

# MOMENTUM

## YEAR IN REVIEW

2020



POSITIVE  
**COACHING**  
ALLIANCE.®

BETTER ATHLETES  
BETTER PEOPLE



BETTER ATHLETES  
BETTER PEOPLE

## WHO WE ARE

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

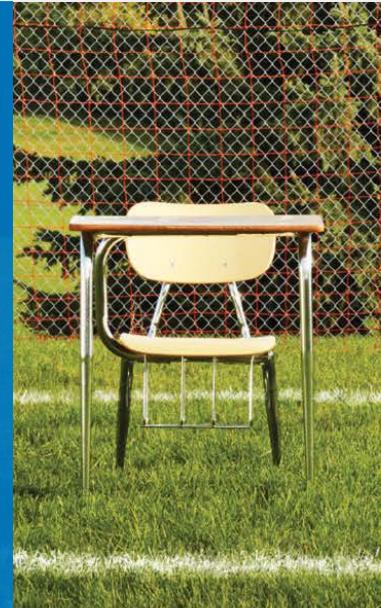
FUN

LIFE LESSONS

GRIT

PERSISTENCE

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.

# 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 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 heartbreakingly 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,



*"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.*

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*

Chris Moore, CEO

**READ PCA'S STATEMENT ABOUT HOW SPORTS CAN BATTLE RACISM ON THE NEXT PAGE:** As a force in education through sports, we vow not to stop at condemnation...





# 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**

FORMER D1 COLLEGIATE ATHLETE  
BASKETBALL, UNIV. OF COLORADO

Hear from PCA's Trennis Jones

FORMER WNBA STAR  
1996-2002

Hear from PCA's Val Whiting

MARTI REED  
NATIONAL PARTNERSHIPS & MARKETING MANAGER

Hear from PCA's Marti Reed

[Read PCA's Commitment to Change](#)

# #LifeisaTeamSport



***“Now more than ever, we need to be good teammates to one another.”***

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](http://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.

# SUSAN CROWN EXCHANGE GRANT

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

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](http://positivecoach.org/zoom)

- [Double-Goal Coach®: Coaching for Winning and Life Lessons](#)
- [Developing The Triple-Impact Competitor®](#)
- [Positive Motivation: Getting the Best from Athletes](#)



"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)

- [Mastery: Coaching for Peak Performance](#)
- [Leading Your Organization: Developing a Positive Coaching Culture](#)
- [Second-Goal Parent® Developing Winners in Life Through Sports](#)



"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 OFFICIALS

Honoring the Game: The Official's Role in Creating a Positive Youth Sports Culture

## FOR YOUTH ATHLETES

PCA's online Triple-Impact Competitor® course included Doc Rivers, Julie Foudy, Shane Battier and other top coaches, athletes, and experts.



Doc Rivers



Julie Foudy



Shane Battier

# LAKERS YOUTH FOUNDATION AND JR. LAKERS COACHES LEARN TO TEACH LIFE LESSONS



## 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 to 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!

Lakers Youth Foundation Camp and Clinic Coaches pose at the UCLA Health Training Center after their PCA Workshop





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, and 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."



Above: BHBL Coaches have attended dozens of interactive PCA Workshops

Below: BHBL 2020 Board Members take the reigns into a new decade



# 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



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!

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

## DOUBLE-GOAL COACH AWARD



# NATIONAL WINNERS

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.

The National Scholarship program is available in all 50 states



**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



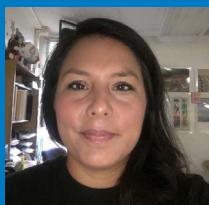
**Josh Saunders**  
T.R.Robinson H.S. (FL),  
Girls' Flag Football/Volleyball



**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

# 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, DeVen 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 DeVen 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 DeVen who help youth succeed in and out of sports, creating better athletes and better people."**

- Chris Moore, CEO of Positive Coaching Alliance

## HEAR FROM HIS SUPPORTERS:



PCA's Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.

\$10,000  
PRIZE!

## JAMES FORD – LA'S BEST AFTER SCHOOL SPORTS PROGRAM



**"THE KIDS I WORK WITH WILL MAKE MISTAKES. THEY WILL MAKE PHYSICAL MISTAKES AND MENTAL MISTAKES. I DON'T CARE ABOUT THAT. AS LONG AS THEY GIVE THEIR BEST EFFORT AND HAVE FUN, THEY ARE WINNERS. I ALWAYS TELL THEM THAT THERE IS ONLY ONE THING THEY CAN ALWAYS CONTROL, THEIR HUSTLE. IF THEY TRIED THEIR BEST, THEN THEY ARE WINNERS IN MY EYES AND I'LL BE PROUD OF THEM."**

**JAMES FORD**



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

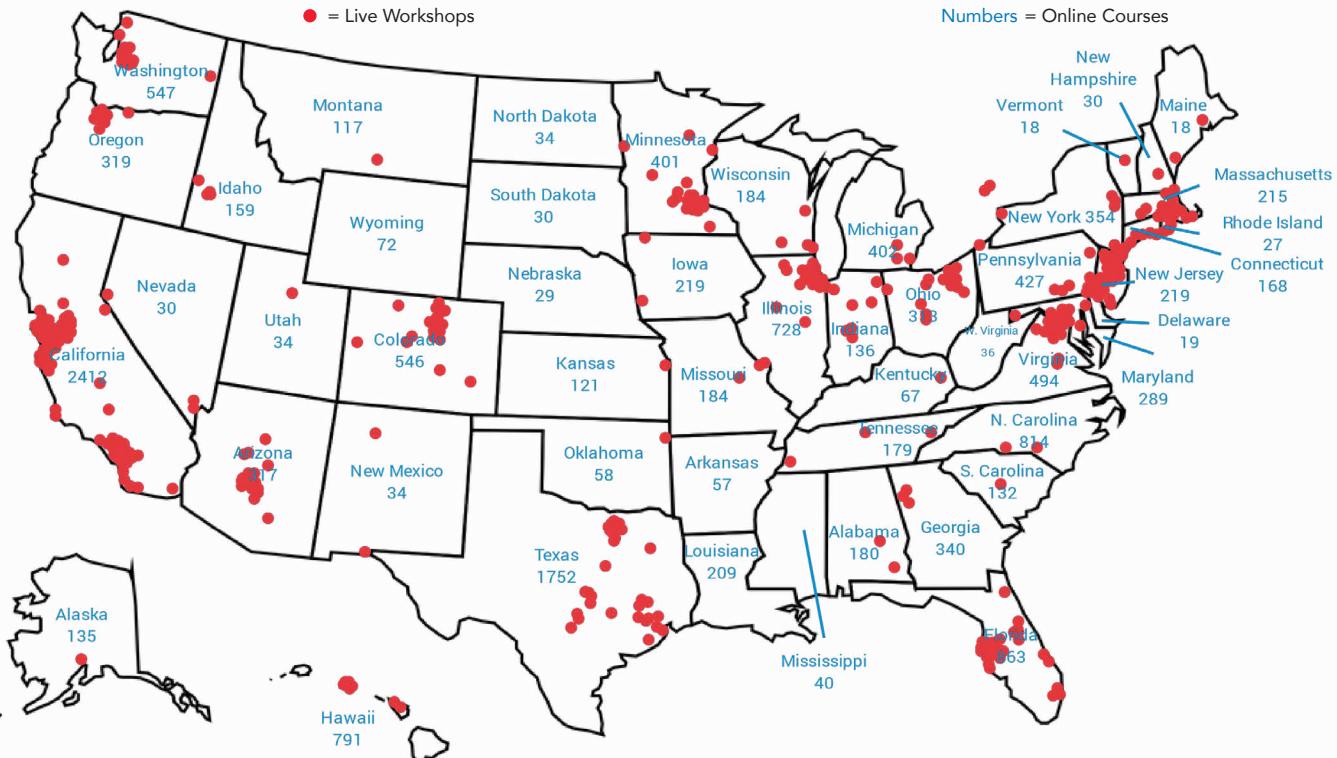
off the field," shared Eric Gurna, CEO. These opportunities include exposure to and participation in many different sports. Like so many of the programs offered at LA's BEST, sports help strengthen students' self-esteem and self-efficacy and allow an opportunity for learning life lessons all while having 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.



## NATIONAL PARTNERS



## NATIONAL CORPORATE PARTNERS & TRUSTED RESOURCES

**Deloitte.**

teamSNAP

RISE

HCA

**Tipevo**  
Where Sports Begin

STEELSPORTS

UP METRICS

Sterling  
Volunteers

**NSGA**  
NATIONAL SPORTING GOODS ASSOCIATION

LEAGUEAPPS

WE COACH

FIELDLEVEL



BETTER ATHLETES  
BETTER PEOPLE

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Mountain View, CA 94043

[www.PositiveCoach.org](http://www.PositiveCoach.org)

/PositiveCoachUS

@PositiveCoachUS

@PositiveCoachUS

866-725-0024 (toll-free)

## 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

**Larry Freedman**, Chief Business Officer, Los Angeles Football Club

**Brian Garrett**, Managing Director, Crosscut Ventures

**Ben Gipson**, Partner, DLA-Piper

**Tim Harris**, COO, Alternate Governor, LA Lakers

**Bruce Horowitz**, Capital Strategists LLC

**Chris Klein**, President, LA Galaxy

**John Semel**, Director, Business Development, Steel Sports

**Christine Simmons**, COO, Academy of Motion Picture Arts and Sciences

**Nichol Whiteman**, Chief Executive Officer, LA Dodgers Foundation

**Rich Whitney**, Chairman, Radiology Partners

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