

MOMENTUM



BETTER ATHLETES
BETTER PEOPLE

YEAR IN REVIEW
SUMMER 2019

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

PERSISTENCE

DONE RIGHT,
SPORTS TEACH

IMPACT



OF PARTNER ORGANIZATIONS
3,500



OF YEARLY WORKSHOPS
3,400



OF KIDS REACHED
19.2 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 THE PRESIDENT

As you page through this report, the stories, facts and figures will “fill your emotional tank.” Thank you for the role you have played (or will play!) to grow PCA into a national organization that spans from Hawaii to New York City and from Minnesota to El Paso.

In my first year as Positive Coaching Alliance’s President, I often find myself comparing my role to that of Head Coach, and we all know head coaches spend a lot of time thinking about who is on their team. Throughout this report you’ll see a number of the people and organizations that make PCA a true “All-Star” team.

For example, on page 4 you’ll read about Kristi Borden, the Director of Development and RBI Programs for Border Youth Athletic Association in El Paso, TX. Thanks to PCA’s partnership with Major League Baseball (MLB), Kristi discovered PCA at the RBI Institute and has worked with us to address challenges with coaches and parents. The crucial role organizational leaders like Kristi play in spreading the PCA movement cannot be overstated.

On page 6 you’ll read about soccer legends Brandi Chastain, Julie Foudy and Mia Hamm accepting PCA’s Lifetime Achievement Award. And they did not stop there; they joined 250+ kids for a soccer clinic the evening before the awards gala!

You’ll also be introduced to another PCA All-Star: Nichol Whiteman, CEO of the LA Dodgers Foundation, who serves on the PCA-Los Angeles Board. When Nichol talks about the power of sports to impact kids’ social-emotional learning, self-confidence, and participation, people sit up and listen.

And on page 10, you’ll read about how the Portland Trail Blazers, one of the organizations who helped bring PCA to Portland, OR, has worked with us to create a custom version of PCA’s Double-Goal Coach® Workshop.

You’ll also find Ronnie Lott, NFL Hall-of-Famer and longtime PCA National Advisory Board Member. Ronnie recently spent time with our Chapter Executive Directors and leaders from their Chapter Boards and reminded us, “A great coach helps you see your blind spots and play with everyone.”



PCA President Tina Syer talks with Mia Hamm at PCA's Soccer Clinic with US Soccer legends in April 2019

So how is it that we have assembled such a strong team since Jim Thompson founded PCA in 1998? We all share in common the belief sports (done right!) can teach life lessons that transcend the playing field. We work together to empower coaches, parents, student-athletes and organizational leaders to leverage sports as a powerful youth development experience. We have seen sports teach resilience, teamwork and a belief in the power of hard work, and we want to help coaches and sports parents make the most of this precious time.

Thank you for the role you play in shaping a positive, character-building sports experience for all kids. This mission works to bring people together around an important common purpose, and I look forward to our continued teamwork.

With gratitude,

Tina Syer, PCA President



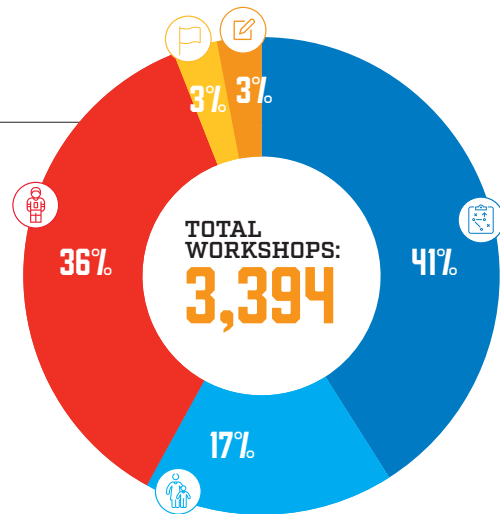
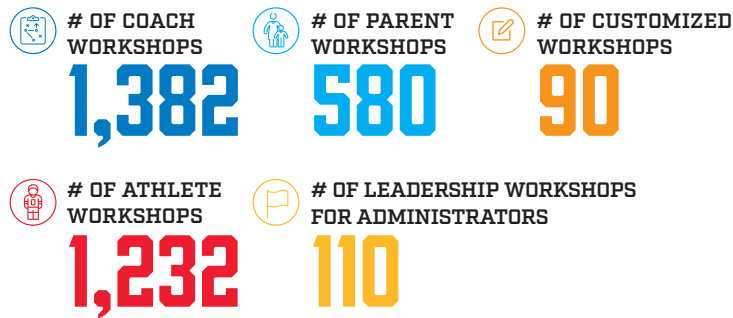
A three-part series on youth sports on Fox News featured PCA President Tina Syer talking about the power of sport to teach life lessons that transcend the playing field.

Since 1998, PCA has worked with more than 3,500 youth sports organizations and schools, reaching more than 5 million youth athletes last year alone.

KEY IMPACTS

- Athletes who participate in PCA programming exhibit increased teamwork, resilience and ability to bounce back from mistakes.
- Coaches who participate in PCA training feel more prepared in specific ways to use tools and techniques with their players to improve their resilience, their sportsmanship, and their character on and off the field. The PCA training sticks with coaches, and they report putting it into practice.
- Organizational leaders report that partnering with PCA enhances the culture of their organizations.

PCA AT WORK ACROSS THE COUNTRY IN 2018



Over 35% of all PCA workshops are fully-funded by generous individuals and foundations. Beyond typical workshops for coaches, parents, athletes, and leaders, PCA also occasionally offers customized sessions.



PCA NATIONWIDE: BY THE NUMBERS

WORKSHOPS ACROSS THE COUNTRY, BY TYPE OF ORGANIZATION



SCHOOLS

1526



BASEBALL/
SOFTBALL

362



CITY, PARKS & REC,
ATHLETIC ASSOCIATIONS
(INCLUDING BOYS & GIRLS CLUBS, YMCA, ETC.)

354



SOCCER

208



HOCKEY

89



LACROSSE

61



BASKETBALL

40



FOOTBALL

41



OTHER

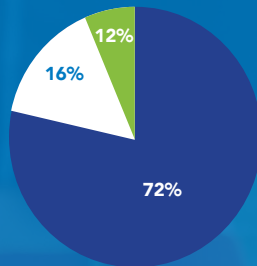
700+



EXPENSES

TOTAL EXPENSES: \$11.2M

- PROGRAMS: \$8M
- FUNDRAISING: \$1.8M
- MANAGEMENT & GENERAL: \$1.4M



REVENUE



FY2010

FY2018

PCA PARTNERSHIP IMPACTS RBI PROGRAM IN EL PASO

Thanks to PCA's partnership with Major League Baseball and the support from the MLB-MLBPA Youth Development Foundation, PCA has partnered with nearly 150 Reviving Baseball in Inner Cities programs and other youth baseball and softball organizations since 2015.

One organization that has taken its partnership with PCA to the next level is the Border Youth Athletic Association in El Paso, Texas.

The mission of El Paso Border Youth Athletic Association is to create educational and developmental opportunities for youth through baseball and softball. In 2014, BYAA launched the BASE Play RBI program, an after-school program connecting third, fourth, fifth and sixth grade students to their academic potential, health and communities through baseball and softball play.

The program targets students who are struggling academically or behaviorally. These students comprise over half of the BASE Play service population. Recruited students are placed on baseball and softball teams. Through the program, their grades are monitored, mentorship is provided and academic accountability is taught.

"We work in some communities with extremely low socio-economic levels," said Kristi Borden, Director of Development and RBI Programs for Border Youth Athletic Association. "We work with kids that otherwise wouldn't

have the chance to play. We work with parents who have never experienced a team sport or youth sport environment. We developed our program on the ground in these places with great need."

"What we found out, going out there and putting the teams in play, is that our parents needed the education as much as our coaches or our kids, and we didn't really know where we were going to get it," recalled Borden. "We never really had the capacity to address the issues we were seeing – the competitive issues, the coaching issues, the coaching from the sidelines that our parents would do." In 2017, Borden found what her organization was looking for, and what they needed.

"We attended the RBI Institute (put on by Major League Baseball) and connected with PCA," said Borden.

"PCA was remarkable. It was the answer to all of the most challenging issues that we had on the field that impeded play for the kids. We took advantage of PCA immediately and to the maximum extent possible, because it was the answer."

Over the first few years of their partnership with PCA, Borden and BASE Play RBI conducted PCA coach, parent and leadership workshops.

"We bought books, we had trainers come down, we trained our board, our coaches. And then we started training

our parents, because the message is so good and we so needed it."

"It produced an immediate shift in our coaches, without a doubt and with our parents as well. We couldn't program to the number of kids that we program to without PCA in the communities that we serve."

This upcoming year, BASE Play RBI is expanding its programs to New Mexico, bringing PCA training, in both English and Spanish with them.

"BASE Play dives deep into their community to provide local youth every opportunity to play, learn and grow through baseball and softball," said PCA's Senior Partner Support Manager, Keenan Bigg. "Kristi Borden and her staff work tirelessly to ensure that every decision and every dollar spent directly impacts their local youth's ability to develop as an athlete on the field, and as a contributing member of society off it. When other PCA partners ask me what a successful partnership looks like, I am quick to point them to Kristi and BASE Play RBI."

"We love our PCA partnership," Borden said, "and are always looking at how we can create more depth in the relationship between PCA, our coaches and our community."



NATIONAL ADVISORY BOARD MEMBERS IN ACTION

PCA's National Advisory Board is made up of top coaches, athletes, business leaders and academics who share and support PCA's mission. Advisory Board Members support PCA at events, help PCA raise money, spread awareness in their communities, and support PCA through informative, insightful, and inspirational content. Below are some of the impactful and recent ways they have stepped up to support PCA.



Marcia McDermott, Brian McBride, Erin Chastain and Charlie Slagle on a panel for PCA at the United Soccer Coaches Convention in Chicago.



Current St. Louis Cardinals shortstop Paul DeJong (R) participated in PCA-North Texas' Chalk Talk with Scott Secules, PCA's Sr. Regional Manager, Partner Development, when he was in town to play the Texas Rangers.



US Women's Soccer legend Kristine Lilly participated in PCA-New England's event with Patriots players Jason and Devin McCourty. Tom Beckett (Director of Athletics, Emeritus, Yale) was also honored at this event.



Paralympian Lacey Henderson and NBA legend Joe Dumars participated in PCA-Central Texas' event in Austin with Olympian Mark Henry and PCA Trainer Jodie McGarity.



Over 30 National Advisory Board members like Karen Collins, Colleen Hacker, Phil Jackson, Richard Lapchick, Leslie Osborne, Ted Robinson, Mark Shapiro and Jonah Sachs came together to be part of our #GivingTuesday match in November.



PCA-Sacramento received a \$20,000 grant from the Community Foundation of San Joaquin through the Brian M. Stocker Fund thanks to the help of Dr. Ted Leland, Vice President of External Relations at the University of Pacific.



Steve Kerr addressed a group of PCA supporters, including PCA Leadership Council Member Jeremy Gordon, in November.



Ronnie Lott and Darrell Johnson (PCA VP, Field Operations) engaged in a Q&A with PCA Chapter Board Members in April.



Sanya Richards-Ross provided tips and tools in a video shoot for PCA DevZone.org.

LAUGHTER, JOY, AND UNPARALLELED INSPIRATION

On Saturday, April 27th, we welcomed more than **600 supporters** of Positive Coaching Alliance to our annual National Youth Sports Awards & Benefit, honoring three members of the legendary 1999 Women's World Cup team: Brandi Chastain, Julie Foudy and Mia Hamm. We were thrilled to welcome NBC's Mike Tirico as our event emcee.



The event, hosted at Santa Clara University's Leavey Center helped PCA raise more than **\$680,000**, which will be instrumental in serving youth athletes in need of positive coaching throughout the country. In addition to honoring Brandi, Julie and Mia with PCA's Ronald L. Jensen Award for Lifetime Achievement, we also welcomed four National Double-Goal Coach® Award Winners on stage for a panel discussion. Additionally, for the first time ever, PCA named one Grand Prize Winner—Charlean Crowell—who joined us on stage all the way from Hurtsboro, Alabama.



Four of our 2019 National Double-Goal Coach® Award Winners presented by TeamSnap took the stage: Meghan McDonald (Rock Climbing, New York), Jorge Chen (Track & Field, California), Whitney Pogue (Mountain Biking, Utah), Omar Cervantes (Soccer, California).



PCA's Jason Sacks (EVP, Business Development & Philanthropy) with Master of Ceremonies Mike Tirico (Broadcaster, NBC Sports) after the event.

"Leadership is not positional, it's personal."

- Julie Foudy

"These girls are gonna hear enough 'don't'... that I wanted to overturn the apple cart and just say 'do it.'"

- Mia Hamm

"Every lesson I've learned has come inside the lines, on the playing field, and I use those lessons for everything I do in my regular life."

- Brandi Chastain



FIRST-EVER GRAND PRIZE WINNER

Charlean Crowell,
Hurtsboro, Alabama,
Lower Russell County Youth Club

Charlean Crowell, our first-ever Grand Prize Winner, was awarded \$10,000 for her positive impact on youth and high school athletes through her club in Hurtsboro, Alabama! On April 29th, Charlean was also recognized as a "Hometown Hero" on Good Morning America in front of a national audience and spent time with Robin Roberts to share her story. PCA President Tina Syer and other PCA Staff Members were in the front row at GMA to discuss the impact of positive coaching. What an amazing experience for Charlean and a great way for the PCA message to be shared!



Charlean Crowell with her family at the 2019 National Youth Sports Awards & Benefit.



Charlean Crowell with her athletes from the Lower Russell County Youth Club.



PCA's first-ever Grand Prize was made possible thanks to the generous support of Taube Philanthropies.

PCA'S SOCCER CLINIC WITH US SOCCER LEGENDS

In advance of PCA's National Youth Sports Awards and Benefit, kids and parents alike joined us under the lights at Avaya Stadium for a youth soccer clinic. Every kid had a blast kicking it with the 99ers Brandi Chastain, Julie Foudy, Mia Hamm and honorary coaches Joe Cannon, Kelly Gray, Ricky Lewis, Brian McBride, and Leslie Osborne. What a wonderful Friday evening spent at the San Jose Earthquakes home, Avaya Stadium!

A huge thanks goes out to Jerry Smith, Santa Clara University's head women's soccer coach, and his entire women's soccer team for designing the clinic and thanks to Stanford Women's Soccer team for collaborating to be clinic coaches! Throughout the clinic, some of Positive Coaching Alliance's top trainers also led Junior Triple-Impact Competitor® workshops on the field!



PCA Staff Members Amy Manson, Kelly Kratz, Tina Syer, and Founder Jim Thompson are joined by PCA National Board Chair Tom Cassutt, PCA National Advisory Board Member Mary Fry (Professor, University of Kansas), and her KU colleagues, Hannah Weingartner and Chelsi Scott, after the clinic.



Amy Vanderlin (Dick's Sporting Goods Community Marketing Manager - San Francisco), joins Julie Foudy, Mia Hamm, and Brandi Chastain after the event. This clinic would not have been possible without the support of Dick's Sporting Goods.



BOARD MEMBER SPOTLIGHT



Nichol Whiteman is Chief Executive Officer of the Los Angeles Dodgers Foundation and serves on the Board for PCA-Los Angeles. At the LADF, she oversees operations, programs, charitable giving and fundraising for the official charity of the Los Angeles Dodgers. With nearly ten years of non-profit leadership experience, Whiteman has worked in both the corporate and non-profit industry, finding her home in the non-profit space where she enjoys working to enhance opportunities for underserved youth.



The LADF partnership with PCA started in 2016, and could not have happened without Nichol Whiteman. The partnership has impacted over 10,000 youth baseball and softball players in the Dodgers RBI Program and over 3,000 high school and middle school student-athletes at Title 1 schools in LAUSD and other School Districts in LA County. "Sports is loud. But sports-based youth development needs to be louder." Nichol explained. "Through partnerships such as the one with Positive Coaching Alliance we cannot only amplify the work we are doing together in the community but we can produce outcomes such as social-emotional learning, self-confidence, higher participation, and engagement. It's important that we train our Dodgers RBI Coaches, reach the kids who not only play in our program but all kids who play sports in our high schools and after-school programs. Their health and well-being directly impact their ability to succeed in life."

PRO TEAM SUPPORT FROM THE PORTLAND TRAIL BLAZERS



4 years of Trail Blazers and Positive Coaching Alliance

The Trail Blazers became PCA seed funders in 2014 with the hope of improving the culture of youth sports in the region. Since embarking on the partnership, among many ways that the Trail Blazers have supported PCA, the Trail Blazers design team created a custom Portland Trail Blazers version of the Positive Coaching Alliance Double-Goal Coach® workshop. The credibility of the Trail Blazers brand has helped engage coaches in adopting the PCA concepts, while also helping embed the Trail Blazers brand deeper into the Portland youth sports community.

Among other activations, in the summer of 2018, PCA partnered with the Trail Blazers through the RipCity 3-on-3 Tournament. Throughout the event, Public Service Announcement's shared the benefits of being a Positive Coach. PCA delivered three on-court clinics during the tournament, sharing tips and tools on how to be a Triple-Impact Competitor® (make yourself, your teammates and the game better) and how to be a Positive Coach. PCA was also the financial beneficiary from a portion of proceeds from the tournament.



CORPORATE WORKSHOPS

This year, PCA delivered over 3,000 live workshops for coaches, athletes, parents, and leaders about how to create a positive, character-building youth and high school sports experience.

Fundamentally, coaching and managing are about developing people, which is why PCA started conducting workshops for key supportive corporations. To PCA, it is no surprise that "positive coaching" impacts the way business leaders manage their team. These same business managers and executives are also the leaders, coaches and parents in youth sports in their communities. So the organization is investing in their employees' family lives as well.



PCA Trainer Amy Manson conducts a workshop for Rocky Mountain Hospital for Children

A group of Qlarant employees participate in the workshop 'Positive Motivation for Managers' with PCA Trainer Monica Livingston.

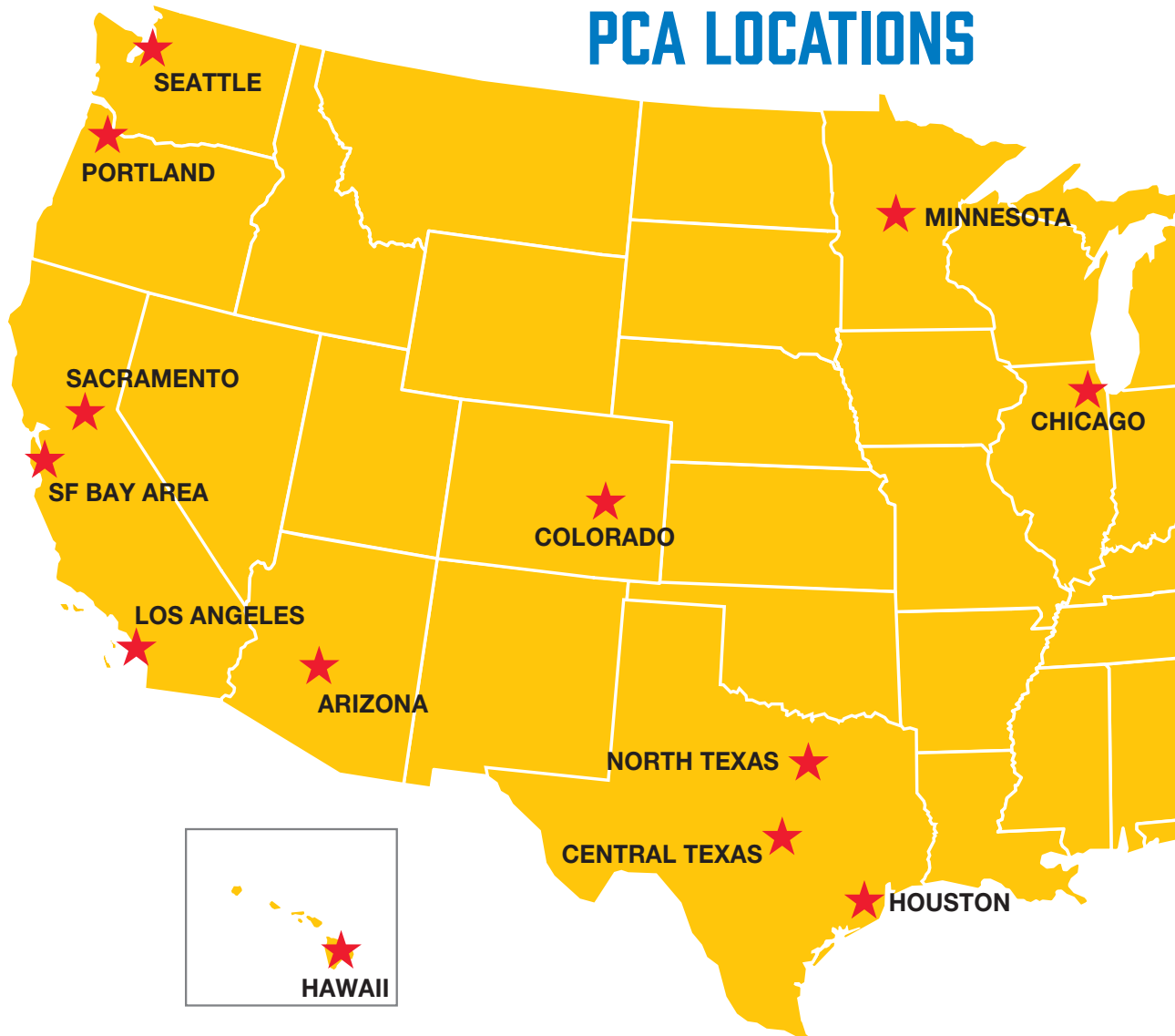


This year, PCA conducted corporate workshops for Healthline Media, Qlarant, Rocky Mountain Hospital for Children, and others. Here are a few quotes from those corporations on the impact of PCA programs on their organizational culture and management styles:

Healthline CEO, David Kopp, shared that, "PCA did a fantastic job engaging our managers in an interactive discussion about the value of positive coaching and positivity in management. Their real-world tested, academically-supported approach spoke to all types and they delivered actionable suggestions which made it easy for managers to experience the benefits of their approach in their next meeting."

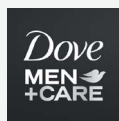
Dr. Brooke Pengel, MD, the Medical Director for Pediatric Sports Medicine, shared that the PCA workshop, "was a game changer." She went on to explain that she was, "confident [the workshop] will make a huge impact on how we support each other and how we provide compassionate care to our patients. I am so grateful for the experience and for the opportunity to partner with PCA."

PCA LOCATIONS

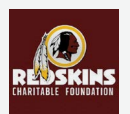


CORPORATE PARTNERS & TRUSTED RESOURCES

Deloitte.



PRO TEAMS THAT SUPPORT PCA





NATIONAL PARTNERS





**BETTER ATHLETES
BETTER PEOPLE**

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PCA National Board of Directors as of June 2019

Amy Brooks President of Team Marketing & Business Operations and Chief Innovation Officer, NBA

Tom Cassutt (BOARD CHAIR), CFO, American Security Products Company

Scott Chapman Founder/CEO, Chapman Investment Management

Troy Fowler Director, Triad Foundation

Karen Francis DeGolia Corporate Board Director & Technology Investor

Laura Hazlett COO/CFO at Klamath River Renewal Corporation

Blair LaCorte Managing Director, LaCorte Ventures & Chief of Staff, AEye

Glen Matsumoto Partner and 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

Ray Purpur Deputy Director of Athletics, PE & Recreation, Stanford University

Leo Redmond President at Redlock Associates

Rodger Rickard (EMERITUS) Retired CEO, Cornish & Carey Residential Real Estate

Mindy Rogers Community Volunteer

Pulin Sanghvi Speaker, Author, Consultant

David Shapiro President of US Youth Division & Head of USA Sales, Pixellot

Jim Thompson PCA Founder

Larry Varellas Senior Tax Partner, Deloitte

Linda Verhulp Executive Director, Morgan Family Foundation

Dan Whalen President, The Whalen Family Foundation

Steve Zuckerman Managing Director, Self-Help, California

“Playing sports made an enormous impact on my personal development, and helped give me the skills and confidence to succeed in business and life. At the NBA, we see youth sports and the positive experiences they provide as important for the long-term health of the league, and also for society. I joined PCA's National Board of Directors because every day, in all aspects of my life, I am drawing on lessons I learned playing sports.”

- Amy Brooks, National Basketball Association

Pictured here: an athlete learning to use the Mistake Ritual "Brush it off" at our Soccer Clinic in April. This physical movement is used by players to help them reset after a mistake and is one of many tools PCA teaches to help athletes become more resilient.

