

BETTER ATHLETES, BETTER PEOPLE

Positive Coaching Alliance (PCA) develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, administrators, and student-athletes. In addition to 1,500+ free multimedia tips and tools at **www.PCADevZone.org**, PCA has partnered with roughly 3,500 schools and youth sports organizations nationwide to deliver live group workshops, online courses, and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a positive, character-building youth sports culture.

MHAT WE DD

PCA resources, which have reached more than 8.6 million youth, strive to transform high school and youth sports into a **Development Zone**TM culture, where the goal is to develop Better Athletes, Better People and the following become the prevailing models in youth and high school sports:

- The Double-Goal Coach®, who strives to win while also pursuing the more important goal of teaching life lessons through sports
- The Second-Goal Parent®, who concentrates on life lessons, while letting coaches and athletes focus on competing
- The Triple-Impact Competitor®, who strives to impact sport on three levels by improving oneself, teammates, and the game as a whole.

PCA gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders, and academics who share PCA's mission.

The "way" and "we" of culture



Jim Thompson at the 2016 National Youth Sports Awards Sponsored by Deloitte

As a non-profit social entrepreneurship, Positive Coaching Alliance is in the culture change business. We partner with thousands of schools and youth sports organizations, helping them transform their cultures to better serve millions of youth. We want to replace the prevailing win-at-all-cost entertainment sports culture with the Development Zone culture and its laser focus on developing youth into Better Athletes, Better People.

PCA defines culture as "The way WE do things HERE." But almost all the emphasis is typically put on the "way" things get done at the expense of considering the "we" who do them. Leaders in sports and beyond can align the "we" – the collection of individual teammates – with the desired team culture. The key is to define the identity of the person that each team member can become within a positive, supportive culture.

Once teammates have an identity to which they aspire, they try to live up to what they think "a person like that" does in challenging situations. This often leads to a virtuous cycle of identity and culture.

PCA prepares youth coaches to assume the identity of a Double-Goal Coach, striving for wins and the more important goal of teaching life lessons through sports. We ask student-athletes to aspire to be a Triple-Impact Competitor, exerting impact by improving oneself, teammates, and their sport as a whole. Those coaches and athletes who most strongly identify are "Elevaters" (not elevators, which provide passive rides to passengers, but people who actively elevate every situation they face).

The demands of that identity require a supportive environment from coach, team, and the larger school or organization, as well as access to important role models. That is where organizational culture comes in. A youth or high school sports program whose culture honors the identity of a Triple-Impact Competitor provides much of the social support needed to encourage youth to become Elevaters.

Our mission of Better Athletes, Better People will then be fulfilled if athlete Elevaters grow up to become citizens who look to elevate our society. That is why PCA is so intent on helping our school and youth sports organization partners help the youth who are their "we" learn "how" to "do" things "here" on our planet.

Jim Thompson Founder & CEO



ONE WORKSHOP AT A TIME

The massive gathering shown above was just one of 2,500 live group workshops PCA held over the last year in partnership with roughly 1,000 schools and youth sports organizations. PCA Trainer Ray Lokar facilitated this workshop for 600 student-athletes at the Los Angeles area's La Canada High School.

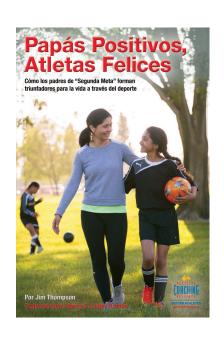
All the student-athletes were equipped to become a Triple-Impact Competitor, impacting sport on three levels by working to improve themselves, teammates, and their sport as a whole. Also highlighting the last year for PCA-Los Angeles, one of 17 local

Chapters throughout the U.S., was a thriving partnership with LA84 Foundation that delivered resources reaching 20,000-plus children primarily in underserved communities.

Beyond delivering workshops, PCA also continuously improves and innovates every component of its partnerships, including print and electronic resources that reinforce the core training curriculum for youth and high school sports coaches, parents, student-athletes, and leaders. All resources comprise research-based sport and educational psychology, organizational

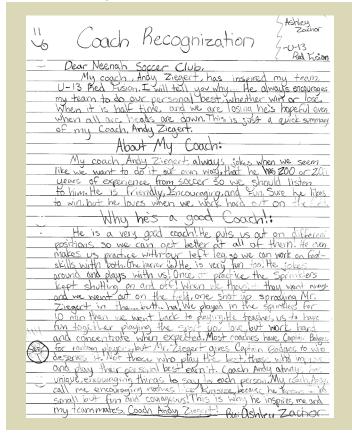
culture practices, and accumulated wisdom and experience from 100-plus top athletes, coaches, academicians, and leaders on the PCA National Advisory Board.

Among the greatest innovations within the last year was PCA's first release of Spanish-language materials (right) in the translation of PCA Founder Jim Thompson's book, *Positive Sports Parenting*.





BIG IMPACT, ONE CHILD AT A TIME





Not only does PCA innovate, but so do the schools and youth sports organizations that partner with PCA to provide workshops and other resources. For example, Wisconsin's Neenah Soccer Club helps the youth athletes they serve through an essay contest, in which players explain how their coaches embody the Double-Goal Coach® approach of striving for wins and the more important goal of teaching life lessons through sports. NSC President Marti Coan, Coach Andy Zeigert, and essay-writer/soccer player Ashley Zachar are all winners!

PCAIN THE MEDIA

Our touchdown play at the Super Bowl

PCA had a record year for media reach, starting a second year of FOX Sports Supports partnership during the Super Bowl with a 20-second public service announcement (PSA). FOX Sports Supports covered the cost of production and airtime, placing PCA in a sweet spot between the end of Lady Gaga's halftime show and the start of the second half. The Patriots broke records in that second half, but here are even more meaningful stats.

Up to 111 million
Super Bowl viewers
saw this image as part of the
PCA PSA.





One partnership commitment arriving via email during the game from a parks-and-rec department.



POSITIVECOACH.ORG

85,000+ views of the PSA on social media.

Unlimited opportunities are arising in the form of inquiries from other media outlets and potential donors and partners.

Do sports parents Dare to Chill?



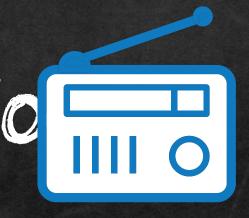
The Daniels Fund, a long-time PCA supporter, underwrote PCA-Colorado's "Dare to Chill" video. Created in conjunction with Boulderbased social change agency Fearless Unlimited, the sports parenting satire drew 276,000 Facebook views in its first month. To view, visit positivecoach.org and search for Fearless.

Boston Store ad features PCA's work in Milwaukee Public Schools

Department store chain Boston Store melded its Green Bay Packers sponsorship with funding for 20 PCA workshops for MPS. Packers star Micah Hyde co-led a workshop at this Riverside University High School kick-off event, highlighted in Boston Store TV ads during Packers coverage. CBS EcoMedia brought Boston Store and PCA together. To view, visit positivecoach.org and search for EcoMedia.



Heard PCA on the radio?





A Twitter exchange and resulting phone call with @MichaelHaake in response to a FOX Sports Supports PSA featuring PCA National Advisory Board Member and FOX Sports soccer analyst Alexi Lalas prompted Michael to use his position at the Total Traffic and Weather Network to offer PCA free radio time! The radio PSAs have run nationwide since Summer 2016!

Extending reach through national and cor

The most important word in our organization's name is "alliance."

—PCA Founder Jim Thompson

CORPORATE PARTNER SUREID HELPS KEEP SPORTS SAFER

As a Corporate Partner, SureID supports PCA financially and supports our mission by providing high-assurance identity solutions that help make youth sports safer and more secure. PCA is introducing the SureID Certified Edge™ solution for identity-assurance needs to partner schools and youth sports organizations. Below, SureID representative "Rudy" Ruettiger − the inspiration for the film "Rudy" − announces the recipient of a SureID-sponsored scholarship at **PCA-Chicago**'s Triple-Impact Competitor Scholarship Awards Celebration.





PCA's reach to millions of youth each year depends heavily on partnerships with corporations and national sports organizations.

This year PCA made huge strides with SureID (box at left) in a program to protect children by keeping predators out of youth sports. PCA carefully aligns with companies that contribute to the greater good and actively support PCA's mission. That is most evident at PCA's National Youth Sports Awards Dinner and Benefit Sponsored by Deloitte, a partnership entering its second decade, due largely to our organizations' shared commitment to ethics.

PCA and the youth we serve also benefit from the depth and breadth of our partnerships with national sports organizations, including major advances in the past year with the NBA and Major League Baseball.

The NBA partnership entails PCA delivering live group workshops for coaches within Jr. NBA programs throughout the U.S., including recipients of the Jr. NBA Program of the Month award. PCA also gains a presence at NBA events throughout the season. For example, during the NBA All-Star Game Weekend, PCA National Director of Business Development Jason Sacks moderated a



MAJOR LEAGUE BASEBALL PARTNERSHIP IS A HOME RUN

Thanks to PCA's partnership with Major League Baseball, star outfielder and PCA National Advisory Board Member Curtis Granderson joins PCA National Director of Business Development Jason Sacks in addressing sports parents at an MLB Play Ball event before Game 4 of the World Series. Granderson, a Chicago-area native, upped the ante on supporting PCA even further, announcing from the stage at **PCA-Chicago**'s scholarship awards celebration that his Grand Kids Foundation would fund \$15,000 in PCA student-athlete scholarships.



panel on inclusiveness at the Jr. NBA Coaches Forum. Additionally, PCA assists with the Jr. NBA's Coach of the Year program and provides educational content for Jr. NBA coaching manuals, practice plans, websites, and social media channels.

PCA's NBA work also extends to local levels, such as the San Antonio Spurs' Silver and Black Give Back program (pictured above), a signature partner of **PCA-Central Texas**, one of our newest Chapters. Also for PCA-Central Texas, R .C. Buford – President of Sports Franchises for Spurs Sports and Entertainment, Silver & Black Give Back Board Member, and PCA National Advisory Board Member – recently led a chalk talk for Chapter supporters before an Austin Spurs D-League game.

Meanwhile, work with Major League Baseball includes joint event appearances (box at right) and an extensive series of workshops for MLB's Reviving Baseball in Inner Cities (RBI). Plans call for a combination of PCA, MLB, and the Major League Baseball Players Association to train and certify every RBI coach as a Double-Goal Coach over the next two-plus years.

For profiles on all of PCA's Corporate Partners, visit positivecoach.org/corporate-partners.

For profiles on all of PCA's National Partner sports organizations, visit positivecoach.org/national-partners.

A whirlwind tour of PCA Chapters reachi



PCA-Portland has partnered with the Portland Trail Blazers and their Rip City Academy, a community-driven program serving youth basketball programs throughout Oregon and Southwestern Washington by providing kids the opportunity to grow their love of the sport and have a positive early experience playing in organized leagues. PCA-Portland's unique partnership with the Trail Blazers has led to co-creation of a custom "Trail Blazers" version of PCA's Double-Goal Coach Workshop.

PCA-Tampa Bay's partnership with Hillsborough County Public Schools (HCPS) served 2,700 student-athletes nominated by coaches or ADs for PCA's Character and Leadership Development Program. The launch at C. Leon King High School brought together student-athletes, HCPS Superintendent Jeff Eakins, Triad Foundation Board Member Troy Fowler, Caspers Company/McDonald's CEO Blake Casper, mascots from the Rays and Lightning, and a camera crew from FOX Sports Sun/FOX Sports Florida.

ngyouth

PCA-Phoenix

participated in the Fiesta Bowl Charities Youth Football Clinic, a free, non-contact clinic for 9-to-14-year-olds led by PCA-trained coaches. The day's skills-and-drills sessions helped players learn and grow in the areas of confidence, work-ethic, and positive motivation.





PCA-New England's partnership with the Boston Celtics enabled Scott Markovich, a 2016 winner of PCA's Double-Goal Coach Award Presented by TeamSnap, to bring his players to the Garden for a special pre-game access event.

PCA-New York City partners with the Public Schools Athletic League (PSAL) to train all 2,500 coaches in the nation's largest school system. Funds from the New York Yankees Foundation enable workshops for PSAL coaches, ADs, and student-athletes. Spearheaded by Chapter Board Member Brian Smith – the Yankees' SVP, Corporate & Community Relations – this innovative partnership has impact on the playing fields, as well as the classrooms and hallways of New York City public schools.



The tour continues on pp. 14-15

2016 SNAPSHOT

50% GROWTH

IN VISITORS TO
PCA'S DEVELOPMENT ZONE
RESOURCE CENTER

1.5 MILLION TOTAL VISITS

1,500+
FREE MULTIMEDIA
RESOURCES

* CHAPTER GRON



REACHSIMPACT

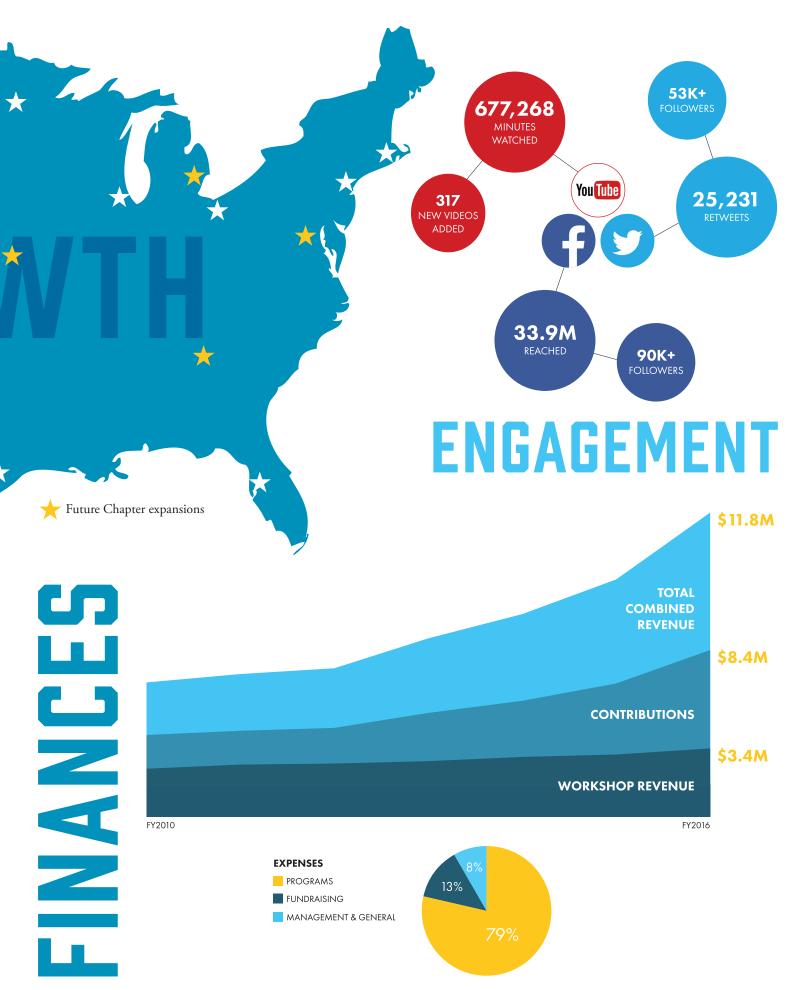
3.2 YOUTH R LIVE, ONLINE THROUGHOL

3.2 MILLION

YOUTH REACHED THROUGH LIVE, ONLINE, AND PRINT RESOURCES THROUGHOUT THE U.S. AND BEYOND

KEEPING KIDS IN THE GAME

A study involving more than 4,300 coaches found that athletes coached by PCA-certified coaches are more likely to return to their sport the following season than those playing for non-PCA trained coaches.



Whirlwind tour of PCA Chapters continued...



PCA-North Texas Chapter Executive
Danielle Moorman injects immense energy into the
Dallas area. When she is not handing out TripleImpact Competitor Scholarship awards, she is
generating impact in other ways, such as overseeing a
Dallas Independent School District partnership that
in the last year trained nearly 900 middle-school and
high school coaches.

PCA-Minnesota said goodbye to its original Chapter Executive Director Deborah Edwards, promoted to director of field operations, and hello to her successor, Amy Sinclair. A Chapter highlight was the Impact Awards Celebration at US Bank Stadium during its inaugural season, honoring these Triple-Impact Competitor Scholarship winners.



PCA-Seattle is the organization's newest Chapter, launched in October 2016. Dan James, Chapter Executive Director, brings to his role coaching and sports management experience honed throughout his career at the United States Tennis Association, including a stint as National Manager of Wheelchair Tennis. The Chapter launched with seed funding from the Seahawks, Sounders, and Mariners, as well as several individuals.

PCA-Houston hosted its 8th Annual 7-on-7 Football Camp and Tournament, drawing 16 teams from the Houston area for a free competition among public, private, and charter schools. Student-athletes thrived on the unique opportunity to compete against teams they would generally never have the chance to interact with in their regular football seasons. The event also includes a Triple-Impact Competitor workshop for the student-athletes.



PCA-Sacramento's highlight from the last year was its Girls in the Game event, featuring Olympic Swimming Gold Medalist and PCA National Advisory Board Member Summer Sanders (near right) with Chapter Board Member Jen Enos – who spearheaded the event – and several of the young women the event inspired. In addition to meeting an Olympic hero, female student-athletes gained education and empowerment to be the voices and leaders of the future.



PCA-Hawaii was a beneficiary of The John Henry Mile, a run named for John Henry Felix, Chairman and CEO of Hawaii Medical Insurance Association and former Chief of Staff to the first Governor of the State of Hawaii. Chapter Executive Director Jeaney Garcia (near right) provided an inspirational opportunity for youth by coordinating activities between the run and a companion World Record Camp loaded with Olympians.





PCA-SF Bay Area honored the San Jose Jr. Sharks Youth Hockey Organization with the Humanitarian Award at the Chapter's Triple-Impact Competitor Scholarship and Awards Dinner. The 340 PCA supporters in attendance sat riveted by a video focusing on the Jr. Sharks' impact on the Nguyen family's joy in the sport as a respite from economic hardship.



PCA-Cleveland's Conversation with the Cavs event provided a precious father-son moment, the opportunity to pose with the Larry O'Brien Championship Trophy that the Cavaliers earned during their historic 2016 title run. The event also included a panel discussion among Cavs executives so that attendees could learn about the inner workings of an extraordinary team.



You can find story updates from PCA-Los Angeles on p. 4, PCA-Colorado on p. 7, and PCA-Chicago and PCA-Central Texas on pp. 8-9.

Thanks to the individual donors and foundations listed here for the support necessary to fuel PCA's impact on youth over the past year. Our ability to impart information and inspiration on the power of positive to youth and high school sports coaches, parents, leaders, and athletes would not be possible without these generous gifts.

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