LIVE WORKSHOPS

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
- PERSERVERANCE

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.
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.

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.”

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

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

"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)

"First thing I want to say was the presentations was awesome, the energy and the topics were just what my coaches needed at this time during this time of uncertainty. I got numerous calls and text from my coaches saying how awesome it was. When you put together meetings sometimes coaches are not always into it, just go through the motions (like the athletes at times) but they were actively engaged and it was a lot better than I could have done on my own. I am excited to see how future meetings will be, I know the first one is kind of a broad over view of PCA but some of the in depth topics you have are just what my coaches need. I want to thank PCA for the virtual meeting and look forward to our next meeting."

- Alvin Graham, Athletic Director, Buena Park High School

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-LA and the LA Lakers have partnered for 5 years

The Los Angeles Lakers, one of the most storied pro-sports teams in history, was an original Seed Funder to allow PCA’s Los Angeles Chapter to open in 2015. Since then our partnership has impacted thousands of youth in predominantly underserved communities.

Every year PCA-LA delivers Coach Education Workshops for hundreds of community coaches from local organizations affiliated with the Jr. Lakers. They include Boys & Girl Clubs, After-School All-Stars, Playworks, LA’s BEST after school programs and more. These interactive Workshops emphasize teaching life lesson through sports. PCA principles such as Filling Emotional Tanks and Positive Motivation help these coaches give kids a rewarding, positive experience.

And to bring a little “Showtime” to the program, Laker Legends James Worthy, AC green, Michael Cooper and Robert Horey have kicked-off Workshops with their philosophies and success stories. The Lakers also bring skills and drills to the day so the coaches get the full benefit of character development, practice plans and wisdom from the greats. And this year from the beautiful state-of-the-art UCLA Health Training Center. This is truly the Laker Way!
The Lakers Youth Foundation Clinic and Camp Coaches went through a special PCA Program this year, participating in a live Positive Motivation Workshop and then were provided online courses for continuing education. These coaches work with hundreds of kids in summer camp and community clinics. And some are high school coaches in the area. All of the coaches who go through PCA Programs get certified as a Double-Goal Coach®, striving to win but teaching life lessons through sports.

The Lakers have supported PCA-LA fundraising events with sponsorships, auction items and most famously, an online fundraising campaign with tickets and a high-five from Kobe Bryant at his last Lakers game in 2016. The Omaze driven campaign raised almost $600,000 benefitting PCA-LA, After-School All Stars and the Kobe and Vanessa Bryant Foundation. Donations were made from 102 countries and the campaign garnered 102 million media impressions. PCA-LA is extremely grateful to the Lakers Youth Foundation for this long-term partnership!

**DONOR SPOTLIGHT:**

**Lionel Hollins, PCA Donor, Assistant Coach Los Angeles Lakers**

Lionel Hollins has served on PCA’s National Advisory Board for years, and also supports PCA financially year after year, attending events, and supporting the ongoing efforts of PCA programming. Beyond his service in advocating for PCA philosophies, and the way he’s coached for years in the NBA, Hollins is a prime example of someone who not only lends his voice, time, and advocacy to our mission but goes the extra mile by lending his financial support.

“I support PCA because their goal is to develop athletes with positive reinforcement that values the individual who gives maximum effort, is a good teammate, displays sportsmanship, and honors the game. PCA teaches athletes, parents, and coaches that winning has its place, but I’m more impressed with how they teach continued learning and improvement without fear of making mistakes!”
THE BEVERLY HILLS BASKETBALL LEAGUE HAS HONORED THE GAME FOR 20 YEARS WITH PCA

“Positive Coaching is in our DNA.” says Beverly Hills Basketball League Founder and PCA-LA Board Member Bruce Horowitz. “We put Honor The Game in our logo so everyone who joins the BHBL will know what we stand for.” Mr. Horowitz embraced Jim Thompson’s vision for Positive Coaching Alliance from the beginning. “Providing coach education so kids will have a positive experience playing basketball is our top priority.”

Since 2001, BHBL and PCA have collaborated to provide customized programming for returning and new coaches alike. And when the call came in 2015 to open a Los Angeles Chapter to expand the impact in Southern California, Mr. Horowitz was first in line to provide seed funding and join the Board of Directors. Hundreds of coaches and thousands of kids in Beverly Hills and surrounding communities have enjoyed the positive effects that comes with a commitment to culture.

“Working with Bruce Horowitz and BHBL is a pleasure. They are the ideal PCA partner—committed to developing youth on and off the court. Sports is such a huge part of their community, and they have always provided education to their coaches and parents, focused on having fun and putting the kids first,” remarks Marti Reed. Recently Mr. Horowitz has recruited a new generation of BHBL Board Leadership to carry on the commitment to community. “It’s all about the kids,” Mr. Horowitz says. “It’s all about the kids.”
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.

**PERSONAL MASTERY:**
Making oneself better

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

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

**Meet a few of our 150 Scholarship Winners:**

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

This year, the recipients will be attending these colleges and universities, thanks in part to support from Positive Coaching Alliance!
Each year PCA recognizes coaches from across the US who embody the ideals of a Double-Goal Coach® who strives to win, but more importantly, teaches life lessons through sports. This year, we named 25 National Winners who all received $1,000 thanks to the generosity of TeamSnap and Taube Philanthropies. One PCA National Coach of the Year was selected and awarded $10,000 for the Taube Family Prize in Recognition of Excellence in Coaching.
The National Scholarship program is available in all 50 states

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 Henrique
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
James Ford is one of 25 national winners of the Double-Goal Coach Award, named for coaches who strive to win while also pursuing the more important goal of teaching life lessons through sports. The award includes a $1,000 prize and recognition within the website, newsletters and media campaigns of Positive Coaching Alliance (PCA), a national non-profit developing Better Athletes, Better People through character-building workshops for parents, coaches, athletes and administrators in youth and high school sports.

LA’s BEST After School Enrichment Programs offer kids with limited resources and the greatest need, opportunities for success. “Our holistic programming engages our 25,000 students creatively, emotionally, intellectually and physically, empowering them to explore and discover the opportunities in their lives - helping to nurture children’s character on and off the field,” shared Eric Gurna, CEO. These opportunities include exposure to and participation in many different sports. Like so many of the programs offered at LA’s BEST, sports help strengthen students’ self-esteem and self-efficacy and allow an opportunity for learning life lessons all while having fun. Ford mainly coaches the girls’ youth sports teams.

PCA is proud to honor Coach Ford as an LA Coach of the Year Award Winner. James is one of over 200 Coaches with LA’s BEST After School Program where he coaches multiple sports for underserved kids in elementary schools. LA’s BEST coaches all go through PCA coach training which is made possible by the LA84 Foundation and the Lakers Youth Foundation. Coach Ford exemplifies what it means to be a Double-Goal Coach, striving to win but emphasizing the life lessons sports can teach.
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.
PCA Los Angeles Board of Directors
as of July 2020

Rebeka Beteivaz, Marketing Director, Score Sports
Bianca Edison, Orthopedics, Children’s Hospital Los Angeles
Kyle Eversgerd, VP, Business Development, Gamebreaker
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