The Positive Coaching Alliance mission is to transform the youth sports culture into a Development Zone® where all youth and high school athletes have a positive, character-building experience that results in Better Athletes, Better People.

**WHAT WE DO**

We Support Coaches, Parents, Athletes, and Organizational Leaders

We Provide:

- Tools & Resources
- Live Workshops
- Online Workshops

**WHY WE DO IT**

40 Million Kids Play Sports Nationwide.

We help maximize this Positive Youth Development opportunity by impacting sport on three levels: **YOUTH, COACHING & CULTURE.**

resulting in increased...

- Resilience
- Growth Mindset
- Teamwork
- Empathy
- Leadership
- Character
- Fun
- Life Lessons
- Grit
- Perseverance

### IMPACT

- **# of Partner Organizations:** 3,500
- **# of Yearly Workshops:** 3,400
- **# of Kids Reached:** 20+ Million

### RESULTS

- **96%** of PCA Trained Coaches believe PCA training gives them the tools to help them improve their players as individuals and as teammates.
- **72%** of PCA Trained Athletes believe their sportsmanship improved after training.
- **70%** of PCA Trained Coaches feel PCA programming reinforced their desire to teach life lessons.
- **60%** reduction in arguments with officials, reported by PCA partners.

Done right, sports teach
Greetings PCA CenTex Ambassadors,

In this time of unease, we remain certain of 2 things:

1. PCA is fully committed to developing and promoting a culture around Youth Sports that nourishes the mind, body, and soul of our entire community.

2. We are grateful to our supporters who believe in the power of positivity and have supported the work that PCA has done and will continue to do.

Positive Coaching Alliance is honored to be in a position of leadership to influence the creation of a more just society, through sports. With that position comes the responsibility to listen to understand (not respond), embrace and celebrate our differences, and share what people NEED to hear (not to be confused with what they WANT to hear). The Black Lives of our athletes, coaches, parents, and administrators Matter.

Though the opportunity for our kids to compete was put on hold due to Covid19, we are more convinced than ever that Youth Sports provides a powerful vehicle for young people to develop, improve, and prosper. The environment that will allow for character to build and fun to be had only exists through the combined efforts of everyone. After all, LIFE IS A TEAM SPORT. It takes all of us.

Entering our 4th year as a chapter, PCA - Central Texas is excited about the over 170 workshops delivered and 130k + kids impacted. However, we are most proud of the depth of our impact. Whether it be through our Character and Leadership Development Program with Austin ISD and East Central ISD (San Antonio) or our partnerships with East Austin Youth Foundation and the Lake Travis Youth Association, we believe that lives are being changed through sports!

The spirit of Ubuntu, an African proverb that states “I am a person through other people. My humanity is tied to yours,” is a powerful truth that reminds us that we need one another to thrive. Nothing valuable is achieved alone. We have the ability, through sports, to manifest this creed and leave every place we enter better than we found it. Your support is needed to continue this movement!

Better Athletes, Better People,

Trennis Jones, Regional Director, Central Territory (Central Texas)
SPORTS CAN BATTLE RACISM

As a force in education through sports, we vow not to stop at condemnation, but to strive to be a force for reconciliation, through the collaborative actions with coaches throughout our country.

George Floyd was murdered. Our hearts mourn for not only his family, but for those of Ahmaud Arbery, Breonna Taylor, Tony McDade, and every other Black family that has experienced the devastating loss of a loved one due to senseless police violence and anti-Black racism. These past few weeks have succeeded in shining a light on a deadly and destructive crisis we have endured for centuries: the ugly and undeniable truth of systemic anti-Black injustice. We hope the rest of the sports community will join us in fighting anti-Black racism.

PCA has openly and decisively condemned all forms of bigotry, hatred, and violence. Black Lives Matter. Sports has the intrinsic power to transform lives and unify communities. When sports are done right, they cannot fix anti-Black racism alone, but the positive and inclusive actions of coaches, parents, student-athletes, organizational and school leaders throughout the country can start to reverse an age-old trend of systemic racism.

As a force in education through sports, we vow not to stop at condemnation. PCA will instead strive to be a driving force for reconciliation by partnering with coaches and leaders across the country, providing them with tools needed to foster a culture of diversity, equity and inclusion. We know that athletes and coaches can play a substantive role in furthering racial equality and social justice. The successful development of ANY athlete includes parallel development of courage, resilience, and character not limited to a field, court, pool or rink.

“Sport has the power to change the world, it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand.”

- NELSON MANDELA

Read PCA’s Commitment to Change
While sports were on hiatus, it was important for us to be intentional about the ways in which we all work together to build the character that fulfills potential and develops leaders—across the globe, across the country and in every way we can. Spectator, parent, coach, and athlete, everyone has a role to play. 

And that’s why we’re an alliance. 
A Positive Coaching Alliance.

Because we believe life is a team sport, PCA, through our evidence-based curriculum, cultivates a positive, character-building environment that actively involves youth’s social and emotional growth to ensure they take away the many life lessons that can be learned from sports done right.

As we return to Youth Sports, it is critical Coaches have the skills to deal with the social and emotional needs of our athletes as they emerge from the trauma of COVID-19.
Mountain View, CA, July 7, 2020 – Over the next four years, Positive Coaching Alliance (PCA), the leading national non-profit dedicated to providing a positive, character-building experience for youth athletes, will partner with Chicago-based foundation Susan Crown Exchange (SCE) to train over 400,000 youth coaches to foster the social and emotional needs of youth athletes.

After seven years of funding initiatives in social and emotional learning (SEL), this partnership marks SCE’s largest investment yet into youth sports. Combining physical activity, play, and collaboration, sports have near-limitless potential to help young athletes develop social and emotional skills like teamwork, empathy, and problem solving. These foundational skills boost young people’s academic, career and life outcomes; they help young athletes succeed, both on and off the field.

Since late February, youth across the country have endured unprecedented challenges: virtual learning, racial injustice, and the health and economic impacts of COVID-19, to name a few. Many of those young people feel powerless and hopeless, and express both a desire for structure and uncertainty around the future. The magnitude of the impact this has had on kids is yet to be measured— but as young people return to play, coaches will need the tools to meet kids’ social and emotional needs as they process this tumultuous time.

“Across the United States, forty million young people play sports each year. The coaches that make youth sports possible have a major impact on those young people’s lives,” says Haviland Rummel, Executive Director of the Susan Crown Exchange. “This partnership will help coaches across the country promote positive youth development, changing the lives of young athletes. As young people return to play after an incredibly tumultuous few months, this work will be more important than ever.”

For more than two decades, PCA’s mission has been to create a positive, character-building youth sports environment that results in “Better Athletes, Better People.” It’s clear that social and emotional development is critical for young people, and it’s equally clear that coaches are important role models for the athletes they serve. By bringing training on SEL and youth development to coaches across the country, we can help them transform the lives of the millions of kids who play sports.

“Regardless of zip code or socioeconomic status, our children need and deserve all the support they can access during this incredibly complex and confusing time,” said Chris Moore, CEO of PCA. “We’ve known for years that PCA’s social and emotional training empowers coaches to develop athletes of character who will be good teammates to one another. With this partnership, and in this moment, we’re looking to leverage PCAs partnership with coaches across the country to provide the training they need to support young people as they return to schools and youth sports.”

In keeping with the organization’s core belief that life is a team sport, PCA is actively looking for like-minded organizations and individuals to join its mission of addressing the social and emotional needs of youth athletes everywhere. To align with both organizations’ commitment to ensuring a level playing field for the rising generation, regardless of access to resources, at least 50% of this training will support coaches in underserved communities.

Learn about ways to support and help grow this initiative.
PCA ZOOM VIDEO WORKSHOPS

During the last three months of the COVID-19 pandemic, PCA pivoted to host over 150 Zoom Workshops! If you represent a school or youth sports organization or are interested in bringing PCA to your community with Zoom during these uncertain times, please click below for more information. PCA is here to help serve all communities during this time of school closures and sports cancelations.

Visit positivecoach.org/zoom

- Double-Goal Coach®: Coaching for Winning and Life Lessons
- Developing The Triple-Impact Competitor®
- Positive Motivation: Getting the Best from Athletes
- Mastery: Coaching for Peak Performance
- Leading Your Organization: Developing a Positive Coaching Culture
- Second-Goal Parent® Developing Winners in Life Through Sports

“The PCA zoom workshop far exceeded my expectations. I am still on a high from the whole event. You delivered the best vision of PCA I could ever imagine; experienced passionate trainers who brought true engagement in a virtual way making my coaches eager and willing to learn and share. Every organization should have a collective goal of making “Better Athletes, Better People!” Thank you for keeping us inspired with all the new tools and ideas and the motivation to continue to make an impact.”

- Neil McNab Jr., Executive Director, Chiefs FC (Atlanta, GA)

“The Positive Coaching Alliance Zoom workshop was an amazing experience! We were so impressed with the interaction the online platform provided and the energy the PCA leaders created. The zoom workshop allowed for all players and families to be involved through voice and chat features. This gave it a real interactive experience and help tie in the PCA principles with real-life experiences. I would highly recommend a PCA zoom workshop to any organization that’s looking for a fun and informative interactive experience.”

- Paul Esdale, Chief of Hockey Operations, Junior Reign Hockey Club (Los Angeles)

FREE ONLINE COURSES

To serve the sports community while they were at home, PCA opened up our athlete and officials courses to be free. Nearly 7,000 athletes and more than 200 officials completed these free courses.

FOR YOUTH ATHLETES

PCA’s online Triple-Impact Competitor® course included Doc Rivers, Julie Foudy, Shane Battier and other top coaches, athletes, and experts.

FOR OFFICIALS

Honoring the Game: The Official’s Role in Creating a Positive Youth Sports Culture
Through the amazing support of donors, PCA - Central Texas has expanded its Character & Leadership Development Program to East Central Independent School District in San Antonio, TX! As it has for the past 2 years with Austin Independent School District, “Elevating the Bar” is structured to embrace, educate, nurture, and motivate the athletic culture on school campuses. The combination of engaging young athletes within their school day and PCA’s “Presence Model”, providing support at games, practices, and special events, allows for the changing of lives.

“East Central ISD Athletics is committed to creating a sports culture based on each young person’s development, both within their sport and in life”, said ECISD Athletic Director Suzette Arriola. “Our partnership with Positive Coaching Alliance has strengthened the environment within our ECISD community and empowered our students to become Better Athletes, Better People.”
The strong leadership and financial support of H-E-B Tournament of Champions, Glimmer Austin, and the Mountain Family is essential to the impact being made on campuses in Austin and San Antonio.
The SPURS became a PCA Pillar Partner in 2016 with the hope of changing the culture of youth sports in the region. We know kids do better when active, and they are more likely to stay in sports when they have a positive experience.

"Over the past 3 seasons, PCA and Silver & Black Give Back (SBGB) have teamed up to train and transform over 3,500 volunteer coaches from 24 partner organizations. It is our mission to ensure that each Spurs Youth Basketball League (SYBL) coach is equipped with the essential tools, supplied by PCA, to positively impact the young athletes. SYBL goes beyond basketball fundamental by also instilling lifelong values such as respect and caring as well as making positive choices to all participating children and coaches. The knowledge and training that PCA has continuously provided through the years carries over both on and off the court, while its positive impact knows no boundaries."

- Amanda Fite, Manager of Youth Sports, Spurs Give (at Spurs Sports & Entertainment)
Spurs Youth Basketball League

As the NBA’s oldest youth basketball league created by Head Coach Gregg Popovich 30 years ago, the Spurs require that every SYBL coach be certified through PCA before each season begins. To cover all locations that SYBL exists, PCA delivers 16 workshops annually, spanning over 300 miles.

Event Support

The Spurs consistently support PCA’s awareness and fundraising events by their participation (R.C. Buford headlining), presence (The Coyote making appearances), and funding/auction items.

Co-Branded Workshops

PCA personalizes each season’s SYBL workshop to include interviews and examples from the Spurs Family, like Becky Hammon, RC Buford, and Gregg Popovich.

Active Partners

- Alamo Heights Little League
- Archdiocesan Interscholastic League
- Austin ISD
- Austin Texans Soccer Club
- Bastrop Little League
- Boys & Girls Clubs of the Austin Area
- Canyon Lake Little League
- Capital Area Tennis Association
- City of Austin Parks and Recreation
- East Austin Youth Foundation
- East Central ISD
- Great Hearts Academy
- Northern Oaks
- Lake Travis Youth Association
- Manchaca Optimist Youth Sports
- New Braunfels Girls’ Softball Association
- Oak Hill Youth Sports Association
- Northwest Austin Youth Basketball Association
- USTA
- Spurs Academy
- Spurs Give
FACEBOOK LIVE SERIES

In an effort to connect with our community while we were home during the Coronavirus pandemic, PCA launched a weekly Facebook Live series with National Advisory Board Members. To serve the sports community while they were at home, PCA had over 250,000 views of our Facebook live sessions!

“I’m gonna develop that whole person into a superhero, into this amazing human being.”
- Miss Val Kondos Field, Former UCLA Gymnastics Head Coach

“We control nothing except our attitude. That’s all we control every day we wake up.”
- Herm Edwards, PCA National Advisory Board Member, Head Football Coach, Arizona State

“We learn more from mistakes than we do from executing perfection.”
- R.C. Buford, PCA National Advisory Board Member, CEO – San Antonio Spurs

Thank you to Lindsay Gottlieb, Greg Dale, Dr. Colleen Hacker, Julie Foudy, Herm Edwards, R.C. Buford, Steve Smith, Lionel Hollins, Steve Stenersen, Brad Stevens and Aja Evans for already going Live. Thank you also to Ted Robinson for doing a voiceover for this video, to Barry Mano for helping spread the word about our free officials course, and to Kristine Lilly for participating in our #High5Challenge.
We are proud to have awarded over 150 student-athletes from the class of 2020 with scholarships to assist them with college expenses. Each year, PCA awards scholarships ranging from $500-$2,000, depending on the region, to high school athletes based on their responses to questions pertaining to how they meet the standard defined in *Elevating Your Game: Becoming a Triple-Impact Competitor* by PCA Founder Jim Thompson.

**PERSONAL MASTERY:**
Making oneself better

**LEADERSHIP:**
Making one’s teammates better

**HONORING THE GAME:**
Making the game better

Meet a few of our 150 Scholarship Winners:

- Alicia Ing
  - WA
- Olivia Mas
  - OH
- Kyle Perkins
  - OR
- Sinead Henry
  - NY
- Oluwatobi Alagbe
  - TX
- Sanjana Jha
  - MD
- MeiLing Milgrim
  - AZ
- Joseph Nizich
  - OR
- Chelsi Bridgewater
  - FL

This year, the recipients will be attending these colleges and universities, thanks in part to support from Positive Coaching Alliance!
Each year PCA recognizes coaches from across the US who embody the ideals of a Double-Goal Coach® who strives to win, but more importantly, teaches life lessons through sports. This year, we named 25 National Winners who all received $1,000 thanks to the generosity of TeamSnap and Taube Philanthropies. One PCA National Coach of the Year was selected and awarded $10,000 for the Taube Family Prize in Recognition of Excellence in Coaching.
Please see our outstanding winners below.

Becky Alcox
Hilliard Bradley H.S. (OH), Soccer

Jorge Buret
Hoops & Sports 4All (NY), Basketball

Chris Cutcliffe
Oxford School District (MS), Football

Antonio DelVecchio
Titletown Wrestling Academy (GA), Wrestling

James Ford
LA’s Best After School Program (CA), Basketball/Football/Soccer/Softball

Heather Frushour
Empire H.S. (AZ), Track & Field

Justin Georgacakis
Glenbrook North H.S. (IL), Lacrosse

John Hallead
Columbia H.S. (WA), Baseball

Maurice Henriques
R.E.A.L. Training Colorado (CO), Track & Field

Charles "Chic" Hess
Little Dribblers (HI), Basketball

Shirley Hinton
Owings Mills Track Club (MD), Track & Field

Devon Holmes
The Cindy Platt Boys & Girls Club of Transylvania County (NC), Multiple Sports

Savannah Linhares
Chowchilla H.S. (CA), Basketball

Thomas McPherson
Katy High School (TX), Baseball

Jacob Michaels
Franklin H.S. (OR), Cross Country, Track & Field

Brad Murphy
West H.S. (WI), Football

Antonio Rosito
Wildcats Midlothian TX AAU (TX), Basketball

Josh Saunders
T.R.Robinson H.S. (FL), Girls’ Flag Football/Volleyball

Bill Tantillo
Leigh H.S. (CA), Football

Cory Tennison
Langford Park Rec Center (MN), Baseball, Basketball, Soccer

Christina Urbina
McCollum H.S. (TX), Soccer

Patty Waldron
Charlotte Latin School (NC), Swimming

Richard Ward
Red Sox Foundation RBI (MA), Softball

Eryk Watson
E33 Eagles (GA), Basketball

Monia Wong
Sacramento Soccer Alliance Girls Soccer (CA), Soccer
Positive Coaching Alliance is proud to announce our 2020 Double-Goal Coach® National Coach of the Year and winner of the $10,000 Taube Family Prize in Recognition of Excellence in Coaching, DeVon Holmes, from the Cindy Platt Boys & Girls Club of Transylvania County.

Holmes came to coaching after a college football career at Brevard College in North Carolina where the team often volunteered at the Boys & Girls Club. He grew up in Conyers, Georgia, 20 minutes east of Atlanta, where he was a standout football player on the Heritage High School football team. He received his Bachelor’s Degree from Brevard in 2014 majoring in Political Science & Education with a minor in Business & Organizational Leadership.

“We are proud to recognize DeVon Holmes with the National Coach of the Year Award for his tremendous impact on the youth of his community. Now, more than ever, we need coaches who help educate, mentor and positively impact youth and Holmes is doing his part to ensure that sports helps bring people together. It is coaches like DeVon who help youth succeed in and out of sports, creating better athletes and better people.”

- Chris Moore, CEO of Positive Coaching Alliance

“Boys & Girls Clubs of America is thrilled to learn that DeVon Holmes, an employee, and coach with the Cindy Platt Boys & Girls Club of Transylvania County, has been selected as Positive Coaching Alliance’s National Coach of the Year. DeVon leads by example for all youth sports coaches, making sure kids and teens are learning competencies and gaining confidence while having fun playing sports. Community heroes don’t always get recognized; we are proud Positive Coaching Alliance is highlighting him and his work at the Club. We thank DeVon for the time and energy he gives to the youth in his community and to the Boys & Girls Club.”

- Heather Campbell, Senior Director, Youth Development Programs, Boys & Girls Clubs of America

NATIONAL COACH OF THE YEAR
Taube Family Prize in Recognition of Excellence in Coaching

Devon Holmes
The Cindy Platt Boys & Girls Club of Transylvania County, NC

PCA’s Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.
PCA PROGRAMMING IS AVAILABLE IN ALL 50 STATES

2019 LIVE WORKSHOPS COMPLETED: 3,338

2019 ONLINE COURSES COMPLETED: 16,334

Pro Teams that Support PCA

PCA is proud to partner with the National Hockey League, National Basketball Association, Major League Baseball and over 35 professional teams across the United States.
NATIONAL PARTNERS

[Logos of various national partners]

NATIONAL CORPORATE PARTNERS
& TRUSTED RESOURCES

[Logos of various corporate partners]
“Youth sports and coaching had an enormous impact on my growth, development and discipline. I still believe that youth sports offer an amazing opportunity to teach, mentor, and build individual character in our future generations.

But we may have lost sight of some of the most important reasons to play sports — to build community, develop lifetime habits of fitness, and most of all, the emphasis on teamwork. This is why PCA has been so important to our communities for the last 20 years and why moving forward, it will be even more important as we embrace this opportunity to ‘reset’ sports.”

- Dr. Kevin Shea,
  PCA Leadership Council Member, M.D.,
  Stanford University Medical Center &
  Lucile Packard Children’s Hospital