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.
Every summer, PCA publishes Momentum Magazine, giving us an occasion to celebrate the impact the organization has made over the previous 12 months. And while PCA managed to surpass nearly every goal set for the first nine months of the year, this most recent four-month period has truly been uncharted territory given the COVID-19 crisis and the Black Lives Matter Movement.

It is virtually impossible to overstate the devastation this pandemic has had on our sports community. It is also equally impossible to ignore the Black Lives Matter movement and the role that sports play in battling racism. As the sports world is impacted by the pandemic and the Black Lives Matter movement, so is PCA, as sports are embedded in the culture and fabric of America. It has been heartbreaking to witness youth sports organizations call off their spring seasons, including the Little League World Series. Professional sports leagues, tournaments, games and other sporting events have also been canceled or suspended. Never before have we seen the NBA and NHL suspend their seasons, the NCAA cancel its remaining spring and winter championships or the PGA postpone the Masters. And while COVID-19 continues, we must also turn our attention to the deadly and destructive crisis we have endured for centuries: the ugly and undeniable truth of systemic anti-Black injustice.

This has all resulted in an unprecedented level of anxiety in young people, as they find themselves grounded at home without sports, cut off from their friends, having spent the rest of the academic school year remotely with the worry of how this economic downturn may impact their families.

Because we understand that life is a team sport, it is my belief that what Positive Coaching Alliance provides to our community has never been more relevant or more needed than it is today, in order to maintain a healthy mindset for our children and work to give them a better world, one in which bigotry, oppression, hatred, and violence are truly unacceptable. Our program teaches athletes the value of being a good teammate; it builds strong character and develops leaders into something that matters. These lessons provide the fundamental social and emotional learning skills that are just as relevant to managing anxiety in life, as they are on the field, the court or the ice. During these stressful and uncertain times, PCA provided and will continue to provide support for our communities most impacted by these crises.

As we evolve towards what will be a “new normal” throughout sports, we at PCA believe there will be a tremendous opportunity to build a better future for youth, regardless of neighborhood, race, zip code or socioeconomic status. In this country, there has always been a huge divide due to anti-Black racism and between kids in low-income communities and those who come from families with greater financial means, in terms of access to sports. We intend to renew our focus on play equity by ensuring that PCA training reaches kids in underserved communities. This is a great passion of mine, and as you will read throughout this magazine, is something PCA has only started to pursue.

I am thrilled to be a part of this organization and proud to see every member of the PCA team rally together over the last few months to help our community make it through these crises. Soon, once parents feel reassured from the public health community and sports providers that the environment is safe for their kids to return to play, youth sports will be back with a vengeance. And while we return to play, we cannot ignore the anti-Black racism that has long plagued our nation. While we return, coaches in our country will need to use their platform to teach their athletes that they have innate value and dignity that are neither defined nor limited by their race, color, creed, gender, sexual orientation, or resources.

"Because we understand that life is a team sport, it is my belief that what Positive Coaching Alliance provides to our community has never been more relevant or more needed than it is today, in order to maintain a healthy mindset for our children." Pictured here: Chris Moore with his family.
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.

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.”

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.

“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 PCA’s partnership with coaches across the country to provide the training they need to support young people as they return to schools and youth sports.”

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
CHARACTER & LEADERSHIP DEVELOPMENT

Positive Coaching Alliance recognizes the challenges and stress impacting student-athletes, ultimately affecting sports performance, academics, and social-emotional development. By developing a growth mindset in athletic leaders, coaches’ and athletes’:

- Better Leadership Skills
- Increased School Spirit
- Adapt a Growth Mindset
- Positively Influence Others
- Increase Effort and Performance
- Better Inclusion and Equality

Our Character and Leadership Development program provides skills empowering student-athletes to promote and inspire others to adapt the PCA-Way. Through the course of six workshops, athletic directors work alongside the athletes developing leadership skills, learning the values of growth mindset and addressing social-emotional learning through sports. The skills athletes develop will be evident on the field and transfer to other areas of their lives.

We launched this program in our chapter in 2019 as a pilot with two High schools. We have grown the program to sixteen High schools across Oregon and Idaho. High School athletic administrators are observing the impact of the CLD program not only within their sports programs but within the school culture. The differences the CLD program is making at Wilson High School, shared by athletic director Mike Nolan, “the commitment, the energy and the reflection from the kids after the classes, to me is having an impact because you can see it, hear it and feel it from them in their sports program and in our building.” He continued to share, “the freshmen are coming away with real valuable experiences they can use and are applying to their programs.”

The CLD program provides for self-directed growth between workshops and regular check ins throughout the program to ensure participants learn key concepts and put them to practice. Our partnering high school, La Salle College Prep, has seen the benefits of the program and acknowledges the value of the CLD lessons and the change to their student-athlete leadership within their teams. Athletic Director Chris George shares the success at LaSalle. “One big change I noticed, which is great, you can tell the positive coaching alliance is paying attention to kids. They may not be your prototypical leader. But maybe through their own individual growth and development it might rub off on the team somehow, someway.”

- Team Performance excels
- Personal learning improves
- Sports programs positively influence school culture.

MOMENTUM: summer 2020

Team Performance excels
Personal learning improves
Sports programs positively influence school culture.
Oregon Youth Soccer Association and the Portland Timbers partnered with the Positive Coaching Alliance on October 26-27, 2019 for the first ever HONOR THE GAME® weekend! Honor the Game is best stated by PCA founder Jim Thompson, “Many people talk a good game regarding sportsmanship, but the test is how one acts when it feels like something important is at stake.”

One of the highlights of the weekend focused on players experiencing a Silent Saturday. The “Silent” in the name means just that. Talking should only be reserved for players, coaches and referees. During the weekend, parents were educated and practiced the importance of a Silent Saturday resulting in positive sportsmanship throughout the weekend.

PCA believes that CLAPPING, CHEERING and CELEBRATING GOALS are an important aspect of the game. However, the goal is to cheer for every goal, not just for your particular team. Throughout the weekend one could hear the celebrations coming from the sideline but the cheers were positive and did not include any instructional cues, reminders, or coaching during the game, allowing the players to have a fun weekend embracing the game, supporting each other, focusing on learning and remembering why they love the game.

We are excited to announce that in partnership with the Timbers and OYSA, we will continue this event as an annual tradition moving forward.

Objectives of Silent Saturday

• To foster leadership skills among the individual players as they have the unique opportunity of giving (your) instruction on the field.
• To foster a sense of true teamwork as the players must learn to rely upon one another and communicate with each other accordingly.
• To give players a chance to trust their skills and instincts without sideline input, and without concern that their mistakes will be corrected from the sidelines in a game environment.
• To support our youth referees by inspiring confidence in a game atmosphere without sideline commentary.
• To remind coaches, parents, and players that PRACTICE is the time for instruction. Games are the showcases for learning.

List of Current Partners

Bend Swim Club  Jesuit High School (Portland)  Raleigh Hills Little League
Boise School District  Klamath Union High School  Rose City Rollers
Boys and Girls Club of Portland  La Salle College Preparatory  Sellwood Baseball & Softball
Boys and Girls Club SW Washington  Lewis River Little League  Soccer Shots- Portland
Canby Youth Lacrosse  Lewiston High School  Southside Soccer Club
Cascade High School  Morrison Center  SW Washington Youth Soccer Association
Cedar Mill Little League  Mt. Tabor Soccer Club  St. Helens High School
Central Catholic High School  Newberg High School  St. Rose School
Clackamas United Soccer  North Boise Little League  Tigard Little League (Oregon)
FC Portland Academy  North Clackamas Parks & Recreation District  TrackTown Youth League
Friends of Baseball  Oregon Athletic Coaches Association  Tualatin Hills United Soccer Club
Hillsboro Little League  Oregon Blaze Fastpitch Softball  University of Portland
Hillsboro Parks and Recreation Department  Oregon Interscholastic Cycling League  West Ada School District
Hillsboro School District  Oregon Youth Soccer Association  Westside Christian High School
Hollywood Rose City Little League  Payette High School  Westside Youth Baseball
Hollywood Soccer Club  Portland Community Football Club  Westview Youth Baseball
Holton Basketball  Portland Interscholastic League  Wilshire-Riverside Little League
Hood River Valley High School  Portland Interscholastic League  Wilsonville Little League
Idaho Interscholastic Cycling League  Portland Parks and Recreation  Woodburn High School
Idaho Youth Soccer Association  Portland Trail Blazers- Rip City Academy  Yamhill-Carlton Soccer Club
Idaho Youth Sports Commission  Portland Ultimate
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
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  
Olivia Mas  
Kyle Perkins  
Sinead Henry  
Oluwatobi Alagbe  
Sanjana Jha  
MeiLing Milgrim  
Joseph Nizich  
Chelsi Bridgewater

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
McCullum 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

HEAR FROM HIS SUPPORTERS:

PCA’s Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.
2019 LIVE WORKSHOPS COMPLETED: 3,338
2019 ONLINE COURSES COMPLETED: 16,334

PCA PROGRAMMING IS AVAILABLE IN ALL 50 STATES

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

NATIONAL CORPORATE PARTNERS & 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