

POSITIVE | 2021 COACHING | ANNUAL ALLIANCE | REVIEW



Eliana
Lynn, Massachusetts



POSITIVE COACHING ALLIANCE

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

PERSISTENCE

DONE RIGHT,
SPORTS TEACH

IMPACT



OF PARTNER ORGANIZATIONS

3,500



OF YEARLY WORKSHOPS

3,000+



OF KIDS REACHED

20+ MILLION



180K+



127K+



70K+



15K+



1 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 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.

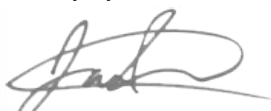
We would not have been able to accomplish this without the support of our donors, volunteers, partners and friends of PCA. This report is not only an update about what's new at PCA, but also a celebration of what we have been able to achieve over the last year, thanks to your support.

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."

**POSITIVE
COACHING
ALLIANCE**



- Stephen Curry



POSITIVE COACHING ALLIANCE

SPORTS CAN BATTLE RACISM



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.

NATIONAL YOUTH SPORTS AWARDS & BENEFIT



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 OF THE YEAR: CHARLES ADAMS

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.





CONGRATS COACH ADAMS

North Community High School
Minneapolis, Minnesota
FOOTBALL

"He is a beacon of light and hope for students that face multiple challenges in their everyday lives. As a Coach, he serves as a mentor, father and uncle. He cares about the kids as people before football players, and has built a great relationship with every single coach and player on the team."

Charles Adams



Thank you to Taube Philanthropies for supporting the \$10,000 Taube Family Prize in Recognition of Excellence in Coaching, awarded to Charles Adams III.



TAUBE
PHILANTHROPIES



VIRTUAL CELEBRATION: 2020 TRIPLE-IMPACT COMPETITOR® SCHOLARSHIP

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."

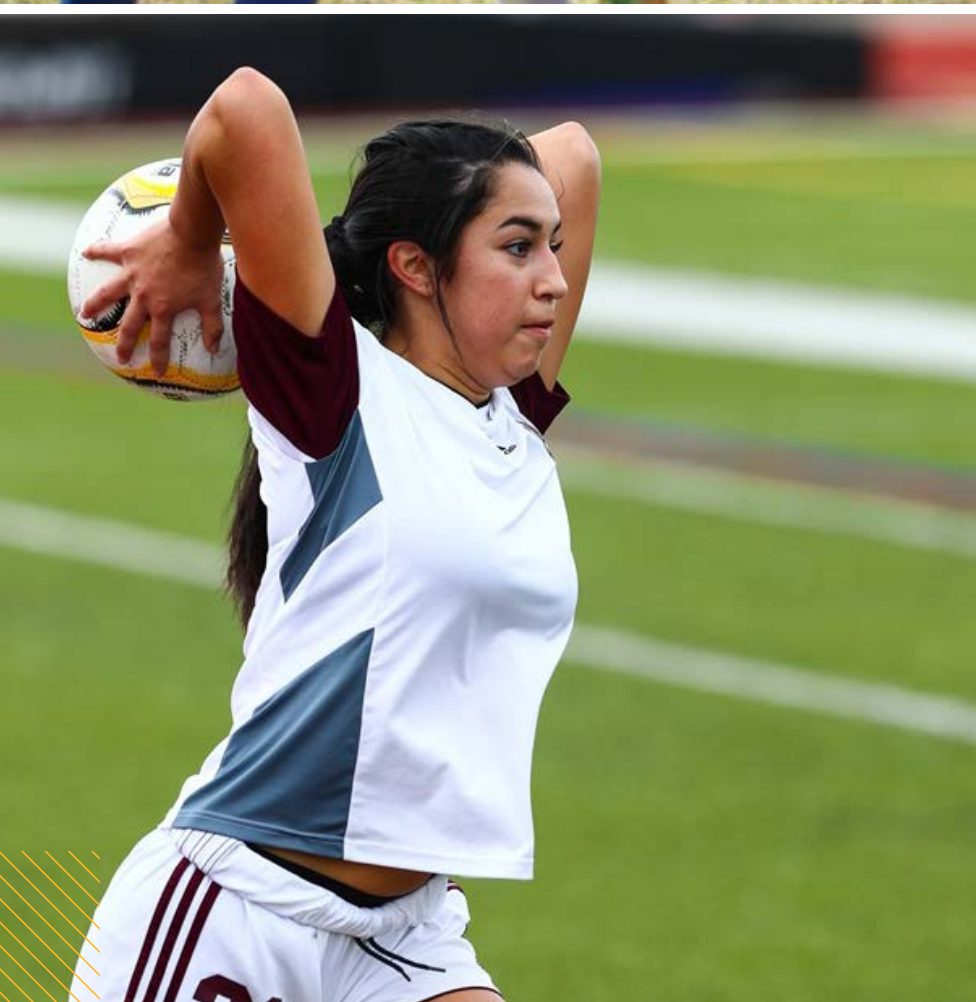
Katie Ledecky

*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:


**Rocky Mountain
Hospital for Children**




Sagikor

LIFE INSURANCE COMPANY

THE JERSEY SERIES

WHAT DOES IT MEAN TO WEAR "THE JERSEY"?




A SERIES OF CONVERSATIONS HONORING:

2020
POSITIVE IMPACT
EXECUTIVE



BRIAN BILELLO
President, New England Revolution Board,
Boston SCORES, Boston 2026 Bid Chair

2020
POSITIVE IMPACT
HERO



MATTHEW SLATER
Captain, New England Patriots
8X Pro Bowler, 3X Super Bowl Champion

2020
POSITIVE IMPACT
LEGEND



KATHY DELANEY-SMITH
Head Coach, Harvard Women's Basketball, 38 Seasons
11 Ivy League Titles · 3X Team USA Coach

Wear your favorite jersey and join us
for one, two, or all three
of these unique Zoom celebrations!

To learn more, sponsor, or buy tickets visit:
<https://positivecoach.org/jeansjerseys>

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, DeltaHealth 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, Mirnahill 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

MEMBER SPOTLIGHT:

PHIL SHENG'S *STORY OF THE GIFT*



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."*

LETTER FROM PABLO GARCIA, CHIEF OPERATING OFFICER



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.

A handwritten signature of Pablo Garcia in black ink.

Pablo Garcia, COO

PCA 2020: FINANCIALS

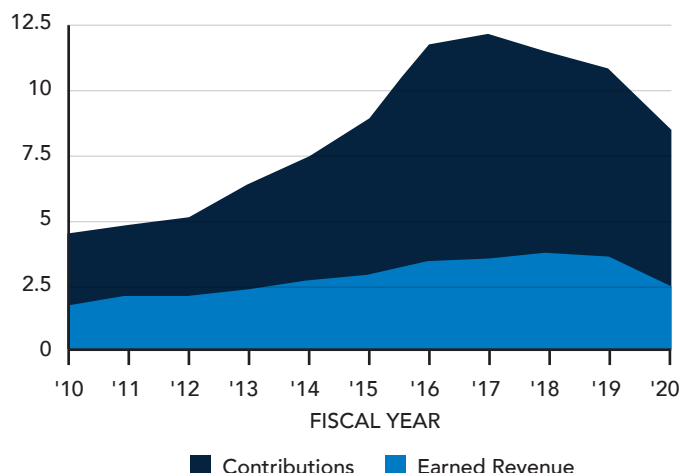
Over the next four years, Positive Coaching Alliance will partner with Chicago-based foundation Susan Crown Exchange (SCE) to train over 400,000 youth coaches to foster the social and emotional needs of youth athletes. PCA is a founding partner of the SCE's Million Coaches Challenge (www.millioncoaches.org) 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.

	Earned Revenue	Contributions	Total Combined Revenue
FY 2010	\$1,717,994	\$2,779,902	\$4,500,238
FY 2011	\$2,055,191	\$2,802,881	\$4,858,024
FY 2012	\$2,138,341	\$2,966,925	\$5,105,038
FY 2013	\$2,320,656	\$4,065,254	\$6,385,910
FY 2014	\$2,669,632	\$4,754,059	\$7,423,440
FY 2015	\$2,882,848	\$6,025,774	\$8,908,669
FY 2016	\$3,432,451	\$8,338,747	\$11,771,252
FY 2017	\$3,507,211	\$8,652,859	\$12,160,161
FY 2018	\$3,770,737	\$7,667,699	\$11,438,983
FY 2019	\$3,635,965	\$7,217,560	\$10,854,558
FY 2020	\$2,459,359	\$6,080,658	\$8,535,008

	2019		2020	
Total expenses	11,252,710		10,171,366	
Programs	8,083,502	72%	5,808,219	57%
Fundraising	1,793,389	16%	1,736,338	17%
Management & General	1,375,819	12%	2,626,809	26%



AAU USA

AMERICAN YOUTH SOCCER ORGANIZATION
FOUNDED 1964

ATHLETE ALLY

LEAGUE

COACHING CORPS

USA LACROSSE

USA WATER POLO

USA FIELD HOCKEY

MLB

USA GYMNASTICS.

CURRY

UPMETRICS

STEEL SPORTS

THE LPGA FOUNDATION

USA CLIMBING

Little League

Mejo

Sagicor
LIFE INSURANCE COMPANY

BOYS & GIRLS CLUBS OF AMERICA

USA FOOTBALL

jr. nba

AUGUSTA SPORTSWEAR BRANDS

summer league SWIMMING

kidpower

USASF
CLUB CHEER & DANCE TEAMS

FIELDLEVEL

first tee

sportsengine

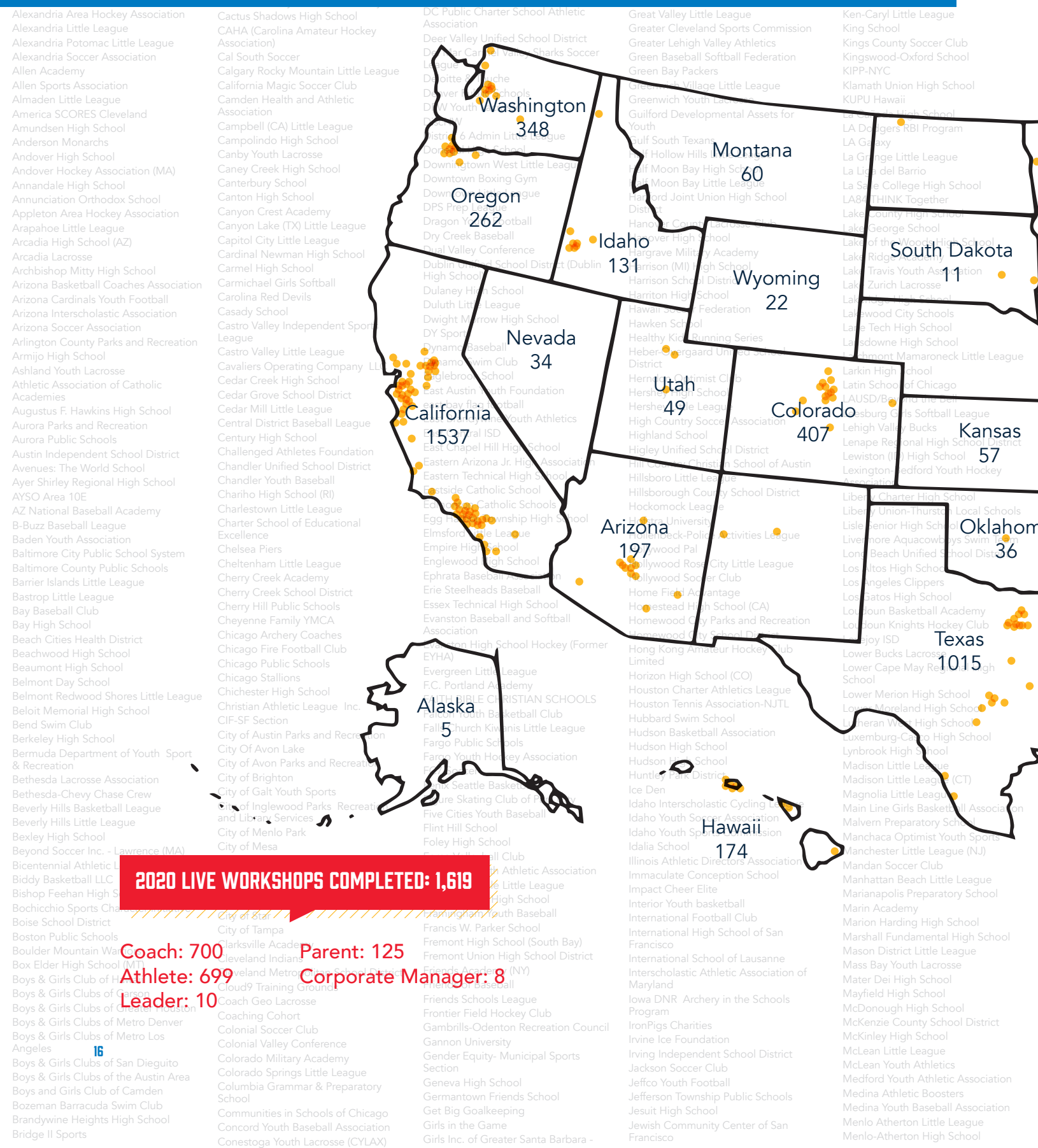
teamsnap

RISE

A collection of 50 sports team logos, arranged in five rows of ten. The logos represent various professional sports teams across different leagues:

- Row 1:** Tampa Bay Rays (MLB), San Antonio Spurs (NBA), Austin FC (MLS), Chicago Bulls (NBA), Los Angeles Lakers (NBA), Phoenix Coyotes (NHL), Los Angeles Clippers (NBA), New York Yankees (MLB), San Antonio Spurs (NBA), Seattle Mariners (MLB).
- Row 2:** Seattle Sounders FC (MLS), Florida Panthers (NHL), New York Knicks (NBA), Washington Wizards (NBA), San Francisco Giants (MLB), Houston Astros (MLB), New York Yankees (MLB), Seattle Mariners (MLB), Texas Rangers (MLB), Cleveland Indians (MLB).
- Row 3:** Chicago Cubs (MLB), Boston Red Sox (MLB), Minnesota Twins (MLB), Washington Nationals (MLB), Tampa Bay Rays (MLB), Boston Red Sox (MLB), San Jose Sharks (NHL), Tampa Bay Lightning (NHL), Washington Capitals (NHL), Oakland Raiders (NFL).
- Row 4:** San Francisco Giants (MLB), Portland Trail Blazers (NBA), Golden State Warriors (NBA), Miami Marlins (MLB), Sacramento Kings (NBA), San Francisco 49ers (NFL), Kroenke Sports & Entertainment (NFL), Phoenix Cardinals (NFL), Portland Timbers (MLS).
- Row 5:** Los Angeles Chargers (NFL), Los Angeles Mystics (WNBA), United States Women's National Soccer Team (USWNT), Las Vegas Sparks (WNBA), Los Angeles Galaxy (MLS), Los Angeles Dodgers (MLB), Chicago Cubs (MLB), Boston Red Sox (MLB), Chicago Blackhawks (NHL), Utah Jazz (NBA).

PCA PROGRAMMING IS AVAILABLE IN ALL 50 STATES:






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 866-725-0024 (toll-free)

**POSITIVE
COACHING
ALLIANCE** | **BETTER ATHLETES
BETTER PEOPLE**

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Shawn Sullivan Chief Marketing Officer, Boston Celtics

Bob Sweeney Executive Director, Boston Bruins Foundation

Joe VanBuskirk Head of Partnerships & Athlete Experience Sports Marketing, New Balance

Wearing the jersey . . .

"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 McCourtys 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

Jami, Ashanthi & Emely
Lynn, Massachusetts



HONORING POSITIVE IMPACT HERO:

**MATTHEW
SLATER**

Captain, New England Patriots
9X Pro Bowler · 3X Super Bowl Champion