**WHO WE ARE**

**MISSION:** Be a catalyst for a positive youth sports culture in all communities across the U.S.

**VISION:** All youth can benefit from a positive, inclusive sports culture that develops social and emotional skills, molds character and prepares them for competition and for life.

**WHAT WE DO**

PCA inspires and empowers youth and high school sports organizations to leverage the unique opportunity sports presents to build character in our youth. We provide research-based training and resources for coaches, parents, athletes and leaders to improve culture and ensure a positive youth development experience for ALL kids through sports.

**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: 3,000+
- # 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.

\[ positivecoach.org \quad pca@positivecoach.org \quad PositiveCoachUS \quad 866-725-0024 \]
LETTER FROM JASON SACKS, PCA CHIEF DEVELOPMENT OFFICER

Just over a year ago, I had the opportunity to speak with one of PCA’s National Leadership Council Members, Johnathan Robertson. We were discussing the uncertainty that was ahead of us with the COVID-19 pandemic. During this conversation, Johnathan challenged us to think about how PCA could come out of the pandemic as a stronger organization, better equipped to meet the needs of our partners, and ready to thrive in whatever the new normal might entail. That advice helped guide us through the most challenging stretch our organization has ever faced.

Whether it was our shift to delivering workshops via Zoom in a highly engaging and interactive way, launching new self-paced online courses for coaches, parents, student-athletes and officials, developing new content and curriculum to meet the needs of our partners and the youth sports community, or hosting our yearly National Youth Sports Awards & Benefit virtually for over 1,000 viewers from around the country - the results ended up being better than we could have ever expected. As I’ve told colleagues and supporters over the last year, the work we’ve been able to accomplish in the last 12 months is some of the best we’ve done in my 15+ years at PCA.

We would not have been able to accomplish this without the support of our donors, volunteers, partners and friends of PCA. This report is not only an update about what’s new at PCA, but also a celebration of what we have been able to achieve over the last year, thanks to your support.

With a refreshed mission statement to be a catalyst for a positive youth sports culture in all communities across the US, PCA believes all youth can benefit from a positive, inclusive sports culture that develops social and emotional skills, molds character and prepares them for competition and for life. With that in mind, we have prioritized bringing PCA partnerships and coach training to more underserved communities across the country. Thanks to our partnership with and support from the Susan Crown Exchange, we are committed to having at least 50% of the coaches we train come from underserved communities.

This renewed commitment to reaching coaches and youth in all communities has also led to some of the biggest names in sports partnering with PCA. You’ll see on the next page how PCA is teaming up with Stephen Curry and Under Armour’s Curry Brand to “Change the Game for Good” in Oakland, CA, and additional cities around the country. You’ll also read about Derek Jeter and the Miami Marlins becoming a key supporter of our Sports Can Battle Racism programming, including providing new workshops for coaches and student-athletes to ensure that everyone feels a part of the “we” in their team, school or organization.

As the country continues to reopen, youth and high school sports may in fact help us regain some normalcy. In my own family, having our 5 year old twins play soccer this spring was not only their first organized youth sports experience, but also one of our first post-pandemic activities. The key will be returning to sports the right way, ensuring we are providing our youth all the social and emotional benefits, alongside competition, that youth sports can provide.

When Jim Thompson founded PCA back in 1998, PCA helped start the conversation and movement around youth sports being a vehicle for teaching life lessons and character development. Now, 23 years later, we want to help lead the conversation and movement around youth sports done right, as an integral part of how we return to the joys of our everyday lives.

Jason Sacks, CDO
"Curry Brand is about changing the game for good and we’re committed to breaking down the barriers to performance including providing access to programs, safe spaces to play, great gear, and coaching development with PCA. I’ve been able to see the challenges kids are facing first hand in Oakland and with coaches trained by PCA committed to their success, we believe we can inspire the next generation. This is not about one brand, one person, or one community. Curry Brand is focused on the power of the collective. The idea that we can all do our part. The understanding that it takes a village to come together to push and advocate for change to bring forth equity and opportunity in sports. We are confident that if like-minded partners like PCA and supportive coaches like yourselves come together, we will build better communities and forever change the game for good."

- Stephen Curry
This past year, in response to the national call for an end to racism, Positive Coaching Alliance launched the Sports Can Battle Racism (SCBR) curriculum. Positive Coaching Alliance hopes to partner with coaches and leaders across the country to help foster a culture of inclusion. Since launching our new workshop for coaches, we have led more than 150 sessions in 25 states across the U.S.
On April 18, 2021, Positive Coaching Alliance held the first virtual National Youth Sports Awards and Benefit. Aiming to recognize impactful coaches, leaders and movements that occurred across the world this year, the event was headlined by Stephen Curry, Derek Jeter, Adam Silver, Cathy Engelbert, among others. We honored 75 Regional Winners and 25 National Winners of the Double-Goal Coach® Award presented by TeamSnap, with Charles Adams III, Football Coach at North Community High School in Minneapolis, MN being selected as the 2021 Coach of the Year.

Over $725,000 raised!

Susan Nardi, Tennis Coach at the First Break Academy (Carson, CA) pictured here, was highlighted at our annual benefit alongside Coach of the Year Winner Charles Adams, and Travan Jasper, Basketball Coach at Atlanta Leadership Academy - North Atlanta Orangemen (Dunwoody, GA).
EMPOWERING BOSTON PUBLIC SCHOOLS

PCA’s High School Character + Leadership Development series of six workshops for Boston Public Schools empowered high school athletes, in the Fall of 2020—and they are eager for more. Here’s what they told us:

“Amazing”  “I can’t wait to use what I learned with my team”

“I genuinely loved these workshops and I’ll miss coming to them.”

100% rated PCA’s content as excellent
96% reported that they intended to use the ideas/tools

PCA workshops resonated with BPS athletes because they were not lectures, they were deeply engaging and opportunities for them to grow, learn, and share with one another.
Coach Charles Adams is more than a football coach in his Minneapolis, Minnesota community. Growing up and attending the school where he currently coaches, North Community High School, Adams recognizes the struggles of his community and school first-hand. He returned to help the youth of NCHS find a better path forward. Working on patrol as a Minneapolis Police Officer and serving his community on the front lines during the social unrest following the death of George Floyd, Adams has become a father figure, mentor, and role model to this Minneapolis community’s youth - in addition to being their coach. He is known throughout the community not only for his positive attitude and big smile but also for working to improve the lives of those around him through his coaching.
Thank you to Taube Philanthropies for supporting the $10,000 Taube Family Prize in Recognition of Excellence in Coaching, awarded to Charles Adams III.
On November 19, 2020, Positive Coaching Alliance hosted a Virtual Celebration for the 123 winners of the 2020 Triple-Impact Competitor Scholarship. This scholarship program was created to lift up athletes who are seen as role models on the field, in their school, and in their community. To recognize the scholarship recipients, Katie Ledecky, Kathryn Plummer, Amanda Sobhy, Colleen Quigley, Meghan Duggan, Erik Shoji, and Paul Rabil gave individual shoutouts to athletes in their sport. Further, several Triple-Impact Competitor Winners, including Justin Klauser, Shoshana Stukas, Ghay Soe, and Jazmine Jackson, had the opportunity to share their stories of how they have used sports to impact their communities and teams in a positive way.

“You have a really great future ahead of you, some really great opportunities, and I want to encourage you to use your support system. Continue to rely on your family, friends, teammates, coaches, and as you move into this next phase of your academic and athletic journeys, don’t forget to thank them.”

Katie Ledecky
5x Olympic gold-medalist,
15x world champion (the most in history for a female swimmer)
Jazmine Jackson,
Scholarship winner from Tampa Bay

Shoshana Stukas,
Scholarship winner from Colorado

KEY SPONSORS:
PCA believes that what gets rewarded, gets repeated. Our Positive Impact Celebration, which became the virtual JERSEY SERIES, shines the spotlight on people in sports who make a positive impact on their teams, on their communities, and on the world. We hope this event inspires young athletes, and their coaches, parents, and leaders to make a positive impact, and to support the work we do at PCA.

“There are so many voices out there nowadays, social media, everybody is a critic... Ignore the noise, set yourself on a path to try to achieve your goals which is going to take a lot of hard work and sacrifice, but don’t let anyone tell you what you can or cannot do.”

- MATTHEW SLATER, SPECIAL TEAM CAPTAIN, NE PATRIOTS

“What I love about working in sports is that I get to have such a great impact on the community.”

- BRIAN BILELLO, PRESIDENT, NE REVOLUTION

“I have always believed, that sports is the most powerful classroom in our country and in the world. There is nothing you cannot learn about life and who you want to be where you want to go and what you want to do... that you can’t learn from sport.”

- KATHY DELANEY-SMITH, HEAD COACH, HARVARD WOMEN’S BASKETBALL
WE DON’T JUST TALK SPORTS, WE PLAY SPORTS. Every summer we “sweat for good” in a stadium workout inspired by an array of “character banners” reminding us that through sports, done right, we develop character, leadership, grit, resilience, compassion, respect and so much more kids need to thrive.

In 2020, our character banners came to life in with video clips from Devin and Jason McCourty to Gevvie Stone to Zdeno Chara telling us how sports shaped them, you can watch the video or read their words here.
PCA BOARD & LEADERSHIP COUNCIL

National Board of Directors

Bob Bowlsby; Big 12 Commissioner
Amy Brooks; President, Team Marketing & Business Operations & Chief Innovation Officer, NBA
John Butler; Founder & CEO, Skyline Advisors
Tom Cassutt; CFO, American Security Products Company
Troy Fowler; Director, Triad Foundation
Karen Francis DeGolia; Corporate Board Director & Technology Investor, PCA Board Chairman
Leslie Gray; Founder, Human Narratives, LLC
Laura Hazlett; Chief Operating Officer/Chief Financial Officer at Klamath River Renewal Corporation
Glen Matsumoto; Partner & Head of Infrastructure, Actis
Wendy McAdam; Independent Consultant
Rick Osterloh; Senior Vice President, Hardware, Google
Lisle Payne; Principal, Jackson Street Partners
Gary Petersmeyer; Owner, Gary Petersmeyer Consulting
Rodger Rickard; (Board Member Emeritus), Retired CEO of Cornish & Carey Resident Real Estate
Mindy Rogers; Community Volunteer
David Shapiro; President, North America, Pixellot
Linda Verhulp; Executive Director, Morgan Family Foundation
Dan Whalen; President, The Whalen Family Foundation

National Leadership Council

Tom Barnds; Founding Partner & Managing Director, Accel-KKR
Jeff Barnett; CFO, Dorsal Capital Management LLC
David Bartoshuk; President, SAGA Foundation
Bob Baxter; Community Volunteer, Double-Goal Coach Award Winner
Coleman Brinkerhoff; Senior Recruiter, Sysdig
Robert Brown; Co-Founder & Managing Director, Encore Consumer Capital
Christopher Bryant; Partner/Senior VP, Real Estate at West Valley Properties, Inc.
Sean Burns; Chief Learning Officer at LearningSource
Norman Chen; Co-Founder & Director, Delta Health Hospital
She-Rae Chen; CEO & Founder, SpringSpot
Dan Conte; Founder & CEO, Tipevo
Kevin Cote; Director of Sports Partnerships, Facebook
Brendan Cullen; Partner, Sullivan & Cromwell LLP
Dr. Nancy Dome; Co-Founder & CEO, Epoch Education
Scott Ellis; CEO, MasteryTrack
Larissa Fontaine; Vice President & General Manager, Google One
Hillary Ford; Executive Director, Mirahill Foundation
Shelly Goldberg; Senior Director, Mac Product Design at Apple
Jeremy Gordon; CTO, Founder, Projector
Tamara Gracon; CEO & Founder, TBG Consulting
Steve Harrick; General Partner, Institutional Venture Partners (IVP)
Gary Hornbeek; Chief Financial Officer, Quicken Inc.
Rich Kelley; Principal, Search Fund Partners
Greg King; Attorney, Private Investor
Brent Lang; Chairman and CEO, Vocera Communications, Inc.
Mark Linton; Independent Software Developer, Former Stanford Professor
Geordie McKee; Principal, Renault & Handley
Sanjay Morey; Founding Partner, Twin Ridge Capital
Joanne Pasternack; President & Chief Impact Officer, Oliver+Rose LLC
Tim Ranzetta; Founder, Center for Financial Capability
Johnathan Robertson; President & Managing Director, TG Capital & Co-Founder, R-Squared Charitable Fund
Hannah Rosenberg; Technical Program Manager, Google
Dr. Kevin Shea, M.D.; Orthopaedic Surgeon, Stanford University Medical Center & Lucile Packard Children's Hospital
Phil Sheng; Counsel, Davis Polk & Wardwell
Julie Smith; Chief Medical Officer, SAGE Veterinary Centers
Taylor Smith; Licensed Marriage & Family Therapist
Michael Strambi; Chief Financial Officer, MetricStream
Brian Strom; Reliability Engineering Manager at Apple
Jennifer Sweeney; Consultant, Non-Profit Advisory
Lisa Sweeney; Executive Director, Fox Hollow Ventures
Not only is Phil Sheng a PCA Leadership Council member and counsel at Davis Polk and Wardwell, but he is also a former professional tennis player and father to four kids. Phil Sheng explains that although tennis brought him joy, it also brought him tribulation. Sheng’s parents immigrated to the United States from China, and his father — due to his cultural upbringing — equated success in life with winning. While at Stanford, Phil recalls that a large part of his success and perseverance of sticking with the game stemmed from his coaches. Instead of highlighting the importance of winning, he recalls that his coaches emphasized things like good character, building relationships, and having fun. Now, as a father of four, Sheng continues to emphasize character, integrity, and friendships on and off the court, to his children, specifically his 12-year-old daughter who is an aspiring tennis player. Sheng’s father, who now realizes the damage he did to Phil with his approach at such a young age, has now made amends for his ways. Phil is hopeful that other parents can learn from his experience and make a more positive impact on all kids.

As Phil says now, “I support PCA because of my personal experiences — both as an athlete and now as a parent to children aspiring to become athletes — seeing how sports and positive coaching can influence a child’s life.”

As we go to press, I still haven’t quite reached my six-month mark at PCA. In that short time, it has been a wild and fantastic adventure which has included the beginnings of the return to sport in our country. Like Jason mentioned, getting back on the pitch and coaching my son’s first soccer team was a taste of normal – one that we hope more and more young athletes will be able to savor as we move into the Fall.

In my short time with PCA, I have been overwhelmed with the support from our national board members, leadership council members, local board members and the PCA team. With our Mission as my north star, I have been given the freedom to explore and challenge the status quo at PCA – and this is where I get most excited. With the team, we are actively seeking major improvements to the way we understand our most important stakeholders, the way we communicate with them and the way we track and measure success. Recognizing that some of this foundational work will be very difficult, I am continually impressed with the team and their willingness to embrace the changes we have to make to avail the capabilities we need.

Just like so many supporters of PCA, sports have meant so much to me throughout my life – they were my pathway to friendships, growth, success, learning and for most of my adult life, employment. I have been lucky enough to work in sports at all levels throughout my career and finally getting to PCA ultimately feels like coming home. I love knowing that my daily work will help young athletes across the country have the positive youth sports experience that reinforces character development and will help them succeed not just in sport, but in life.

The future is incredibly bright for PCA and the needs of young athletes can’t be overstated as we all seek our new normal; our WHY is even more important as an entire generation finds their place in sport again. Bringing our youth back to the field, court and pitch the right way will pay dividends for this generation for years and decades to come and I, for one, couldn’t be more excited to do this important work on a daily basis.

Pablo Garcia, COO
Over the next four years, Positive Coaching Alliance 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. PCA is a founding partner of the SCE’s Million Coaches Challenge (www.millioncoaches.org) which is offering funding for non-profit organizations such as Little League International, Girls on the Run, and the US Soccer Foundation to train coaches in Positive Youth Development, with a special emphasis on coaches in underserved communities.

While the global pandemic resulted in reduced program revenue, PCA supported our youth sports partners where they needed us by providing relevant resources and innovative programming. Most importantly, we supported them by extending and delaying workshops that were set to be delivered in the summer of 2020 which meant forgoing scheduled revenue. Moving into 2021, as youth sports return, there is tremendous demand for PCA programming to support the social and emotional learning of youth athletes from our existing and new partners.

**PCA 2020: FINANCIALS**

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<th>Contributions</th>
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**FISCAL YEAR**

- Contributions
- Earned Revenue
Our local Partners

Pro Teams that Support PCA

Our Major Partners

Our work together with some of the most prominent and powerful organizations allows us to positively impact the overall landscape of youth and high school sports.

PCA is proud to partner with over 35 professional teams across the United States.
“On and off the field, it represents Teamwork, it represents Sacrifice, it represents Respect and Accountability and really treating the game the way that it’s supposed to be treated. Thanks to the McCourty’s and others, people now realize that we are men off the field who are passionate about having an impact in the community and using our platform to really change lives. Us playing football, it’s not just about us. It’s about what we can do and how we can help people.”

- Matthew Slater, Special Team Captain, New England Patriots