



MOMENTUM

YEAR IN REVIEW 2020



#LifeisaTeamSport

#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 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.

LETTER FROM THE EXECUTIVE DIRECTOR



In the spring of 2019, more than 200 of us gathered in JEANS + JERSEYS to celebrate **Kristine Lilly, Devin and Jason McCourty, and Tom Beckett**, as our Positive Impact Legend, Heroes, and Executive, and **Meg, Matthew, Ijahman, Angela, Megan, and Hunter** as our Triple-Impact Competitor scholarship winners, for the positive impact they have made through sports.

Now, in the spring of 2020, everything has changed. Schools are closed, sports are on pause, and we have postponed our 2020 JEANS + JERSEYS event. Here at PCA/NE we have pivoted to serve the needs of the young athletes, coaches and parents who need positivity to help get through this time and emerge ready to play.

Perhaps many of the things that really matter have not changed. PCA continues to provide impactful, helpful resources and to make a difference for kids, coaches, and parents who care about sports done right.

We do so cost-effectively. We still hunger for sports. We continue to strive to make ourselves and one another better, so that when sports return, we can compete and play better than ever.

We have responded to the pandemic by working harder. Under the banner of our national #LifelsATeamSport campaign, PCA has shifted from in-person to online workshops with chat rooms, breakout sessions, and multiple trainers to ensure our workshops continue to be dynamic and interactive. We are making more free resources available, including free online workshops for student-athletes and officials. We are producing and sharing relevant, impactful content now through FB/IG Live, blogs, videos, webinars and more featuring athletes, coaches, and sports psychologists.

In New England, we have redoubled our efforts to support our partners and every young athlete, and their parents and coaches by:

- Activating the national campaign with the **#High5Challenge** and pivotal, positive impact posts and videos to teammates and officials, featuring partners, pro coaches and athletes, like Kristine Lilly who garnered the top post on our Twitter with 32,000 views;
- Hosting weekly Wednesday **SPORT SUPPORT** conversations with youth sports organizations in the morning and Athletic Directors in the afternoon;
- Launching our own **#DearSports initiative** featuring letters from young athletes reflecting on the impact sports has had on them, and sharing what they love, miss, and hope for in sports;
- Collaborating with the **Boston Celtics** on an "After-Timeout" webinar for more than 320 Jr NBA and other youth coaches featuring Head Coach **Brad Stevens** with **PCA Trainer Erik Johnson** facilitating a conversation between Celtics assistant coaches Kara Lawson and Jerome Allen;
- Providing PCA content for the **Boston Red Sox Foundation's** virtual RBI program available online for 2,300+ RBI players and families, and anyone else who loves baseball; and
- Celebrating our 2019-20 Triple-Impact Competitor scholarship winners, **Nixon, Sofia, Evan, Julia and Faith**, with renewed creativity online, in social media and beyond before they graduate this spring.
- Hosting conversations about sports and race with Athletic Directors and coaches, high school and college, as part of our Sports Can Battle Racism efforts.



Like you, we believe that sports done right has the power to make all of us better. I know that we are all facing uncertainty and new challenges, and it's important for us to be great teammates to one another in this time.

To sustain our work in New England, we need your help. The pandemic forced us to postpone our signature fundraiser, the beloved JEANS + JERSEYS gala. We hope to celebrate our 2020 Positive Impact Hero **Matthew Slater**, Legend **Kathy Delaney-Smith**, and Executive **Brian Bilello** in 2020 with all of you.

If you have the capacity to provide financial support to organizations that you care about, please do. Whatever you can do, we are grateful for any support that will help us continue to bring young athletes, and their parents and coaches, meaningful, relevant PCA programming as we prepare for sports to return.

Please join me in believing in the power of sports done right to help us get through this time and emerge ready to play again, better than ever. **We will never take sports for granted again.**

Thank you.

Beth O'Neill Maloney, Executive Director
Positive Coaching Alliance/New England

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.

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

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.

MAKING AN IMPACT



Positive Moments

To lift people up during the early days of the pandemic, we rallied athletes and coaches to share positive sports moments that changed the trajectory of their lives. Kristine Lilly, a 23-year veteran of the USWNT, US Soccer Hall of Famer, and PCA National Advisory Board Member, shared a positive moment that changed her life. When she was 10 and playing on a boys' team, her teammates "did the right thing" because **#LifelsATeamSport**, a moment she now realizes shaped her and her journey to winning two Olympic Gold medals and two World Cup Championships. Kristine's [video](#) was shared with more than 32,000 people, elevating us all.

#High5Challenge

PCA started a wave of virtual High 5s that cascaded across the country from New England to Tampa Bay, from Chicago to Austin, and from LA to Portland. **Why? Because PCA understands the power of positive, when you lift someone up, or "fill their emotional tank" with truthful, specific praise it makes a difference.** In the midst of a global pandemic, PCA understands that now more than ever, we need to help each other get through these times and emerge ready to play.

Herm Edwards gave everyone in America a High 5, saying "we are all on the same team now, in sports and in life." Kristine Lilly rolled the ball out with a High 5 to Abby Wambach for getting on the end of her crosses. Sam Taub, Boston Celtics Jr NBA Director, lobbed a High 5 to a Jr NBA coach who keeps him motivated. And the wave rolled on.



Continued →

MAKING AN IMPACT



#DearSports

"Dear Baseball, Where are you?" asks 9-year old Tommy, in his Red Sox jersey, in the letter he wrote to his favorite sport. Tommy's [video](#), and the flood of letters from young athletes around New England, help those athletes, their parents, coaches, and all of us appreciate what they love, miss, and hope for in sports. Here is some of what our young athletes shared:

"I never thought I would say I miss early morning practices especially on Saturdays, but I do."

"You give my life structure and order that I so desperately wish I had right now."

"You have shown me what family means."

"I miss doing suicide runs and when I finish it feeling like my legs are going to fall off."

"I can't wait to see my teammates again and hopefully I can get to Fenway Park once this season."

"I miss wearing my uniform."

*"You're the reason I was happy.
You pick me up when I am down."*

"Thanks to you I know good things come to those who work hard."

"I miss slipping and getting bruises on my knees and arms, and me and my friends laughing so hard we can't even continue to play or when I get foul shots and get lots of pressure on me to get them in and my friends saying I can do it."

"To all my coaches and people who support, encourage and cheer for me, I'm sending you a big hug because you definitely deserve it."

"I know that seeing everyone in the locker room and on the ice will be even sweeter after the hiatus."

"It's true that you never know what you have until it's gone."

- Thanks to Franklin Sports, we are awarding prizes to young athletes from elementary school through college who shared the most thoughtful letters.
- Special thanks to iHeartMedia for helping spread the word about this meaningful initiative.

Franklin



Sport Support

To help Athletic Directors, Coaches, and Board Members of youth sports organizations navigate this challenging time, PCA hosts Wednesday morning and afternoon SPORT SUPPORT conversations. This is a time to step back and to strengthen relationships between leaders, coaches, athletes, and parents to do sports right when sports return. We talk about the sports we miss, and how to emerge ready to play better than ever.



“WHAT GETS REWARDED GETS REPEATED”

PCA honors exceptional student-athletes



Faith Roy
King Philip Regional High School
Norfolk, MA

“In basketball, and in life, just keep at it and you will have opportunities for success.”



Nixon Arriola
Boston International High School
Boston, MA

“Coming from Honduras when I was 14, playing soccer changed my life. I learned English and became a captain who believes in encouraging my team with positive energy.”



Sofia Castano
The Wheeler School
Providence, RI

“There is no better feeling than being part of a team, helping others, and playing the beautiful game.”



Julia Ortiz
Stoughton High School
Stoughton, MA

“All the hard work and dedication is worth it when you cross the finish line with the support of your teammates and coaches.”



Evan Glicos
Windham High School
Windham, ME

“I love sports because when you compete fiercely and fairly you can be friends with your opponents when it's over.”

Our 2020 Triple-Impact Competitor® Scholarship winners, Nixon, Sofia, Evan, Julia and Faith endured challenges like no past PCA scholarship winners. Senior spring with no sports, no proms, and no graduations. Because we were unable to crown their senior year by honoring them at our annual JEANS + JERSEYS: Positive Impact Celebration, we honor them here and online sharing images, quotes, and videos that highlight how they have **developed character, leadership, compassion, and resilience through sports, that has helped them through life in this COVID-19 era.** This group's resilience helps us remain hopeful for the future. Special thanks to Insperty for supporting this program.

OUR FIVE 2019-20 TRIPLE-IMPACT COMPETITOR® SCHOLARSHIP WINNERS

presented by Insperty



OUR FIVE REGIONAL AND ONE NATIONAL 2019-20 DOUBLE-GOAL COACH[®] AWARD WINNERS

NATIONAL WINNER



Richard Ward took a team of softball players who lost every game in their first season to undefeated for five years as a coach in Red Sox RBI (Reviving Baseball in the Inner City) program. Richard coaches young people in baseball, basketball, softball, and track, and helps them gain access to sports in and out of the city, including skiing. Richard Ward is a game-changer for young people. He models compassion, caring and resilience in coaching an array of sports. In sharing his passion for sports he demonstrates the power of sports done right to unite young people around a common goal and to teach young people to become strong, thoughtful people who thrive in sports, and in life. Richard's response to winning this award? **"I love coaching and the process of developing young leaders by bringing young people together to compete and achieve a common goal. After all, life is a team sport, and it takes many players, coaches and parents for kids to win at life. I'm just doing my part."**

REGIONAL WINNERS



SERGE BOUYSSOU

Mayo Quanchi Judi and Wrestling (Rhode Island), Martial Arts/Wrestling



COURTNEY CHALOFF

Needham High School (Massachusetts), Volleyball



PAIGE FORSTER

Arlington Soccer Club (Massachusetts), Soccer



MARGRET HEYWARD

North End Rec Center (Connecticut), Basketball



ALBERT VENEZIANO

Madison Area Memorial High School (Maine), Basketball



BETTER ATHLETES
BETTER PEOPLE

STEP UP, WORK OUT CELEBRATE SPORTS DONE RIGHT!

We have momentum, and our Harvard
STADIUM STAMPEDE cannot be stopped.

We are GOING VIRTUAL for 2020, our 4th year of celebrating sports done right. We are going from Boston to LA and the Bay Area on Thursday, August 27 with a whole new approach to our inspiring "character banners," music, videos, food, drinks and prizes.

[Learn more](#)




WE'VE
GONE
VIRTUAL!

THURSDAY
AUGUST 27, 2020
6:00 PM
HARVARD STADIUM
BANNERS, MUSIC AND MORE





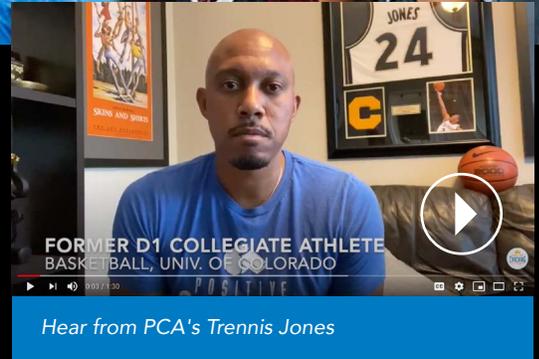
SPORTS CAN BATTLE RACISM

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

PRO TEAM SPOTLIGHT



9 Years of the Boston Celtics + Positive Coaching Alliance

The Boston Celtics began as a seed funder for the New England chapter in 2011, and are now a Cornerstone Partner sharing PCA's mission to support the development of character, leadership, grit, resilience, teamwork, compassion and so much more through sports done right.

KEY PLAYERS



STEVE PAGLIUCA
Managing Partner,
Boston Celtics;
Managing Director Bain



BRAD STEVENS
Head Coach, Boston Celtics



SHAWN SULLIVAN
Chief Marketing Officer,
Boston Celtics



DAVE HOFFMAN
Vice President, Community
Engagement, Boston Celtics



SAM TAUB
Director, Youth Basketball &
Development, Boston Celtics



KASH CANNON
Sr. Coordinator, Community
Engagement, Boston Celtics

KEY ACTIVATIONS



Jr. Celtics Coaches Clinics and Celtics Camp Staff Workshops

PCA delivers workshops to the Celtics youth basketball community at Jr. Celtics Coaches Clinics as well as internal trainings for Celtics Camps staff. In 2019, PCA Trainer Erik Johnson (shown here with Sam Taub and Camp Director Joe Amorosino) demonstrated how Celtics Camps coaches and staff can make a difference in the life of a young player by being positive and believing in the player. The Boston Celtics support helps PCA deliver workshops to basketball players in community based organizations like Shooting Touch/ G3 - Getting Girls in the Game as well as in 50+ New England high schools.



Event Support

The Celtics consistent support of PCA events makes a real difference for PCA in New England, ranging from VIP appearances by Coach Stevens and Steve Pagliuca to monetary donations, including an array of auction items such as signed memorabilia, tickets and fan experiences. With the Celtics help, PCA delivers the message of the power of positive coaching and sports done right to more than 63,000 young athletes in New England annually.

Continued →

PCA SUPPORTERS IN NEW ENGLAND



Brad Stevens & Doc Rivers Provide Resources

Brad Stevens and Doc Rivers, the Boston Celtics' current and most recent Head Coaches are both members of PCA's National Advisory Board, and, combined, have contributed more than 45 PCA resources with advice for young athletes, their parents, coaches, and leaders. Coach Rivers is well-known for his team-centered "ubuntu" philosophy of "I am, because we are." Nearly every workshop delivered by PCA in New England includes a video clip from Coach Stevens, on important topics ranging from how to unlock a player's potential to how to stay relaxed in the heat of the moment.



Raising Awareness and Board Support

The Celtics help raise awareness of PCA in New England in a variety of ways, including by welcoming an award-winning PCA Double-Goal Coach coach and his team to a game, recognizing PCA at its annual Tip Off Gala, hosting PCA Board Members at games, and recognizing PCA on center court and on the videoboard.

All of PCA's pro sports team partners support PCA and share PCA programming. For example, the Red Sox Foundation just launched its virtual RBI playbook with PCA resources, including video of Celtics Coach Brad Stevens.



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 cancellations.

Visit positivecoach.org/zoom

- [Double-Goal Coach®: Coaching for Winning and Life Lessons](#)
- [Developing The Triple-Impact Competitor®](#)
- [Positive Motivation: Getting the Best from Athletes](#)
- [Mastery: Coaching for Peak Performance](#)
- [Leading Your Organization: Developing a Positive Coaching Culture](#)
- [Second-Goal Parent® Developing Winners in Life Through Sports](#)



"The PCA zoom workshop far exceeded my expectations. I am still on a high from the whole event. You delivered the best vision of PCA I could ever imagine; experienced passionate trainers who brought true engagement in a virtual way making my coaches eager and willing to learn and share. Every organization should have a collective goal of making "Better Athletes, Better People!" Thank you for keeping us inspired with all the new tools and ideas and the motivation to continue to make an impact."

- Neil McNab Jr., Executive Director,
Chiefs FC (Atlanta, GA)



"The Positive Coaching Alliance Zoom workshop was an amazing experience! We were so impressed with the interaction the online platform provided and the energy the PCA leaders created. The zoom workshop allowed for all players and families to be involved through voice and chat features. This gave it a real interactive experience and help tie in the PCA principles with real-life experiences. I would highly recommend a PCA zoom workshop to any organization that's looking for a fun and informative interactive experience."

- Paul Esdale, Chief of Hockey Operations,
Junior Reign Hockey Club (Los Angeles)

FREE ONLINE COURSES

To serve the sports community while they were at home, PCA opened up our athlete and officials courses to be free. Nearly 7,000 athletes and more than 200 officials completed these free courses.

FOR OFFICIALS

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



Doc Rivers



Julie Foudy



Shane Battier

FOR YOUTH ATHLETES

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

FACEBOOK LIVE SERIES

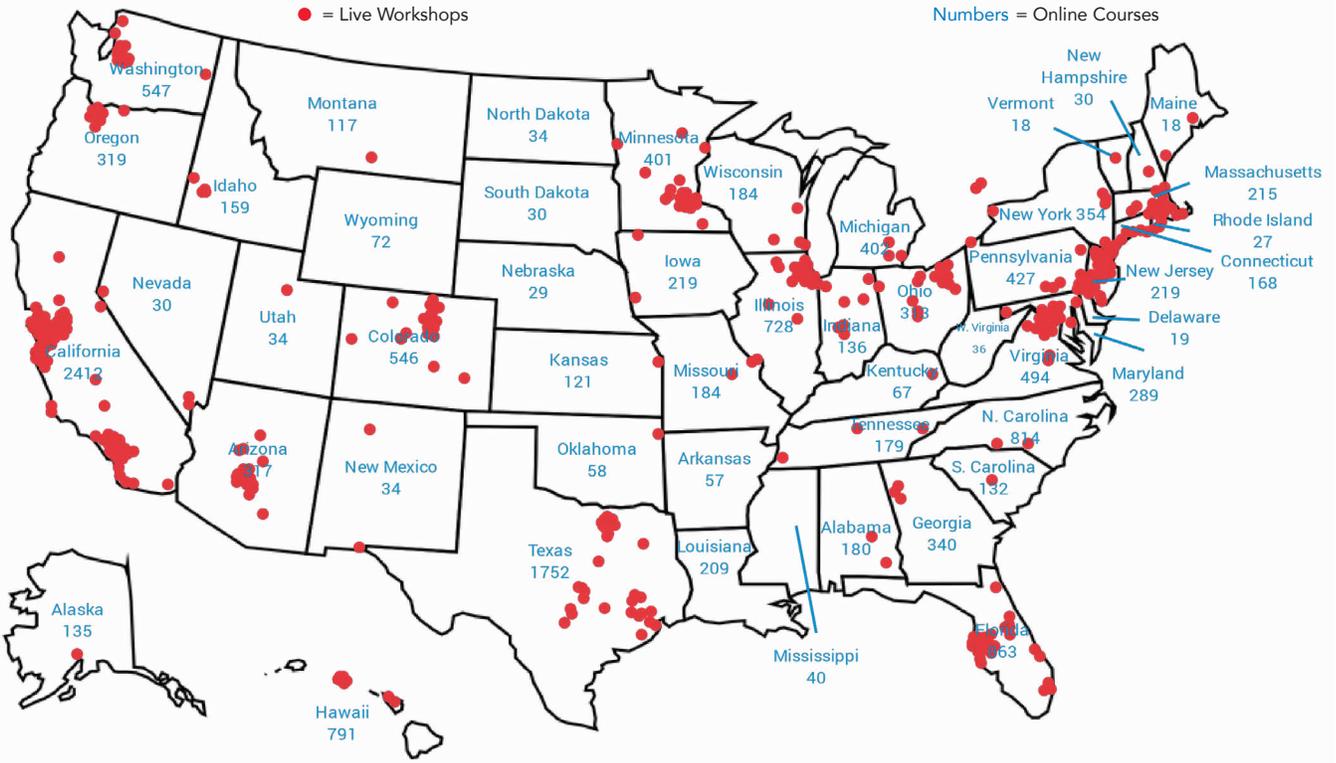
In an effort to connect with our community while we were home during the Coronavirus pandemic, PCA launched a [weekly Facebook Live series](#) with National Advisory Board Members. To serve the sports community while they were at home, PCA had **over 250,000 views** of our Facebook live sessions!



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





**BETTER ATHLETES
BETTER PEOPLE**

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PCA National Board of Directors as of July 2020

Kim Beckett, Community Volunteer/PCA Champion

Matthew Cohn, Partner, Kirkland & Ellis LLP

Tracy DeForge, Business Advisor, Startup Specialist, Entrepreneur

Vona Hill, Managing Partner, President, Managing Perspectives, LLC

Brian Hogan, Head of Investment Solutions and Innovation, Fidelity Investments

David Krauser, Principal, HarbourVest Partners

Mark Lev, Managing Director, Fenway Sports Group

Mark Lund, President & General Manager, WBZ-TV/myTV38, CBS Boston

Mark Melito, Partner, Deloitte & Touche LLP

Sean Quirk, Head Coach, Boston Cannons

Bruce Richardson, Chief Enterprise Strategy, Salesforce

Shawn Sullivan, Chief Marketing Officer, Boston Celtics

Bob Sweeney, Executive Director, Boston Bruins Foundation

Joseph VanBuskirk, Senior Sports Marketing Manager, New Balance Athletics, Inc.



**“We all have a responsibility to
compete for the name on the
front of the jersey.”**

- Brad Stevens

