which added another 20 girls to the program."

GOOD SPORTS | CHI-TOWN WILDCATS

[3] Project Play survey: Family spending on youth sports rises 46% over five years - Project Play

BARRIER TO PLAY

REGISTRATION FEES

The average U.S. family pays $197 per child in registration fees for that child's primary sport. That is why we partner with Every Kid Sports to help families in need cover recreational sports registration fees across the country.[3]

every kid sports.

$141.50
AVERAGE REGISTRATION FEE

12,000+
REGISTRATION FEES COVERED

39
DIFFERENT SPORTS



72,000+
REGISTRATION FEES COVERED

Since 2021, Sports Matter funding has covered over 72,000 registration fees through Every Kid Sports.



"My daughter has loved the opportunity you have given her by allowing her to participate in her favorite sport! She is so active and enjoys playing softball! She has become so excited to play. "

SAVANNAH 'S PARENT

[3] Project Play survey: Family spending on youth sports rises 46% over five years - Project Play

BARRIER TO PLAY

INFRASTRUCTURE

Sports Matter believes every child deserves a safe place to play. Through **Game On: Community Places to Play**, we partner with the Local Initiatives Support Corporation (LISC) to provide funding and technical assistance to community-rooted organizations creating and renovating multiuse youth sports spaces in low- to moderate-income communities nationwide.

LISC

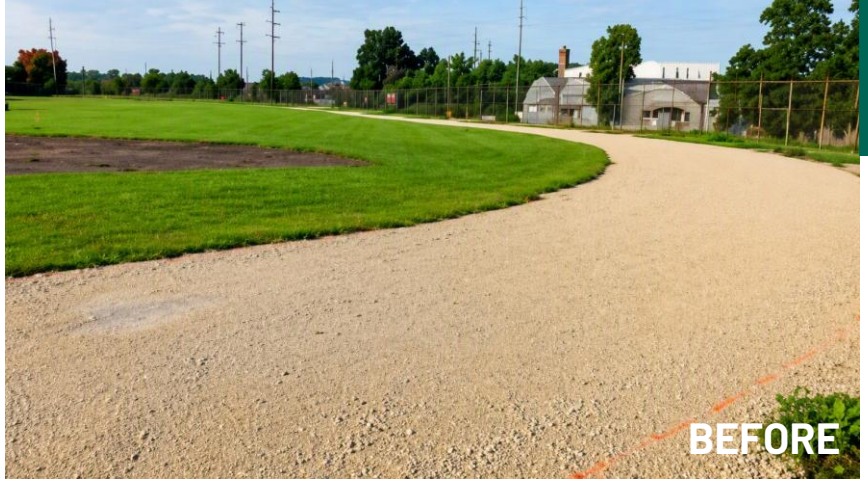
16,000+ KIDS IMPACTED

12 PROJECTS FUNDED

9 STATES

3 YEARS OF PARTNERSHIP

Since 2023, **Game On: Community Places to Play has supported 46 renovation projects**, creating safe places to play and strengthening communities for years to come.





AKRON PUBLIC SCHOOLS | AKRON, OH

A $100,000 Sports Matter grant through the Game On: Community Places to Play initiative transformed an aging track into a revitalized space for athletes to train, play, and compete.

PROJECT FUNDED: 2024 | COMPLETED: SEPT. 2025



GRANTEE REPORTED

OUTCOMES

OUTCOMES BEYOND THE GAME



PLAY

94%
SERVED MORE KIDS

More kids playing: 94% of responding grantees said Sports Matter funding allowed them to serve more kids.

98%
IMPROVED PROGRAM QUALITY

Better Programming: 98% of responding grantees said Sports Matter funding improved the quality of their programs and services.

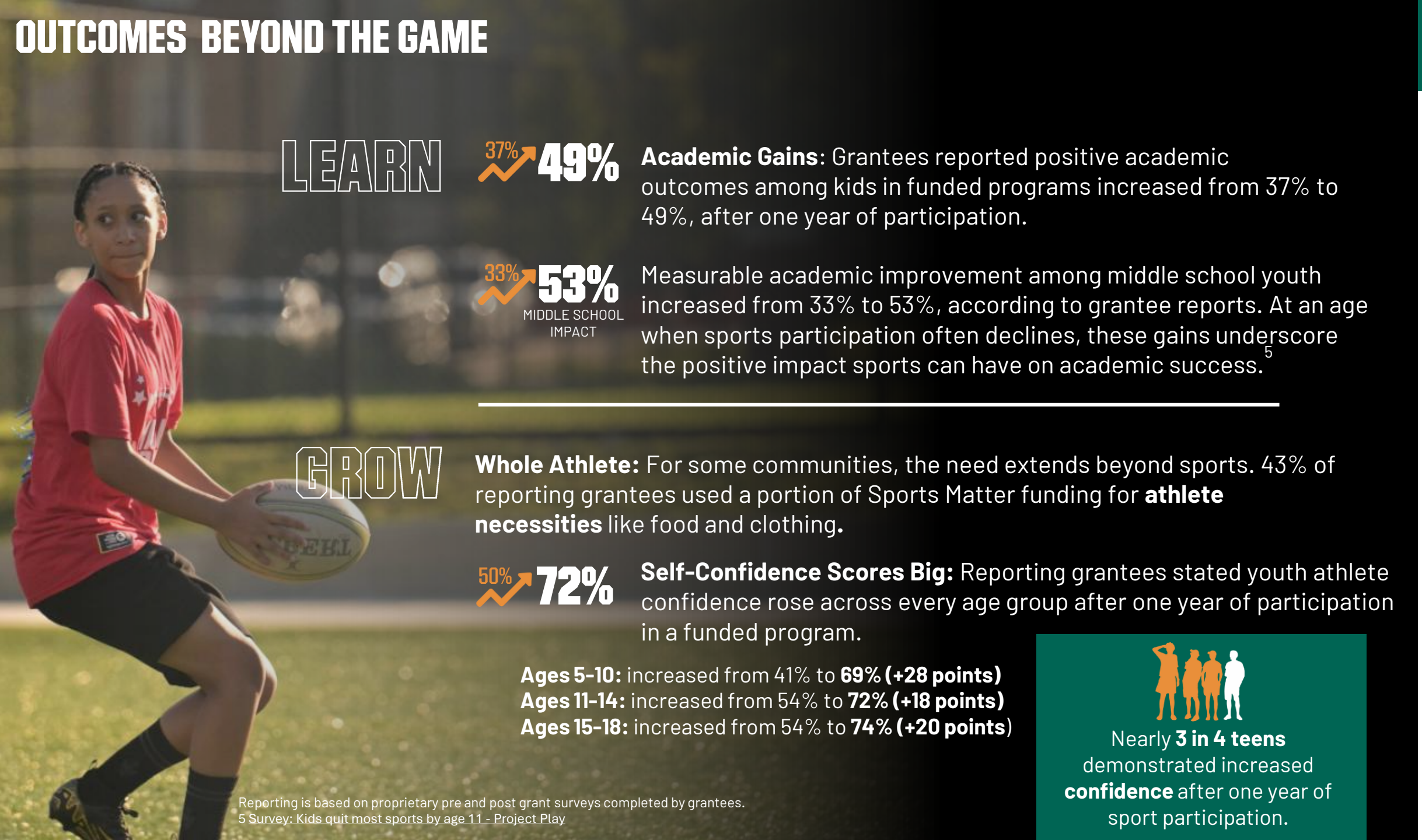
HIGH SCHOOL IMPACT

High school participants showed the greatest reported improvement in physical well-being, increasing 8 percentage points in one year. This is especially meaningful for an age group experiencing declining sports participation.[2]

> "In just three years with Steel City Squash, Bryce has grown into a dedicated student-athlete committed to fitness, education, and personal growth. Today, he serves as a powerful role model for his younger sister, inspiring her to follow in his footsteps."
>
> STEEL CITY SQUASH | PITTSBURGH, PA

Reporting is based on proprietary pre and post grant surveys completed by grantees.
[2]State of Play 2025: Participation Trends - Project Play

OUTCOMES BEYOND THE GAME



LEARN

37% → **49%**

Academic Gains: Grantees reported positive academic outcomes among kids in funded programs increased from 37% to 49%, after one year of participation.

33% → **53%** MIDDLE SCHOOL IMPACT

Measurable academic improvement among middle school youth increased from 33% to 53%, according to grantee reports. At an age when sports participation often declines, these gains underscore the positive impact sports can have on academic success.[5]

GROW

Whole Athlete: For some communities, the need extends beyond sports. 43% of reporting grantees used a portion of Sports Matter funding for **athlete necessities** like food and clothing.

50% → **72%**

Self-Confidence Scores Big: Reporting grantees stated youth athlete confidence rose across every age group after one year of participation in a funded program.

Ages 5-10: increased from 41% to **69% (+28 points)**
Ages 11-14: increased from 54% to **72% (+18 points)**
Ages 15-18: increased from 54% to **74% (+20 points**)

Nearly **3 in 4 teens** demonstrated increased **confidence** after one year of sport participation.

Reporting is based on proprietary pre and post grant surveys completed by grantees.
5 Survey: Kids quit most sports by age 11 - Project Play


MAKING IT POSSIBLE
FUNDING

OUR BIGGEST FANS

There is no “I” in team, and expanding access to youth sports takes all of us. Below are the customer donation moments and charitable sales promotions, from in-store register giving to brand partner programs that turn everyday purchases into opportunities for kids to play.

When a customer gives at the register, we proudly guarantee every donation goes directly to Sports Matter grants and programs.

1% of every DSG brand purchase is donated to Sports Matter.

DICK’S & Brooks together will donate $1 for every pair of socks, $5 for every clothing item, and $10 for every pair of shoes from the Empower Her collection, up to a combined total of $500,000 to Sports Matter.

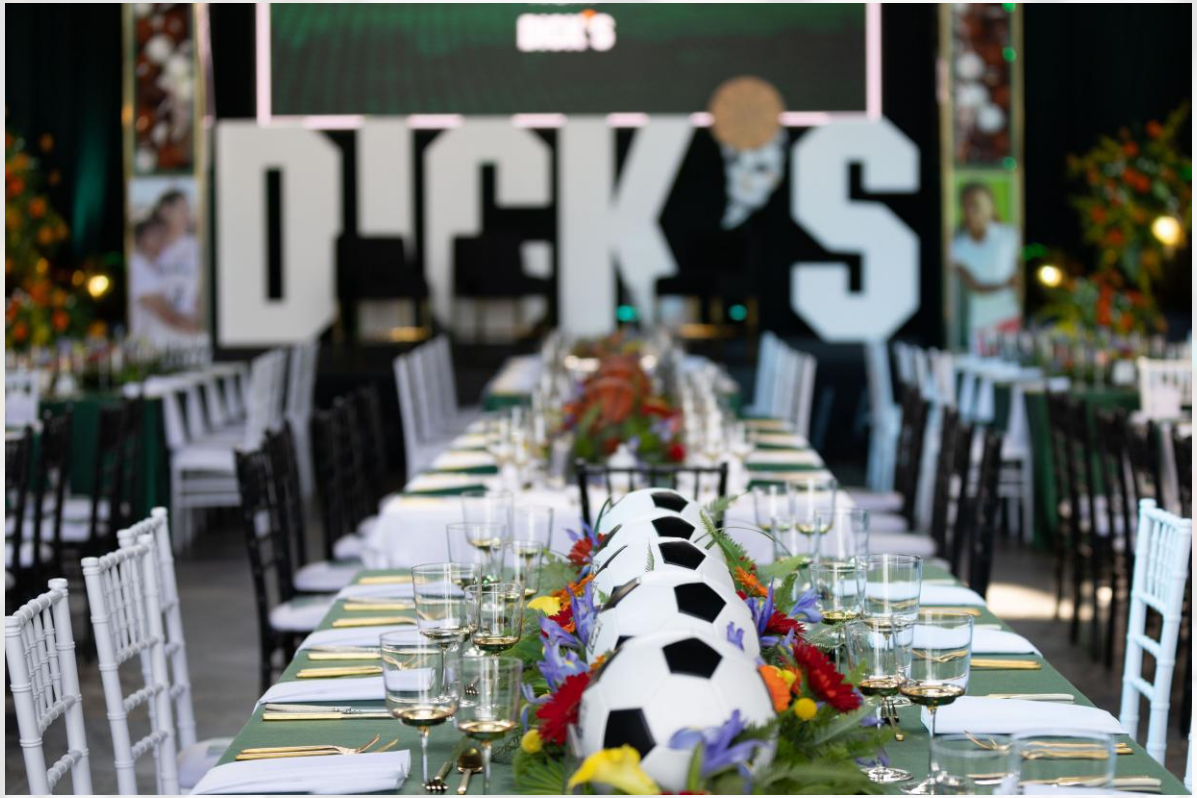
Gatorade donated $200,000 to the Sports Matter program to cover registration fees and help give all kids a chance to play.

DICK’S donates $2 for every box of Maxfli Tour Max Align, Tour X Max Align, or Tour S Max Align Sports Matter golf balls purchased.

For each box of Sports Matter Callaway Chrome Series Triple Track 360 golf balls purchased, $2 will be donated to Sports Matter.



MORE THAN AN EVENT, A CALL TO ACTION



$4,000,000+
RAISED FOR YOUTH SPORTS

Sports Matter Night shined a light on the youth sports crisis and the funding gaps forcing kids out of the games they love, particularly in under-resourced communities. Invited industry partners came together to hear stories about the confidence sports build, the lessons they teach, and the doors they open. The evening honored coaches who do more than teach the game, celebrated what Sports Matter has accomplished, and challenged all of us to do more together.

EVENT BRAND PARTNERS

adidas . DSG Brand . Nike . Under Armour

THANK YOU TO OUR 2025 SPONSORS, LISTED BY LEVEL OF GIVING

ALL STAR SUPPORTERS

adidas . Under Armour

CHAMPION SUPPORTERS

New Balance . Makalot Industrial Co

ENTHUSIAST SUPPORTERS

Asics . Brooks . Callaway . Fanatics Foundation . Gatorade . Haddad . Puma . Rawlings/ Easton . Rycon . Top Form Brassiere Mfg. Co. . VF Corporation . WDS Construction

FAN SUPPORTERS

Columbia . Décor . Futurux Global Limited . Marucci Sports . McKinsey & Company . Samsung . TaylorMade . Wilson

ATHLETE SUPPORTERS

Acushnet Company . Adidas Golf . AT&T. Bank of America. Buchanan Ingersoll & Rooney. Clark Hill PLC . ESPN . Globant. Great Giant Fibre Garment Co. . Hansae . Hogan Lovells US LLP . Hoka. Impex Inc. . JR286 . Kirkland & Ellis LLP . Knight-Swift Transportation Holdings . Legend Swimwear Factory Ltd. . Manatt, Phelps, & Phillips. Mizuno Sports, Inc. . Norton Rose Fulbright US LLP . Ogletree Deakins . Publicis . Reed Smith . Sae-a . Schneider . Stream Realty . Taiwan Sports & Trading Ltd. . Travis Mathew . United Sports Brand . Xiamen Can-Am Health & Fitness Co.


PUBLIC
LANDS
FUND

2025 PUBLIC LANDS FUND

OUR MISSION

We celebrate and protect public lands for all. The Public Lands Fund supports this mission by funding efforts to conserve public lands and create a more accessible outdoors. Our grantees include local organizations within our communities, as well as organizations working across the country on critical or threatened landscapes.

LIFETIME GIVING	2025 GIVING	
$2.6 MILLION	**$514,000+**	**24**
GRANTS AWARDED	GRANTS AWARDED	ORGANIZATIONS SUPPORTED

2025 GRANTEES

BELWIN CONSERVANCY
CONSERVATION ALLIANCE
CROSSROADS FOR KIDS INC
FISHBURGH
FRIENDS OF THE BOUNDARY WATERS
FRIENDS OF WILLOW RIVER AND KINNICKINNIC
GLADE RUN LAKE CONSERVANCY INC
KINNICKINNIC RIVER LAND TRUST INC
MASS PARKS FOR ALL
MINNESOTA CLIMBERS ASSOCIATION
MOUNTAIN WATERSHED ASSOCIATION
NATIONAL PARK FOUNDATION
NONPROFIT ORGANIZATION FOR PHILANTHROPIC INITIATIVES
NORTHEASTERN MINNESOTANS FOR WILDERNESS
PA CLEANWAYS OF ALLEGHENY COUNTY INC
REFOREST OUR FUTURE
STRATFORD ECOLOGICAL CENTER INC
SUDBURY VALLEY TRUSTEES INC
THE LOPPET FOUNDATION
THE OUTDOOR FOUNDATION
TRAIL PITTSBURGH
WILD RIVERS CONSERVANCY OF THE ST CROIX
WILDERNESS INQUIRY INC
YOUTH ENRICHMENT SERVICES YES



1%

of all Public Lands sales is donated to Public Lands Fund.

PUBLIC LANDS FUND


WHEN KIDS GET THE CHANCE TO PLAY,
THE IMPACT LASTS A LIFETIME.
DICK'S FOUNDATION
SPORTS MATTER