



THE ROSE BOWL INSTITUTE



The Rose Bowl Institute, through its Rose Bowl Stadium brand, stellar Advisory Board, and leadership, is making important contributions to society. Sports and influential figures can gain attention, and RBI uses that trait for the diffusion of traditional sports values applied to civic life.

The Institute's programs are aimed at increasing awareness and appreciation for **sportsmanship**, increasing student interest in civic literacy and the responsibilities of **citizenship**, and having the confidence to embrace individual traits of **leadership**. It will evaluate its effectiveness and measure results to the extent possible as programs develop, and adjust and adapt as appropriate.





THE ROSE BOWL INSTITUTE

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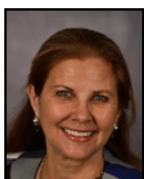
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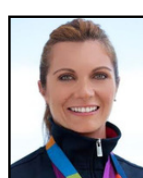
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THE ROSE BOWL INSTITUTE

OUR MISSION IS TO EXPLORE, EDUCATE, AND INSPIRE LIVES THROUGH THE POWER OF SPORTS TO UNITE PEOPLE EVERYWHERE.

The Rose Bowl Institute is a non-partisan non-profit organization dedicated to promoting our core values of **SPORTSMANSHIP**, **LEADERSHIP**, and **CITIZENSHIP**.

By leveraging the iconic status of the Rose Bowl Stadium, the Institute seeks to inspire individuals and enhance community life through our educational programs, productive dialogues, and awards.

PROGRAMS

SPORTSMANSHIP

ATHLETES IN SCHOOLS

Current and former collegiate & professional athletes visit schools nationwide to talk about the parallels between sportsmanship & citizenship, highlighting the democratic process, fair play, respect & teamwork.

LEADERSHIP

WOMEN'S EMPOWERMENT

Symposium | A 3-day virtual event showcasing conversations with influential women leaders & athletes, offering insights & inspiration.

Networking Luncheon | A gathering for high school & college students, focused on networking, empowerment & inspiring future female leaders across diverse industries.

CITIZENSHIP

RESPECTFUL RIVALS: SPORTSMANSHIP & CIVILITY

In partnership with the Reagan Institute, we aim to promote how sportsmanship, through values such as fairness, respect, and teamwork, supports democratic principles and civility.

ROSE TABLE DIALOGUES

These are intimate roundtable discussions among diverse leaders from sports, business, media, and civil society to address critical issues and promote practical solutions.

TEACHING THE WORLD TO GIVE



The Rose Bowl Institute is dedicated to fostering a culture of giving. Our "Teaching the World to Give" initiative empowers individuals to make meaningful contributions to their communities, whether through their **time, talent, or treasure.**

We are deeply grateful to our leadership, generous donors, and key partners for making this programming possible.



THE ROSE BOWL INSTITUTE

THEORY OF CHANGE

MISSION: The Rose Bowl Institute champions **sportsmanship, leadership, and citizenship**. Through educational programs, productive dialogues, and awards, the Institute leverages the power of sports to unite people everywhere.



OVERALL THEORY OF CHANGE

Sports and influential figures gain attention, a scarce resource in our “attention economy.” They also receive support across political and cultural lines, so activities around sports are ideal vehicles to address ways to unify the population, return to positive social values, empower young people, foster inclusion, and achieve greater civic literacy.



LONG TERM

The Rose Bowl Institute promotes the adoption of a sportsmanship mentality over a win-at-all-cost mindset. It seeks a more civic-literate populace who take seriously their responsibilities of citizenship, and would hope that more people, particularly women, see leadership opportunities in their various walks of life regardless of their position in an organization.

To achieve these outcomes, the Rose Bowl Institute will raise awareness of the values of sportsmanship, citizenship, and leadership to key populations. In some cases, it will make recommendations for policy advancements in the sports or civic worlds, but it remains non-partisan.





THE ROSE BOWL INSTITUTE

IMPACT REPORT

Rose Bowl Institute programming has reached over **46,000** individuals worldwide since its founding in 2020. The Institute has a global reach across the USA, Nigeria, Brazil, Canada, India, Israel, Japan, France, Philippines, Malaysia, Mexico, and Australia.



ATHLETES IN SCHOOLS

Over **1,300** students have participated in person – with a total streaming reach of **6,779**– at **9** schools across the country.



WOMEN'S EMPOWERMENT SYMPOSIUM & NETWORKING LUNCHEON

Since 2019, over **19,300** participants from **33** states and **13** countries have taken part in women's programming, featuring **283** female guest speakers.



VOICES FOR VOTING

Non-partisan campaign to encourage voting and explain the importance of voting to democracy. Over **400** people engaged.



RACE & SPORTS DIALOGUE

More than **13,200** individuals have been engaged through a series of dialogues addressing key virtues and developments in diversity, equity, inclusion, and social justice as they relate to race relations in sports.



ROSE TABLE DIALOGUE

118 thought leaders, academics, athletes, coaches, business executives, and foundation heads have come together over **5** events to discuss relevant issues and develop actionable recommendations on topics including “Teaching the World How to Give” and “Sports & Innovation.”
Streaming reach: **5,013**



SCHOLARSHIPS

21 scholarships totaling more than **\$64,000** have been awarded since 2020 to high school and college students via the Women's Empowerment Symposium, Christina Mauser Foundation and Turkey Tussle.

The Rose Bowl Institute is an arm of the Rose Bowl Legacy Foundation, a 501(c)(3) organization.



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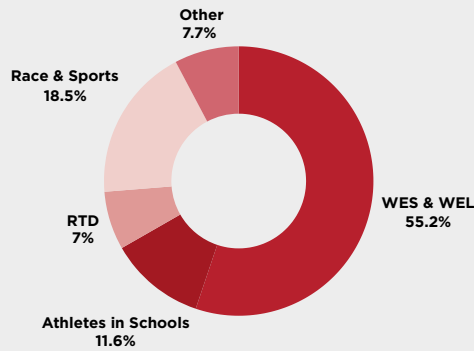
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TOTAL PROGRAM REACH ACROSS ALL CATEGORIES:

Program	Overall Reach
WES & WEL	39,469
Athletes in Schools	8,265
Rose Table Dialogues	5,015
Race and Sports	13,258
Other	5,538
TOTAL REACH: 71,545	



*calculations include attendance, social media engagement, and streaming

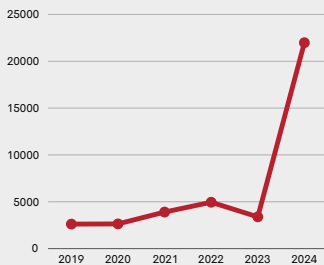
LEADING STATES:

California	4,421
New York	49
Oregon	38
Massachusetts	37

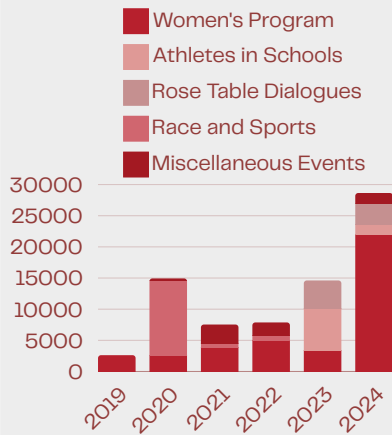
EMPOWERING FUTURE LEADERS:

70K Given in scholarships  **26** Recipients

WOMEN'S PROGRAM GROWTH:



THE POWER OF OUR PROGRAMS:



PARTICIPANT REACH ACROSS THE U.S.



INTERNATIONAL PRESENCE:





THE ROSE BOWL INSTITUTE

2025 PROGRAM CALENDAR

FEBRUARY

- Terry Donahue Memorial CA Showcase

MARCH

- Athletes in Schools Program - PUSD
- Respectful Rivalries: Dialogue on Competition and Civility

APRIL

- Athletes in Schools Program - Jacksonville / Minnesota/ Orange County
- Women's Empowerment Networking Luncheon

AUGUST

- Backpack Giveaway - Pasadena

SEPTEMBER

- Athletes in Schools - Ohio

OCTOBER

- Women's Empowerment Symposium (3-day Virtual Program)
- Rose Table Dialogue: Sports Diplomacy

NOVEMBER

- Turkey Tussle Sportsmanship Award Sports Players of the Game

Thank you to our **Generous Donors**

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