

IMPACT REPORT 2023



We believe sports have the power to change lives. We are focused on breaking down barriers and providing more access to sports throughout our communities. We want to empower our young athletes to pursue their passions, experience the physical and mental health benefits of sports, and have a brighter future.

2023 GIVING

The DICK'S Foundation

>\$17.9M
Sports Matter

>\$4.6M
Education

>\$575K
Public Lands Fund

Since 2014, The DICK'S Foundation's Sports Matter program has committed over **\$100M** to inspire and enable youth sports participation by addressing barriers and creating awareness, impacting over **2.5M** kids.



PRODUCT SALES FOR A GOOD CAUSE

We donate 1% of DSG-branded product sales to our Sports Matter program. Athletes can also support Sports Matter by making a donation at checkout. Additionally, we give back through innovative partnerships with leading brands. For example, for each box of Sports Matter Special Edition Callaway Chrome Soft Golf Balls purchased, DICK'S Sporting Goods donates \$2.00 to Sports Matter.

KEEPING THE GAME IN PLAY: ADDRESSING FOUR CORE BARRIERS TO YOUTH SPORTS ACCESS



EQUIPMENT

The DICK'S Sporting Goods Foundation partnered with Good Sports to drive equitable access in youth sports and physical activity. 20 communities each received \$75,000 worth of sports equipment to this end. We also partnered with DonorsChoose to support more than 1,400 projects in equity-focused schools. Projects funded team sports equipment, impacting over 15,000 students. **In 2023, over \$2.4 million in equipment was provided to youth athletes.**



INFRASTRUCTURE

We supported 15 infrastructure projects in 2023, impacting over 18,000 children. We partnered with the Local Initiatives Support Corporation (LISC) in 2023 to launch the Game On-Community Places to Play Initiative, a new \$1.5 million partnership that will provide funding and technical assistance to community-rooted organizations working to create and renovate multi-use youth sport spaces in under-resourced communities.



LOCAL LEAGUE COSTS

Running a league takes funding, yet most community programs have minimal budgets. Sports Matter Community Grants to under-resourced local athletics programs and sports organizations help close the gap. **We gave over \$12 million to support more than 1,300 organizations in 2023.**



REGISTRATION FEES

In 2023, the average registration fee was over \$140.18. We help cover registration fees for income-restricted families across the country through partnerships with organizations like Every Kid Sports. **We helped cover the costs of registration for over 6,300 kids in over 30 sports across the United States in 2023.**

LEARN MORE: SPORTSMATTER.ORG