MOMENTUM
YEAR IN REVIEW 2020
#LifeisATeamSport
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 with officials, reported by PCA partners.

40 Million kids play sports nationwide.

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.
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. 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

“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.
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.

Learn about ways to support and help grow this initiative.
PCA recently launched Zoom video workshops due to stay-at-home orders in exchange for the typical LIVE (in person) program delivery. Did PCA deliver meet or exceed your expectations in program content, trainer engagement, delivery form, and overall experience?

- Yes, the expectations of the PCA Zoom training were met and even exceeded. Honestly, I never heard of the PCA before, so I was not sure what to expect, but it was beyond anything I could have expected.
- I thought that the presenters did a great job providing a variety of teaching methods such as breakout sessions, videos, and polls. I did not know that zoom had those capabilities!
- I found the Zoom platform delivery was appropriate to what we are experiencing now, and it allowed all of us to be in one “place”.
- Thank you for providing us this opportunity! I am curious to know if they have similar training. I’ll have to check out their website.
- The facilitators did an awesome job of staying on track and keeping us looped in and attentive.
- I just want to sincerely thank PCA for taking the time and energy to speak with us Kupu Hawaii staff. Your energy, positivity, and passion really inspired me!

- Katrina Ogata, Director of Impact and Leadership Teams
  KUPU Hawaii, Oahu

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
PCA AND PROFESSIONAL LEAGUES

Over the years, PCA has developed strong relationships and alignment with professional sports leagues as we share an interest in working together to improve the culture of youth sports. The work we do through our national partnerships with professional leagues entails a wide range of activation from sharing content, to co-creating educational resources, to hosting and presenting at cornerstone events and more. Here’s a recap of the work and the impact we’ve had this year with the NBA, NHL and MLB.

PCA has been a proud partner of the Jr. NBA since 2017. Our partnership includes workshops at Jr. NBA events, Respect the Game Coach and Parent forums, PCA tips & tools in the Jr. NBA’s instructional curriculum, Coach of the Year programming, and the WNBA’s Her Time to Play Initiative.

In February 2020, PCA was a key contributor to the league’s historic All-Star Weekend events in Chicago. PCA led off-court discussions with NBA superstars like James Harden (Houston Rockets), Wendell Carter (Chicago Bulls), Nate Mitchell (assistant coach, Charlotte Hornets), and Gary Zielinski (NBA veteran referee). PCA helped facilitate the Respect for the Game Coaches Forum that included NBA and WNBA legends Glen Rice and Renee Montgomery, led workshops to introduce PCA principles to local coaches and league leaders, and shared tangible tools for coaches, administrators and parents to implement with their athletes. 2020 also marked the fourth year of PCA’s partnership in the Jr. NBA Coach of the Year Program, which highlights coaches who strive to win while also pursuing the more important goal of teaching life lessons through sport.

“Thank you for the incredible energy, passion and insight PCA brought to our events...Thanks for all you do, not just for the NBA, but for so many kids, parents and coaches around the country.”

- David Krichavsky, Senior VP & Head of NBA Youth Basketball Development
PCA has been partnered with Major League Baseball since 2015, providing PCA workshops for RBI (Reviving Baseball in Inner Cities) programs to impact youth across the country. In 2019, PCA and MLB launched the first RBI Coach of the Year Program, recognizing coaches across the country who embody the Double-Goal Coach model of striving to win while also teaching life lessons through baseball and softball. We announced the first winners of the RBI Coach of the Year Program (Richard Ward of Red Sox Foundation RBI, Boston, MA and Veronica Laquier of Base Play RBI, El Paso, TX) on the field before Game 4 of the 2019 World Series between the Houston Astros and the Washington Nationals. The Coach of the Year winners and PCA were introduced via the in-stadium public address announcer and on the scoreboard.

PCA is a proud partner with National Hockey League to help support the league’s youth hockey initiative, the Declaration of Principles which includes teamwork, respect, perseverance, integrity, courage, acceptance, passion and humility. As part of the legacy of the league’s 2018 All-Star Game in Tampa Bay, the NHL teamed up with PCA-Tampa Bay to roll out the “Check Yourself” Campaign with the Lightning High School Hockey League. The campaign helped further the implementation of hockey’s Declaration of Principles, and the Lightning High School Hockey League hosted its Medical Day for incoming athletes and families and PCA workshops were presented at the League’s Jamboree.
On August 20th, PCA held its inaugural Dick Tomey Legacy Fund Benefit in Honolulu. The dinner helped raise money for the Dick Tomey Legacy Fund, established in May of this year to honor the impact and legacy that Coach Dick Tomey made throughout his coaching career. All raised funds are utilized to underwrite scholarships and programming in Hawaii for underserved programs or organizations that cannot readily afford PCA Training for their coaches.

Coach Dick Tomey was never petty, never small minded. He was a man who discovered his mission in life, embraced it, enjoyed it, and accomplished amazing things. When speaking of football, he often said, “Football is not complicated. People are.” He was always, first and foremost, a people person.

His family had this to say about him:

“On the football field he was a tough as nails coach, who loved fierce competition and the thrill of team-building. He loved his players, every single one of them—always... Off the field Dick was a beautiful human being. His was a loving spirit. He was a natural leader, a natural teacher. His gift of oratory was legendary.”

Tomey’s first head coaching job was in 1977 at the University of Hawaii, and his spirit and passion for his teams and the community left an unwavering legacy to the place he called home. He believed in the power a coach can have in a young person’s life, and the impact a positive youth sports experience can carry over into everyday life.
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!

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
Amidst many hurdles in life with the cancellation of sports seasons, traditional events such as prom & graduation, requirements to shelter in place resulting in physical isolation from coaches, and friends; Maya, Kayla, and Pearl not only endured but stood out. These young women revealed amazing athletic and academic accomplishments and demonstrate extra dedication to the core principles of a Triple-Impact Competitor® and the mission of Positive Coaching Alliance.

Triple-Impact Competitor® Scholarships are awarded to senior athletes based on their essays explaining how they meet three criteria:

| PERSONAL MASTERY: Making oneself better |
| LEADERSHIP: Making one’s teammates better |
| HONORING THE GAME: Making the game better |

Meet our Scholarship Winners:

Pearl Lee  
Kalani High School  
Football, Soccer, Track & Field

Maya Reed  
Saint Andrews Priory  
Basketball, Track & Field

Kayla Oka  
Sacred Hearts Academy  
Cheerleading

We are delighted to honor all of our winners and ask you to join us in wishing the best for a productive and enjoyable future.
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

The National Scholarship program is available in all 50 states.

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MOMENTUM: SUMMER 2020
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

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.
A Double-Goal Coach® strives to win, while also pursuing the more important goal of teaching life lessons through sports. These coaches are uniquely positioned to command a high game IQ, as well as model ways to Honor the Game, teach players a mastery approach vs scoreboard comparison, fill players emotional tanks and show their players how much they care. This winning combination contributes to a positive, character-building youth sports experience for all the children our organization serves.

We are proud to announce Charles “Chic” Hess, Coach and Founder of Little Dribblers Basketball Program has won Positive Coaching Alliance’s coveted National Double-Goal Coach® Award presented by TeamSnap for his positive impact on youth sports.

Hawai’i is lucky to have Coach Hess, a highly skilled coach who also cares deeply about kids and their success on and off the court. Perhaps best stated by another parent, “In a world where face-to-face time has increasingly become rare, and not the norm, Coach Chic Hess’s devotion to teaching children sportsmanship and to ‘be present’ is exceptionally valuable.

Carolyn Quindica, PCA-Hawai’i Partner Support & Impact Manager, described Hess with a single word, “PASSION”. “His proven approach of enthusiastically conveying positive encouragement, connecting basketball lessons alongside life lessons, and presenting a safe place to learn while having fun is exceptional. It is an honor to recognize Coach Hess as the PCA-Hawai’i Chapter Coach of the Year because he genuinely illustrates the principles of a Double-Goal Coach impacting generations of youth.”
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 national 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