

YOUR IMPACT REPORT

2024

BETTER
ATHLETES,
BETTER
PEOPLE



PCA hosts workshops with middle school teams and is supported by engaged Board members.

SEE HOW WE KNOCKED IT OUT OF THE PARK!

AS WE NEAR THE END OF 2024...

We're proud to share the impact our chapter has made with youth sports organizations, leaders, coaches, parents, and student-athletes. Sports provide an incredible opportunity for learning life lessons and developing life skills and when sports are done right, kids want to return to practice and competition and then play again next season. Furthermore, when sports are done right, players learn how to work with their teammates and against their opponents in a respectful way; they get better. As kids play season after season, they improve their skills and build confidence, resilience, and grit as they face challenges and learn from their mistakes. They get the chance to pursue mastery and they learn how to think and perform with a growth mindset.

Because of your support, we can help youth stand strong when they are challenged and we can help them learn how to translate the lessons and skills they learn on the field to other parts of life such as at home, at school, into their job, or as they move off to college.

See how we knocked it out of the park in 2024 and thank you so much for your support!



MASON CATHEY BRADY
Executive Director
Positive Coaching Alliance (PCA) – Tampa Bay



PCAS MISSION...

is to transform the youth and high school sports culture in a Development Zone where everyone - including leaders, coaches, parents, and youth - has a positive character-building experience.

WHAT WE DO:

🎯 **Education and Training Programs** include workshops with:

- Leaders
- Coaches
- Parents
- Youth

🎯 **Recognition and Awards Programs** provide mentorship, peer connection, and monetary rewards to:

- High School Senior Student-Athletes
- Youth Sports Organization Coaches



Our local Trainers (some pictured here) deliver workshops to support our partners.

WHY WE DO IT:

🎯 **YOUTH SPORTS ORGANIZATIONS & SCHOOLS** see their culture become more positive and everyone involved feels connected and more competent.

🎯 **COACHES** model behavior for positive youth development to take place and increase their focus on using sports to teach life lessons and life skills.

🎯 **PARENTS** learn the value of teaching life lessons and understand how to assess their child's goals and desires in youth sports...in comparison with their own goals for their child.

🎯 **YOUTH** exhibit increased teamwork, confidence, resilience, and persistence and learn how to bounce back from mistakes while becoming more physically active and stronger in character.

HOW WE DO IT:

We stepped it up in **2023!**

861

Workshops delivered

3,573

Coaches trained

7,084

Youth reached*

And we knocked it out of the park in **2024!**

902

Workshops delivered

4,618

Coaches trained

8,425

Youth reached*



*Youth are reached through a series of 4-9 workshops annually which allows PCA's programs to develop strong relationships and make lasting impact and culture change.

EDUCATION AND TRAINING PROGRAMS:

Learn more about the 902 workshops our local Trainers delivered last year with Leaders, Coaches, Parents, and Youth.

LEADERS

LEADING YOUR ORGANIZATION: Having a positive, character-building high school or club sports experience requires organizational leaders committed to creating and maintaining a culture for developing “**Better Athletes, Better People.**” This workshop helps your leadership team create exactly that! In this workshop, participants create a plan where they:

- Align around a common vision for the organization’s culture
- Recognize and discuss strengths and growth opportunities that can contribute to, or detract from, achieving the group’s vision
- Identify what is necessary to complete the vision and determine which leaders are responsible for completing the tasks to instill the culture

DID YOU KNOW:

THIS WORKSHOP CAN BE CUSTOMIZED FOR YOUR COMPANY?

SELF-REFLECTION:

As you head to your next activity today, what will you project ...

- vs. a strong opponent
- after a loss
- at crunch time
- if your team falls behind?

CURRENT PARTNERS:

City of St Petersburg
Clearwater for Youth
Clearwater Little League
Countryside Little League
Davis Island Youth Sailing Foundation
Family First
First Tee - Central Florida
First Tee - Tampa Bay
Florida Premier FC

Hillsborough County Parks & Recreation
Hillsborough County Public Schools
IMG Academy
Lightning Community Hockey
Lightning High School Hockey League
Oldsmar Little League
Pasco County Schools
Palma Ceia Little League
Pinellas County Schools

Safety Harbor Little League
Saint Mary’s Episcopal
Saint John’s Parish Episcopal Day School
Sarah Vande Berg Tennis Foundation
Shorecrest Preparatory School
Tampa Bay Hockey Club
West Tampa Little League

COACHES

BUILDING A POSITIVE TEAM CULTURE: The 2024-25 workshop for our school district partners focuses on the importance of building a positive culture that supports the coach's strategy for team success. During the workshop coaches are learning:

- How a positive team culture improves performance
- The importance of communicating team values and expectations to athletes and parents
- To model respect for the game and everyone involved
- To reward effort, not just outcomes
- To build grit and resilience in athletes with high support/high challenge drills and activities
- How to keep things fun and enjoyable for everyone!



WORKSHOP FEEDBACK:

Overall workshop	★★★★★	4.88
Workshop content will help me be a better coach	★★★★★	4.91
I was able to connect with other coaches and share ideas	★★★★★	4.89
Trainer ability to explain and illustrate concepts	★★★★★	4.92
Trainer ability to keep coaches engaged	★★★★★	4.89



PARENTS

MAXIMIZING YOUR CHILD'S SPORTS EXPERIENCE: Parents, you play a critical role in shaping your child's sports experience and ensuring that they absorb all the valuable lessons sports can teach. During this workshop PCA's trainers present tips and tools that you can use to support your child in a positive way, ensuring that they absorb all the valuable lessons that sports can teach.

Participating in this workshop will help you to:

- Turn the car ride home into an opportunity for growth
- Navigate the challenges of tough competition
- Seize an endless procession of teachable moments for your child
- Ensure that your goals for sports participation align with those of your child

PARENT GUIDELINES

- Let the coach do the coaching
- Don't put your child in the middle
- Let your child self-advocate
- Have a self-control routine
- Speak respectfully about opponents, coaches, and officials

PARENT OF HIGH SCHOOL STUDENT-ATHLETE:

"For me, PCA teaches you the values of what's important when you cheer for your kid. Do you talk after the game and relive it or do you let them dictate? PCA helped me be a better sports parent."

YOUTH (STUDENT-ATHLETES ON TEAMS)

CHARACTER & LEADERSHIP DEVELOPMENT PROGRAM: High School teams in Hillsborough, Pasco, and Pinellas County Schools participate in a series of four workshops, usually in advance of their season. Coach attends with them and our PCA Trainer facilitates conversation and discussion on each of the following topics:

BECOMING A TRIPLE-IMPACT COMPETITOR[®] WITH EMOTIONAL INTELLIGENCE

GOAL GETTING THROUGH MASTERY

LEADERSHIP

LEADERS IN ACTION

In addition, middle school teams participate in PCA's workshops and youth learn how to leverage their sports experience to improve themselves, their teammates, and the game as a whole. The workshop encourages participants to think about how they want to show up as an athlete and as a teammate.

ZACH, STEINBRENNER HS:

"The workshop that had the most impact on me was the one about SMART goals. Coming off multiple seasons where we didn't meet our expectations, our team sat down and talked about what our actual goals were and we created specific marks we were supposed to meet throughout the season. It just really helped because it kept us focused and determined to get that goal. We ended up succeeding."



COACH, PASCO COUNTY SCHOOLS:

"For me, I know these things, but it's not always in the forefront and it brings it back. For the athletes to go through it (the workshop series), it helps to unify them - it's team building. It's bringing them together and giving them tools and strategies. It's giving ME tools and strategies to use. I can see big improvements with the culture of our team on the court and on the sideline."

YOUTH (PARKS & RECREATION, SUMMER CAMPS & AFTER-SCHOOL PROGRAMS)

CHARACTER DEVELOPMENT PROGRAM:

YOUTH PARTICIPANT, JACKSON SPRINGS PARK:

“PCA has taught me how to respect others and treat others how I want to be treated. It’s not funny to be mean to anyone - that’s not respecting them. In the past, some people weren’t nice to me so I was like, I can do that to them, too. I started not respecting people until we started PCA and I was learning about respect.”



This past summer we partnered again with Hillsborough County Parks & Recreation and together we worked with over 2,200 youth every day for NINE weeks in a row. Lessons included topics on

EMOTIONAL TANKS, RESET, HONOR & RESPECT, MASTERY, GROWTH MINDSET

and more. Small group discussions focused on how these lessons apply at home, at the park, in sports, and at school.

Next time you see a child, have a conversation about character!


- What are some ways you might fill someone’s E-Tank?
- How does a reset help you control your emotions?
- Why is it important to have high standards for yourself?
- What are some of the ways you show respect for your teammates or classmates?



**Hillsborough
County Florida**

ADRIENNE ROUSE, MANAGER OF RECREATION SERVICES, HILLSBOROUGH COUNTY PARKS & RECREATION:

“Not only did the curriculum help our staff to understand what we’re trying to achieve with the children, but them having to live it, breathe it, and deliver that message everyday, has entrenched upon them the character skills we’d like to see as an employee. We’ve noticed a spectacular difference amongst the culture of our department. We’ve also noticed huge benefits with the children who are attending the program and the way they’re able to verbalize themselves.”

 In addition to our Education and Training Programs, we provide two Recognition and Awards Programs. Annually, these programs contribute over \$52,000 back into the community. Check back with us frequently to learn about our Scholarship Program for high school senior student-athletes and our Coach Awards Program, sponsored by Weatherford Capital, for youth sports coaches who teach kids to strive to win and also teach them life lessons and life skills!

PCA – TAMPA BAY, 2024 BOARD OF DIRECTORS

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Troy Fowler, Director, Triad Foundation and PCA-Tampa Bay Founding Board Member: *"I support PCA because all too often, youth sports fall short in teaching character and emotional intelligence. PCA equips coaches, athletes, and parents with tools to help youth sports reach its full potential."*

Contributions – large and small – add up to positively impact kids, teams, and youth sports organizations. Every gift improves a kid's sports experience and we ask you to consider supporting us once again.



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