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.

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

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 with officials reported by PCA partners.

This year's cover photo features Coach Tawanna Flowers, Trinity Valley School (Fort Worth, TX), who won PCA's 2018 Double-Goal Coach Award Presented by TeamSnap.
LETTER FROM THE CEO

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 unchartered 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.

Chris Moore, CEO
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
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!

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.

Visit positivecoach.org/team-sport to learn more...

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.”

PCA Partners with Susan Crown Exchange to Train 400,000 Coaches in Youth Development

“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.”

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

“I thought the Zoom Workshop was incredible. The facilitators, coaches, and administrators were all engaged in the collaborative learning process. The environment was positive, creative, and fostered new ideas to help coaches become more successful. I think our coaches now realize the importance of building meaningful relationships with both students, and their peers.” - Anthony Miller, Assistant Principal of Athletics, Coronado High School

“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
Empire High School has been a partner with PCA since 2018. In just two years, Empire has made some great culture improvements to an already great environment. Lead by Athletic Director, Shannon Woolridge, this past school year two of his athletes were awarded scholarships through our Triple Impact Competitor Scholarship Program and his coach Heather Frushour was a National Finalist for our Double Goal Coach awards.

Isabel Cordova had been on Empire High School’s varsity track and field team for four years! Throughout her high school career, she has enjoyed going to meets, watching her teammates succeed, improve, and build each other up. Isabel is also in her second club season while in high school and she is excited to compete in big invitational and experience an indoor season once again. She is especially looking forward to competing in her favorite event, the javelin throw. She has really enjoyed helping out her teammates as much as possible, whether that be with their injuries or keeping a positive attitude when practice or meet results.

Celine Pacheco was a senior at Andrada Polytechnic High School, but she played sports at Empire High School. Her athletic experience in high school has been life changing. She had been playing softball all four years, and decided to play basketball about 2 years ago. The environment of each is very loving, accepting and competitive, and she’s proud to be involved in the one big, amazing, family that Empire has built.

Coach Heather Frushour was recently named a National Finalist for PCA’s Double-Goal Coach Award for 2020. She was one of only 25 in the entire country to be named a finalist and is currently a Track and Field coach at Empire High School. Coach Frushour epitomizes this PCA principle, and it can be readily observed at any practice, training session, or competition. When working with our student-athletes, she always has a smile on her face and constantly praises their good work both verbally and non-verbally. Her upbeat and positive approach makes coming to practice fun for her student-athletes and coaches, and the mood and atmosphere of the program reflects her personality. Heather also fronted a fundraiser for one of Empire’s star athletes who was recently diagnosed with chondroblastic osteosarcoma, a rare form of cancer found in the bones and soft tissue.

Empire High School also had 9 athletes from the class of 2020 commit on sports scholarships. The mission of the Empire High School Athletic Department is to provide their student-athletes with quality and meaningful athletic opportunities that are an integral part of their educational experience.
CURRENT PARTNERS

D-backs Baseball Academy
Prime Time Athletics North Scottsdale/Fountain Hills
Boys and Girls Club of Metro Phoenix
Elite Performance Academy (EPA)
Archway Lincoln
Maryvale Preparatory Academy
Mesa Hohokams
Avalanche Athletics
Cooley Middle School
Ability 360
Higley High School
Sossmanar Middle School
Williams Field High School
Oakland A’s Spring Training
Trivium Preparatory Academy
Anthem Preparatory Academy
Arete Preparatory Academy
Mountain View High School
North Canyon High School
Arizona College Prep - Oakland
Cactus Shadows High School
Chandler Preparatory Academy
Perry High School
Pinnacle High School
Sandra Day O’Connor High School
Scottsdale Preparatory Academy
Shadow Mountain High School
Skyline High School
Glendale Preparatory Academy
Veritas Preparatory Academy
Westwood High School
City of Cottonwood Parks and Recreation
Grid Iron Football
Yuma Union High School District
City of Sedona Parks & Recreation
Surprise Community and Recreation Services
Arizona Lacrosse League
Empire High School
Salpointe Catholic High School
Arizona Soccer Association
Valley of the Sun YMCA
Special Olympics Arizona
Chandler/Gilbert Family YMCA
Ahwatukee Foothills Family YMCA
Eastern Arizona Jr. High Association
Rim Country Middle School
Yuma High School
Scottsdale/Paradise Valley YMCA
Arcadia Lacrosse
Fiesta Bowl Charities
Yuma Educators Summit
San Tan Junior High
Glendale/Peoria Family YMCA
Casteel High School
Classic Soccer Academy
Bradshaw Mountain High School
Higley Youth Sports League
Watts Family Maryvale YMCA
Tempe Family YMCA
Show Low High School
Olamau Volleyball
City of Scottsdale Adaptive Services
Chandler Early College
Lincoln Family Downtown YMCA
Scottsdale Cal Ripken
Cicero Preparatory Academy
Payson High School
Flagstaff Family YMCA
Ross Farnsworth - East Valley Family YMCA
Northwest Valley Family YMCA
Kerr Elementary
Hubbard Swim School
Boulder Creek High School
Fortitude Volleyball Club
Matrix Club Volleyball
Desert Foothills YMCA
Horizon High School
North Phoenix Preparatory Academy
Great Hearts Academy
Higley Unified School District
Ice Den - Scottsdale and Chandler
Xavier College Preparatory
Tucson Youth Football and Spirit Federation
Bogle Junior High School
Arizona Region of USA Volleyball
Chandler Youth Baseball
Deer Valley Unified School District
Chandler Unified School District
North High School
Paradise Valley Unified School District
Tucson Unified School District
Barry Goldwater High School
Deer Valley High School (AZ)
Mountain Ridge High School
Paradise Valley High School
Coronado High School (AZ)
Dobson High School
Mesa High School
Red Mountain High School
Chandler High School
Basha High School
Catalina High School
Cholla High Magnet School
Palo Verde High Magnet School
Pueblo Magnet High School
Rincon/University High School
Sabino High School
Sahuaro High School
Santa Rita High School
Tucson High Magnet School
Mesa Public Schools
Hamilton High School
City of Mesa
Arizona Interscholastic Association
Arizona Cardinals Youth Football
Willis Junior High School
Payne Junior High School
Andersen Junior High School
Archway Cicero PSO
Arizona Basketball Coaches Association
180 Sports
Thatcher Middle School
Thatcher Unified School District
Washington Elementary School District
Payson Unified School District
McCormick Ranch Little League
PCA-Arizona received a $50,000 donation from Fiesta Bowl Charities. The funds will enable PCA-Arizona to continue provide a legacy of Leadership workshops to coaches, student athletes, teachers and parents across the State of Arizona.

“There is no greater example of the amazing impact that Fiesta Bowl Charities has in the community than with PCA-Arizona”, said PCA Executive Director Rich Tomey. PCA and Fiesta Bowl Charities share a common mission that focuses on initiatives that support youth, sports and education.

PCA will use the Fiesta Bowl grant funds to ensure as many Arizona high schools, middle schools, and youth sports gain training to what organized sports have to offer. From September 2018 to August 2019, PCA Arizona impacted over 140,000 kids throughout the State of Arizona largely due to the support of Fiesta Bowl Charities. Fiesta Bowl Grant funds will continue to be used to underwrite PCA workshops for schools & youth sports organizations that cannot otherwise afford it.

For the second year in a row PCA participated in the Youth Football Clinic presented by Fiesta Bowl Charities. The Fiesta Bowl Youth Football Clinic hosts a clinic that teaches more than just the fundamentals. Boys and girls ages 7-14 have the opportunity to participate in this free, non-contact clinic led by trained athletes and experienced coaches. The participants spend the day learning, practicing, and growing through various skills and drills while developing confidence, a strong work ethic and motivation that will help them succeed both on and off the field.
DONOR SPOTLIGHT – FIESTA BOWL CHARITIES

Thunderbirds Charities
Arizona Diamondbacks
Phoenix Suns
Tucson Conquistadores
Dick Tomey Legacy Fund
Novartis
Sagicor
Zipps Sports Grill
Cigna
180 Sports
TW Lewis Foundation
Oakland Athletics Spring Training
Nova Home Loans Bowl
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!

- Cornell University
- US Naval Academy
- University of Iowa
- University of Nevada - Las Vegas
- University of Alabama
- Lehigh University
- Harvey Mudd College
- New Mexico State University
- University of California - Davis
- University of California- Santa Barbara
- San Diego State University
- Embry-Riddle Aeronautical University
- Vanderbilt University
- University of California-Merced
- Chowan University
- James Madison University
- Georgia Tech
- LaSalle University
- University of Pittsburgh-Johnstown
- University of Maryland-Baltimore County
- Spelman College
- University of North Carolina
- University of Maryland
- Norfolk State University
- Bates College
- Rhode Island School of Design
- Nixon College
- Union College
- University of Massachusetts-Amherst
- Rice University
- University of Leeds
- Florida International University
- Lindenwood University
- Eastern Oregon University
- Point Loma Nazarene University
- Air Force Academy
- Carroll College
- Linn-Benton Community College
- University of Washington
- Saint Mary's College of California
- University of California-Los Angeles
- University of Southern California
- University of Rochester
- Brown University
- University of Miami
- Yale College
- Florida State University
- University of South Florida
- Valencia College
- Florida Gulf Coast University
- Nova Southeastern University
- University of Florida
- University of North Florida
- Webber International University
- Covenant College
- Baylor University
- Trinity University
- Texas Tech University
- University of Houston
- Louisiana State University
- St. Edward’s University
- Texas A&M University
- University of Texas-San Antonio
- United States Military Academy
- University of Michigan
- East Texas Baptist University
- University of Findlay
- The Ohio State University
- Clemson University
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

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.
“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