FOR IMMEDIATE RELEASE

Inaugural Utah Youth Sports Giving Day Raises $4.3 Million, Impacting 250,000+ Kids Across Utah

Utah Youth Sports Giving Day exceeds initial goal of $3 million, with over 150 participating nonprofits and nearly 2,000 public donations

SANDY, UT (Sep. 30, 2026) – Miller Sports + Entertainment, the Larry H. & Gail Miller Family Foundation and the Daniels Fund are proud to announce the success of the first-ever Utah Youth Sports Giving Day. After two weeks of donations, the campaign raised over $4.3 million for nonprofits across all 29 counties, helping youth in Utah gain greater access to sports.

Public donations were boosted by $1.6 million in matching funds from Miller Sports + Entertainment, the Larry H. & Gail Miller Family Foundation, the Daniels Fund, America First Credit Union, SME Industries, Inc., Mountainland Supply and Utah 2034, with additional support from the Forever Young Foundation, George S. and Dolores Doré Eccles Foundation, the Huntsman Family Foundation, Maverik, Ken Garff for Good, The Boyer Company and the Clark and Christine Ivory Foundation.

The giving campaign launched at 6 p.m. on September 12 at the Salt Lake Bees game, and in just nine minutes, Utahns contributed $1 million to the registered nonprofits. Public donations hit $2 million just five days into the two-week giving period.

“We’ve been blown away by the generosity of Utahns in our first year of Utah Youth Sports Giving Day,” said Michelle Smith, president of Miller Sports + Entertainment. “Every child deserves the chance to experience the confidence, connection and joy that youth sports can provide. Thanks to the generosity of Utahns, we are one step closer to removing the barriers that prevent so many kids from participating.”

“Utahns have shown us what is possible when we come together around a shared commitment to our kids and communities," Steve Miller, trustee of the Larry H. & Gail Miller Family Foundation. “We are proud to play a part in bringing this initiative to life in Utah and to see the generosity of individuals and organizations creating greater opportunities for our youth to experience the life lessons, confidence and connections that come through sport.”

“I had no doubt Utahns would show up for their community, and they have once again exceeded expectations,” said Utah Governor Spencer Cox. “The success of Utah Youth Sports Giving Day is a testament to the generosity of people across our state. This investment in youth sports will impact Utahns for generations to come by giving more young people the opportunity to build confidence, find connection and experience the lifelong benefits of being part of a team.”

“Utah knocked it out of the park,” said Hanna Skandera Grady, president and CEO of the Daniels Fund. “In just two weeks, people across the state rallied around a simple idea: every kid deserves the chance to get in the game. This incredible first-year response will open doors for thousands of young people to compete, grow and build skills that will last a lifetime.”

Studies have long shown the benefits of participating in youth sports. Children learn teamwork, leadership, perseverance and many other skills that they can apply throughout their lives. Despite the clear advantages, many children are unable to participate due to rising costs. According to a 2024 study by Project Play, the cost of one child’s primary sport is now over $1,000, a 46% increase since 2019.

Utah Youth Sports Giving Day aims to remove these barriers and allow all kids to participate in youth sports, regardless of their family’s financial situation. The funds raised this year will aid dozens of Utah nonprofits in their efforts to keep youth sports accessible for all Utahns.

“Seeing our community show up for the kids of Rose Park through Utah Youth Sports Giving Day has meant so much more than simply raising money," said Krista Cook, Rose Park Baseball. "As the cost of competitive youth sports continues to rise, we never want finances to stand in the way of a child’s opportunity to play, build confidence and connect with their community. Thanks to the generosity of donors, we’ll be able to continue our mission of making baseball accessible to everyone."

“For young people with disabilities, the opportunity to play can depend on much more than the cost of registration,” said Willie Ford, CEO of the National Ability Center. “It can mean access to adaptive equipment, the right programming and opportunities close enough to home to become part of everyday life. Utah Youth Sports Giving Day is helping remove those barriers and giving more kids the chance to build confidence, friendships and a lifelong connection to recreation.”

Utah Youth Sports Giving Day will return next September, providing additional opportunities to support Utah's youth. For future updates, visit utahyouthsportsgivingday.com.

Media Assets: https://lhm.canto.com/b/GE64I

Media Contact:
Jenny Teemsma
Miller Sports + Entertainment
jenny.teemsma@millerse.com

About Utah Youth Sports Giving Day
Utah Youth Sports Giving Day is a collaborative effort between Miller Sports + Entertainment, the Larry H. & Gail Miller Family Foundation, the Daniels Fund and nonprofit organizations across Utah that provide organized sports opportunities for youth ages 18 and under. Through a concentrated two-week campaign each year, participating nonprofits raise essential funds to help more kids access quality sports experiences – regardless of their family's income or background. Utah Youth Sports Giving Day invites Utahns to give generously so every child in our state can enjoy the many benefits of athletics. Learn more at utahyouthsportsgivingday.com.

About Miller Sports + Entertainment
Miller Sports + Entertainment (MSE) manages Real Salt Lake (MLS), Utah Royals FC (NWSL), Megaplex, the Salt Lake Bees (MiLB), The Ballpark at America First Square, America First Field, Real Monarchs (MLS NEXT Pro) and Big League Utah and its quest to bring a Major League Baseball team to Salt Lake City. Learn more at millerse.com.

About the Larry H. & Gail Miller Family Foundation
The Larry H. & Gail Miller Family Foundation was established in 2007 to continue the philanthropic spirit exemplified by Larry and Gail Miller for future generations. The Larry H. & Gail Miller Family Foundation supports programs that enrich lives and communities in the areas of health and medicine, shelter and food security, education and skill development, jobs and economic self-reliance, and cultural and spiritual enrichment. Learn more at millerfamilyphilanthropy.org.

About the Daniels Fund
The Daniels Fund, a private charitable foundation established by cable television pioneer Bill Daniels, provides grants to highly effective nonprofits and college scholarships to the next generation of America's leaders. Through strategic investments in the Rocky Mountain West, it collaborates with non-profits to remove barriers and increase access to opportunities for individuals and communities to thrive. Through its Big Bets, it invests in solutions tackling some of the most complex challenges with innovations that have the power to scale. The Daniels Fund is making a Big Bet in youth sports, aiming to give one million youth the opportunity to compete in sports by 2030 and build the core life skills that increase achievement, leadership, teamwork, confidence and resilience. Visit DanielsFund.org to learn more.