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.

**WHO WE ARE**

We Support Coaches, Parents, Athletes, and Organizational Leaders

**WHAT WE DO**

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

**DONE RIGHT, SPORTS TEACH**

**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 reported by PCA partners.
The PCA-New York City team has spent the last year hard at work supporting our youth and high school partners in the Tri-State and Capital region. Our Partnership with Norwest Bergen Soccer Association, which is comprised of 20+ towns, successfully trained over 800 coaches in PCA’s Double-Goal Coach model, and provided youth sports leadership training for town soccer leaders. We continued our work with New York City coaches and athletic directors from The Public School Athletic League thanks to funding from the New York Yankees Foundation. This past year saw our Chapter reach new milestones with the nearly 200 workshop we delivered and over 55,000 young athletes we reached.

Of course, it is impossible to reflect on the past year without thinking of the Coronavirus global health pandemic. The negative consequences of the outbreak are far reaching with the youth and high school sports communities being no exception. As I write this letter, we still do not definitively know when we will be getting back to sports. However, when the time comes, I am drawn to the idea that this break from youth sports presents a once in a lifetime opportunity to do things better upon its return. To quote Joni Mitchell, “don’t it always seem to go, you don’t know what you got til it’s gone.”

Because youth sports are now gone, many people are starting to understand their true value as tools for social, emotional, and physical development. No one misses screaming at referees, treating their opponents poorly, or complaining about playing time. They miss the chance to compete, the feeling of pride when watching their kid take the field, the emotional boost from being a part of a team, coaches who believe in them more than they believe in themselves. This break from sports has sharpened our vision and has allowed us to see what is important.

In a book called The Power of Moments, Chip and Dan Heath talk about the power of creating a defining moment that marks a dividing line between Old You and New You. I am drawn to the idea of using “getting back to sports” as a defining moment for the youth sports ecosystem.

Getting back to sports is an opportunity to reimagine why we play, why we sign our kids up, and why we coach. It is a chance to say, “from now on, we choose to do this better.” It is a chance to recognize that youth and high school sports teach character and valuable life lessons to kids. We now know this opportunity is not a given - it is a privilege.

Getting back to sports is an opportunity to refocus on the Positive Coaching Movement!

Honor the Game!

- Jake Wald,
  Vice President, East Territory
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.

Our most meaningful achievements are defined by how well we succeed with others. It’s up to us to use the skills learned on the playing field to work together as a team, especially now!

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.

Visit positivecoach.org/team-sport to learn more...
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.
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
Since Manhattan Youth’s founding in 1986, sports have been central to its mission of building positive relationships and creating community. Therefore, when an organizing figure was needed to assume responsibility of The Middle School Athletic League of New York City, Manhattan Youth rose to the occasion. At the time, the MSAL was a loose confederation of middle schools coordinating interscholastic games organized by a few volunteer teachers and administrators. Just three years later, Manhattan Youth has grown the league from just 30 middle schools in Manhattan to 150 schools with approximately 500 teams in four different boroughs.

League Director, Leyna Madison, and Coordinator, Zane Homes, were well aware of the challenges that the prevalent “win-at-all-costs” youth sports mentality would pose in overseeing the MSAL. After attending a Positive Coaching Alliance (PCA) workshop at a Jr. Knicks Clinic, Leyna, Zane, and their leadership team determined that a strategic partnership with PCA would help them realize their vision of growing the league while still providing the positive, character building sports experience that their student-athletes deserved.

"When we at the MSAL wanted to reestablish our athletic culture in our league and throughout our participating schools, we started with an in-depth conversation with the people at PCA," said Zane.

PCA Lead Trainer, Joe Terassi, facilitated a “Leading Your Organization” workshop with the Manhattan Youth and MSAL leadership. The outcome of that workshop was an action plan that would help to align MSAL constituents around their mission and vision. “PCA was able to help us determine the core values we wanted to embody in our league, which resulted in us creating an empowering & educational environment through safe, inclusive & positive experiences. By establishing these five core values we were able to communicate to our coaches what we expected of them as role models and community leaders. In addition, it provided a framework in which we could hold athletic programs accountable in case situations occurred that did not reflect our core values or overall mission at the MSAL,” Zane continued.

Theseus particularly appreciated how PCA’s coaching philosophy resonated with the coaches. “The Double-Goal Coach© model that PCA advocates was a simple adjustment that produced profound effects for us. We began acknowledging that winning is important, but it is only half of the point. Instead of trying to change people’s minds, we started to open them.”

The MSAL coaches have responded enthusiastically to the workshops and resources provided by their leadership.
“As a coach for over 20 years in NYC, The Positive Coaching Alliance has given me the chance to share and look at ways to be a better mentor and teacher for our young people. I cannot thank PCA for all that they have done for me. My direction and mannerisms have improved, I think, with their help.” - Angel Perez, Harbor Science & Arts Charter School

“PCA helped me, as a first time coach, remember the importance of these teams and the support we can give our student athletes. They helped us prioritize what is most important for our players as people, not just focusing on the wins. PCA set me up for success as a coach by helping to create a vision for what our team should look, sound and feel like.” - Jill Mayhew, St. HOPE Leadership Academy

“The workshop guided me to reflect on why I devote so much time and energy to coaching and made me think critically about what I want my players to take with them at the end of the season.” - Catherine Morrison, Cornelia Connelly Center

The enormous growth of the MSAL over the last three years is a fantastic statistical indicator for both Leyna and Zane that their relentless focus on culture is working. Not only are kids coming back year after year, but the positive environment fostered by coaches is attracting more and more families to the league. However, nothing pleases the MSAL leadership team more than hearing directly from the kids that they are having a great time!

“I loved playing sports in the MSAL and It has been an amazing experience in my life. At MAT, the coaches were amazing and helped me improve so much as an athlete but more importantly as a person. The MSAL has given me an opportunity to meet many student athletes from other schools in fun friendly competition. It’s also opened me up to new sports and I never thought I would play basketball. The MSAL helped me discover a new passion that was totally unexpected and in turn, a new me.”

- Derek Power, 8th Grader

“Playing competitive middle school basketball as part of MSAL was a great experience. Getting the chance to meet new people and supporting each other.” - Ermin, 8th Grader

“Playing basketball and football as part of MSAL helped me find new things I like doing and the coaches are so supportive and I love them. They got me ready for high school sports.” - Chase, 8th Grader

“I like how it is so competitive and I know kids on the other teams. MSAL is a family and it was great to play in it for 3 years and it helped me become a positive leader within my community.” - Finn, 8th Grader

“Middle School basketball was awesome. Not even the games we won or lost, but the family of the team. Some of my best friendships were formed through the season.” - Brynn, 7th Grader

“My experience with the MSAL was unlike any other. I found myself looking forward to the practices and games we had and the times we all spent together, our friendships growing everyday.” - Lauren, 7th Grader

PCA-NYC Executive Director, Jake Wald, said of the Partnership, “It is incredibly impressive to see what the MSAL leadership has accomplished over the last three years. The positive impact this league has made will stretch far beyond the fields and courts.”
NYC PARTNERS

Public Schools
Northern Highlands
Verona Public Schools
Jefferson Township Public Schools
Waldwick High School
Harrison School District
Cedar Grove School District
Lyndhurst High School
West Windsor-Plainsboro Regional School District
Deer Park School District
Manhasset Public Schools
Herricks UFSD
Nyack Public Schools
Pelham School District
Charter School of Educational Excellence
Wappingers Central School District
NYC DOE CHAMPS Program
New Milford School District
Nassau BOCES Physical Education Consortium
Urban Dove Charter School

Independent Schools
Newark Academy
The Peck School
Princeton Day School
Friends Academy
The Storm King School
Saint David’s School
Avenues: The World School
The Nightingale-Bamford School
Columbia Grammar & Preparatory School
The Hewitt School
Brunswick School
King School

Recreation, Community Organization or Combined Program
Ridgewood YMCA
Kearny Thistle United
Rye Brook Recreation
City of Albany Department of Recreation
Manhattan Youth
Chelsea Piers CT

Soccer
Northwest Bergen Soccer Association
Next Level Soccer Academy
Westchester Youth Soccer League
Rye Brook Youth Soccer Club

Basketball
New Heights Youth, Inc.

Baseball/Softball
North Edison Baseball and Softball
Chatham Softball Club
Larchmont Mamaroneck Little League
Elmsford Little League
Half Hollow Hills Little League
Downtown Little League
Greenwich Village Little League
Ridgefield Little League

Lacrosse
Pelham Youth Lacrosse
Greenwich Youth Lacrosse
Westport PAL Lacrosse
Newtown Youth Lacrosse
Snipers Elite Lacrosse

Other Sports
Play Rugby USA
Lindenhurst Football and Cheerleading League

3rd Party/RBI
Public Schools Athletic League

New York Knicks
Perth Amboy High School
Hoboken High School
Carteret Middle School
Robert Lazar Middle School
Bronxville School
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!

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.

“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
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.

**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.
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
PCA PROGRAMMING IS AVAILABLE IN ALL 50 STATES

2019 LIVE WORKSHOPS COMPLETED: 3,338
2019 ONLINE COURSES COMPLETED: 16,334

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 sports organizations]

NATIONAL CORPORATE PARTNERS & TRUSTED RESOURCES

[Logos of various corporate partners and trusted resources]
“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