

YOUR IMPACT REPORT

2025



SPORTS: CLASSROOM OF LIFE

OUR MISSION

Sports are the classroom of life and PCA – Tampa Bay’s mission is to transform the youth and high school sports culture into an environment where everyone - including coaches, parents and families, and athletes - has a positive, character-building experience that impacts them for a lifetime.

To do this, we partner with community leaders and organizations to facilitate workshops and deliver programs and we support everyone with the tools and resources they need in their roles.

WHY WE DO IT

Sports are the strongest classroom for youth and student-athletes to learn life lessons and life skills. Sports can not only change the trajectory of students’ lives, but also strengthen families, communities, and careers.



WHAT WE DO

- Coach Workshops & Parent Workshops
- Character Development Program
- Character & Leadership Development Program
- Triple-Impact Competitor® Awards Program
- Double-Goal Coach® Awards Program

878

Workshops delivered

3,336

Coaches trained

43,807*

Youth & High School Student-Athletes in Workshops

173

School District Teams

15

After-School Parks

20

Summer Parks

**Youth & High School student-athletes participate in a series of workshops and these multiple touchpoints build relationships, develop character, and drive lasting culture change.*

HOW WE DO IT

To teach life lessons and life skills through sports, PCA's Trainers facilitate research-based workshops with coaches and teams throughout Tampa Bay. Our skilled trainers have years of athletic and professional experience and are able to foster a positive sports culture, help others learn what it takes to develop strong character, and inspire teams on and off the field wherever they lead a workshop.

Our local Trainers are the face of our work with coaches and student-athletes. Check out our team roster:

- **Carlan Arthur**
- **Brianna Arnold**
- **Chris Cates**
- **Jim Haverstrom**
- **Ken Kunsman**
- **Jodie McGarity**
- **Eddie Moralobo**
- **Briana Narvaez**
- **Carmyn Samuel**
- **Andy Shriver**
- **Tim Martinez**
- **Missy West**

and two of our MVP Trainers are:

SHERMAN ARMSTRONG

has delivered over 1,100 workshops to coaches, parents, and athletes. He is a nine-time Big Ten Track & Field Champion, four-time NCAA All-American, and was named Big Ten Athlete of the Year in 2000.

Following his collegiate career, Sherman competed professionally with Nike Athletics and qualified for two Olympic Trials finals in the 400-meter hurdles.

In addition to building VAST Sports Performance and VAST Track Club, Sherman served as Head Speed Coach and Associate Strength Coach for the University of Georgia football program. He currently resides in Tampa, Florida, where he continues to lead and expand both organizations while developing athletes at the youth, collegiate, and professional levels.



AND

JESSICA PEREZ

has delivered more than 1,400 PCA workshops nationwide, equipping coaches, athletic directors, and school leaders to build strong, values-driven cultures. Known for her dynamic delivery and practical application, Jessica translates research-based principles into actionable leadership strategies.

Her background includes being a two-sport collegiate athlete and more than a decade in education as a Physical Educator, Athletic Director, and Coach, followed by executive leadership with the City of Tampa's Parks and Recreation Department, where she managed over 200 staff and complex community operations.

In addition, Jessica consults and speaks nationally on leadership, wellness, and organizational performance and growth. She is a contributing author in the Amazon Best Seller Impact of Influence series and a certified facilitator for Collaborative Labs at St. Petersburg College.



OUR HISTORY

The Tampa Bay chapter launched in 2014 with the support of the Tampa Bay Rays, Tampa Bay Lightning, and the Triad Foundation. Early on, workshops were facilitated with coaches as it is known how much influence and impact a coach can make on a kid's life. PCA-Tampa Bay expanded its partnerships to include a series for high school student-athletes and then middle school teams, too. This series, the **Character & Leadership Development Program**, includes four workshops.

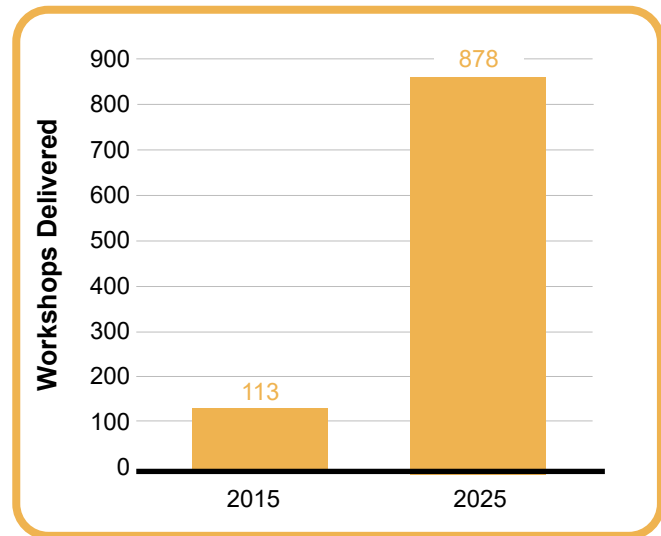
In 2018, the **Character Development Program** was designed for elementary aged kids in summer camps. This program, which includes nine lessons, is implemented now in both summer and after-school parks programs and includes professional development for coaches and staff in the parks.

Did you know ... PCA-Tampa Bay has not raised the price of a workshop since the chapter opened! That's thanks to donors and supporters like YOU!

In these Programs, student-athletes and youth learn about and discuss topics such as:

**TEAMWORK, PERSEVERANCE,
LEADERSHIP, COMMUNICATION,
GRIT, RESPECT, MASTERY, CONTROL,
EMOTIONAL INTELLIGENCE,
DELAYED GRATIFICATION, AND
GOAL SETTING**

and how they can be applied not only on the court, but also in the classroom, at home, and as they transition to other endeavors in life.



“We learned that if you want confident, resilient, and goal-oriented 17-year-olds, start teaching them these lessons when they’re 7 and surround them in a PCA environment for 10 years.”

- Mason Cathey Brady, PCA-Tampa Bay, Executive Director

LOCAL WORK GEOGRAPHY



MAJOR PARTNERS

HILLSBOROUGH COUNTY

Hillsborough County Public Schools

All high school coaches in the school district are required to participate in the annual workshop which is developed by PCA and in collaboration with county leadership.

All high schools and all middle-schools have multiple teams that participate in PCA's Character & Leadership Development Program - a series of workshops facilitated most often in advance of a season starting.

Hillsborough County Parks & Recreation

All staff, coaches, and youth in after-school and summer camps participate in PCA's Character Development Program that includes routine coaching visits by PCA's Trainers and materials that reinforce the life lessons being taught.

PASCO COUNTY

Pasco County Schools

All high school coaches throughout the district participate in the annual workshop to support their professional development.

All high schools and middle schools that sponsor sports have multiple teams that participate in PCA's Character & Leadership Development Program series.

PINELLAS COUNTY

Pinellas County Schools

All high school coaches are advised to participate in PCA's annual workshop before they step on the court or field with their teams.

Some high schools and all middle schools participate in PCA's Character & Leadership Development Program.



Hillsborough
County Florida



ADDITIONAL PARTNERS

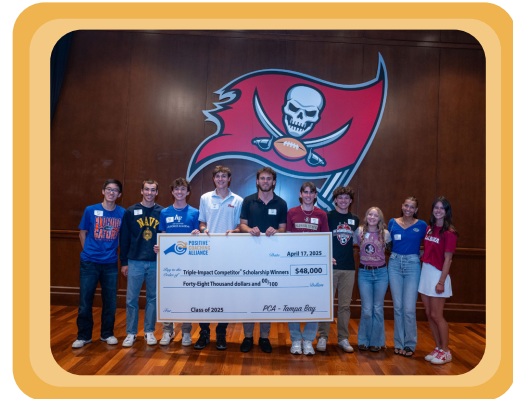
Academy Prep Tampa
Canterbury School of Florida
Clearwater for Youth (CFY)
Clearwater Little League

Countryside Little League
First Tee - Central Florida
First Tee - Tampa Bay
Lightning Community Hockey

Oldsmar Little League
Palma Ceia Little League
Plant High Rowing Association
Sarah Vande Berg Tennis Foundation
Shorecrest Preparatory School

2025 PROGRAM HIGHLIGHTS

- **24 High School Senior Student-Athletes named Winners for the Class of 2025!** Our Triple-Impact Competitor® Awards Program for high school senior student-athletes who excel in improving **themselves**, bettering their **teammates**, and honoring the **game** wrapped up last April as we gave away \$48,000!
- **6 Coaches named Winners for local Coach Awards Program** supported by **Weatherford Capital**. Youth sports coaches who focus on not only teaching kids to **compete** and **strive to win**, but also focus on teaching **life lessons and life skills** help ensure sports are a classroom for life.



POSITIVE COACHING ALLIANCE TAMPA BAY

2025 LOCAL DOUBLE-GOAL COACH® AWARD WINNERS

WITH LOCAL SUPPORT FROM

WEATHERFORD CAPITAL



PCA – TAMPA BAY, 2025 BOARD OF DIRECTORS

Matt Silverman, Board Chairman & President, Tampa Bay Rays
Andrew Wright, Board Co-Chairman & CEO, Ally Capital Group
Dr. Chris Bucciarelli, Chief Medical Officer, BayCare Health System
Dr. Cheech Castellvi, BayCare Physician & father
Casey Cobb, First Vice President, Morgan Stanley Wealth
Dr. Kevin Elder, Sports Medicine Physician, BayCare Health System
Tina James, Senior Manager, Florida Blue
Scott Fink, CEO, Fink Auto Group & Fink Five Foundation
Troy Fowler, Director, Triad Foundation
Elizabeth Frazier, Executive Director & SVP of Philanthropy & Community Initiatives, Tampa Bay Lightning Foundation
Nick Hess, Wealth Management Advisor, Fifth Third Bank
Neil Kiefer, CEO, HMC Hospitality Group
Bryce Kenny, Executive Director, Morgan Stanley Private Wealth Management
Chris Laxer, Team Co-Owner, Tampa Bay Sun FC
Matt Siegel, Executive Managing Director, Colliers
Kim Selph, Communications, Marketing and Public Affairs Leaders, Tampa Electric
Jason Licht, General Manager, Tampa Bay Buccaneers
Brian Riley, President, Riley Education Foundation
Mark Sakalosky, Managing Director, Bay to Bay Partners
Trey Starkey, CEO, Starkey Family Real Estate Investments
Joel Stevens, Senior Managing Director, Bernstein Private Wealth Management



Please consider contributing to the work of PCA-Tampa Bay to help ensure youth sports are a classroom for practicing life lessons and building life skills.

Following a significant strategic meeting last May, PCA-Tampa Bay's Board identified three key focus areas for the organization to focus on in the coming years.

**DEEPENING LOCAL IMPACT,
STRENGTHENING INTERNAL CAPACITY, AND
DEFINING AND AMPLIFYING THE BRAND.**

"These lessons from sports have shaped my character and equipped me with tools that will continue to serve me in every aspect of life."



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