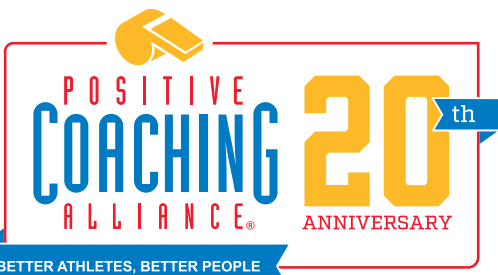



# MOMENTUM



***YEAR IN REVIEW***  
***SUMMER 2018***

A man with a beard and short dark hair, wearing a blue long-sleeved shirt, is sitting on the ground and talking to four children. The children are also wearing blue shirts. They are outdoors, with green trees in the background. The man is gesturing with his right hand, showing two fingers. The children are looking at him attentively.

PCA develops **BETTER ATHLETES, BETTER PEOPLE** through resources for youth and high school sports coaches, parents, student-athletes, and administrators. In addition to 1,800+ free multimedia tips and tools at [www.PCADevZone.org](http://www.PCADevZone.org), PCA partners with schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help create a positive, character-building youth sports culture.

**PCA strives to create a Development Zone® culture, where the norms are:**

- ➔ The Double-Goal Coach® who strives to win while also pursuing the more important goal of teaching life lessons through sports
- ➔ The Second-Goal Parent® who concentrates on life lessons, while letting coaches and athletes focus on competing
- ➔ The Triple-Impact Competitor® who strives to impact sport on three levels by improving oneself, teammates and the game as a whole

*This year's cover photo features Coach Tawanna Flowers, Trinity Valley School (Fort Worth, TX), who won PCA's 2018 Double-Goal Coach® Award Presented by TeamSnap.*

# LETTER FROM THE CEO

## A Not So “Foolish Project” and the Next 20 Years

2018 is Positive Coaching Alliance’s 20th anniversary year, a time for reflection and celebration at all that the thousands of people in the PCA Movement have accomplished in PCA’s first 20 years.

Back in 1998 my first official act as head of this new organization was speaking at a conference in Chicago after returning from a month in Central America with my wife. The conference began with a dinner with a long table running the length of the room with place settings on either side. I was one of the early arrivers, so I picked a spot at random toward the middle of the table.

Each place setting had a gift-wrapped package upright next to the plate. In each package was a plastic holder suitable for framing a photo with a postcard with an inspirational message. Each of the place settings had a unique card — I know because after I experienced the shock of opening mine I went around and looked at those of the other dinner guests. My unique message was from the 13th Century Sufi poet Rumi:

**Start a huge foolish project, like Noah. It makes absolutely no difference what people think of you.**

What a gift for me when I was having so many doubts and fears about the path I had embarked upon!

And now this huge foolish project, beginning in a dark office in Stanford University’s Roble Gym, has grown to a nationwide organization consisting of 18 Chapters across the U.S. and 200 Certified Trainers delivering 3,000+ live workshops each year, with a total annual reach of more than 5.6M youth athletes. It’s been a pretty amazing journey. Our National Youth Sports Awards & Benefit at Stanford’s Maples Pavilion was a fitting and star-studded marker with 30 National Double-Goal Coach Award Winners and more than 35 of our National Advisory Board Members in attendance.

The event broke all PCA records for both attendance and money raised. We all walked out of that event fired up to take PCA further and farther on the road to [transforming the culture of youth sports so sports can transform youth.](#)



*Jim Thompson speaks at the launch of the Jr. NBA Parent Initiative in October 2017.*

We have made great progress, and we also need to do much more to transform the culture of youth sports so that it is about developing Better Athletes, Better People. And we have exciting ideas about how to go to the next step, from a renewed focus on the Better People part of PCA’s [Better Athletes, Better People](#) tag line, to activating the thousands of people who have benefitted from PCA’s work, to deepening the impact of our programs, to providing Positive Coaching for All—we are bursting with excitement about what the next 20 will hold.

I am so incredibly grateful for all the people who have put their shoulders to the wheel to move PCA down that road. Truly the best is yet to come.

Jim Thompson  
Founder & CEO

# THE ROLE OF RESILIENCY FOR GRANT HIGH SCHOOL

Portland Public Schools and the Portland Interscholastic League made a conscious effort to **positively impact all 11,000+ student-athletes in the district**. Working with athletic directors, coaches, parents, and student-athletes for the last three years, District Athletic Director Marshall Haskins aimed to implement a new culture, and a new common language and mindset among all those groups.



**PORTLAND**  
INTERSCHOLASTIC LEAGUE

This past winter season, Haskins and PIL saw that initiative take shape on the basketball court, as PCA Trainer Al Hillis supported the Grant High School Basketball team to implement PCA concepts and tools. After only a couple of weeks the team started to see how PCA principles could help them win on and off the court. Coaches of the Grant High School basketball team, namely Assistant Coaches Babak Zolfaghari (known as 'Coach Z') and Lee Orr, as well as Varsity head coach Robert Key, credit the following PCA techniques, ideas, and principles for playing a huge role in their championship run:

- ⌚ Adopting the PCA principle "ELM": A focus on Effort, Learning and "Mistakes are OK."
- ⌚ Communicating positively with players during games, including the use of truthful and specific praise.
- ⌚ Empowering assistants to have a voice and a say in the process.
- ⌚ Supporting student-athletes to fill each others' emotional tanks, resulting in increased resiliency in tough moments.





Throughout their tournament run, the coaches sported PCA bracelets that read "Honor the Game." Still celebrating their championship performance on the court, Coach Orr turned to PCA Trainer Al Hillis, stating, "They're going to cut this off me when I die—I'm never taking this PCA wristband off."

The Grant High School Basketball team went all in with PCA. Grant High School lost to Jefferson High School three times before defeating them in the OSAA 6A State Championship. Varsity Coach Robert Key remarked after the season that, "Even when we came up short, we preached that effort and attitude count over everything. Picking yourself up from defeat and accomplishing success is true strength."

**Resiliency. Growth Mindset. Mastery.** That is the power of PCA training at work. And it helped Grant High School get over the top. When asked if Grant High School would work with PCA again next year, Coach Key was short and to the point: "It's already on the schedule."



Spending this season with the Grant High School Basketball team had special meaning for PCA Trainer Al Hillis, as he's a graduate of Grant High School himself! After attending the University of Oregon, Al returned to Portland, where he performed as a player and manager in Portland area adult soccer, softball, and basketball leagues for more than 20 years. Some of you may recognize him as a former adult League Commissioner, or perhaps you've seen him out on the youth fields, or in the gym, where he's coached (and parented!) baseball and basketball. PCA is thrilled to have Al on our team in Portland.

# THE JR. NBA PARENT INITIATIVE

As part of PCA's partnership with the Jr. NBA, a new parent initiative was developed to help educate parents and guardians on the youth basketball ecosystem. These resources will provide parents specific tools to assist them in creating a positive, healthy experience for their young players.



To launch the new parent initiative, the Jr. NBA and PCA hosted a panel conversation with Golden State Warriors guard Stephen Curry, his mother Sonya Curry, center Zaza Pachulia, and Associate Head Coach Mike Brown to discuss their sports parenting experiences and how to positively impact their child's youth sports journey.



*Sonya Curry, the mother of Stephen Curry, shares parenting insights and stories with the crowd.*





# CARING COACH AND REAL STRENGTH

## With Dove Men+Care

PCA and Dove Men+ Care expanded its partnership this year to recognize Caring Coaches in the soccer community and to highlight the importance of fans showing real strength during March Madness.

During the Fall, PCA and Dove Men+ Care hit the road to meet youth soccer coaches, parents and athletes at the Target United Cup soccer tournament across the country. Parents and athletes were encouraged to nominate their coach for the Caring Coach Award, in collaboration with PCA's Double-Goal Coach Award. Two soccer coaches were selected as Caring Coach Award winners and given a once in a lifetime experience at the MLS Cup in Toronto.

In addition to the Caring Coach program, Dove Men+Care teamed up with basketball legends David "The Admiral" Robinson, Shane Battier, commentator Seth Davis, the NCAA, and PCA to bring the "Real Strength Manifesto" (a unifying message for fans that recognizes the impact of their care on the game) to life, through a refurbished park, a new basketball court, and a basketball clinic for youth athletes that focused on developing skills and improving sportsmanship.



# 2018 NATIONAL YOUTH SPORTS AWARDS & BENEFIT

On April 28th, 2018 we welcomed more than 650 supporters of Positive Coaching Alliance to our annual National Youth Sports Awards & Benefit, honoring Steve Young with our Ronald L. Jensen Award for Lifetime Achievement. The event, hosted at Stanford's Maples Pavilion, was in celebration of PCA's 20th Anniversary and helped raise critical funds to support BETTER ATHLETES, BETTER PEOPLE.



Sponsored by **Deloitte.**

**“Every person who coaches, or even talks about or thinks about it, has to be exposed to PCA. So tonight, we know we’re raising money, but if you have the influence to drive PCA further, or get people to know it, do it!...Be a great competitor, a great friend, a great family member, a great human! PCA is all about teaching the most critical values, so we can get away from zero-sum game conversations. PCA is that sense of abundance that we can bring to the world.”**

- Steve Young, 3x Super Bowl Champion, Pro Football Hall of Famer, Co-founder Forever Young Foundation



Left: Phil Jackson and Lionel Hollins enjoy the VIP reception



Right: Julie Foudy, Summer Sanders, and Jennifer Azzi together at the National Youth Sports Awards & Benefit.

Summer Sanders (MC) moderates the Double-Goal Coach® Awards Panel, featuring (from left to right): Tawanna Flowers (Forth Worth, TX), David Klein (Menlo Park, CA), Katie Schlosser (Brookfield, WI), and Steve Sills (Homewood, AL).







## THE MOST EVER...

DOUBLE-GOAL COACH®  
AWARD WINNERS  
ATTENDING: **30**

NATIONAL ADVISORY  
BOARD MEMBERS  
ATTENDING: **35**

**650+** GUESTS ATTENDED  
THE EVENT AT  
STANFORD  
UNIVERSITY'S  
MAPLES PAVILION

MONEY RAISED TO  
SUPPORT PCA:

**\$750,000+**



To achieve our goals each year, PCA provides a variety of programs and resources, including:

### LIVE WORKSHOPS AND CERTIFICATIONS

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Led by PCA trainers and facilitators on an array of topics, such as developing a positive coaching culture, honoring the game, building confidence, helping athletes perform under competitive pressure, positive motivation, and more.

### PCADevZone.org

---

PCA has categorized thousands of digital items from the nation's best coaches and sports psychology leaders into a searchable database accessed by millions of people each year.

### RESOURCES

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Such as books, newsletters, and videos, meeting agenda templates, progress tracking tools, etc. that can be used to help coaches manage recruiting, tryouts, playing time issues and conflicts with and between parents.

### SELF-PACED ONLINE COURSES

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For coaches, parents, student-athletes, and officials, featuring content by top coaches and experts.

### CONSULTING SERVICES

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Including site visits, game day observations and feedback from PCA trainers, advising, coach evaluation consultations, and meeting facilitation.

### AWARDS AND SCHOLARSHIPS

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For coaches and student-athletes who exemplify PCA principles and best practices.

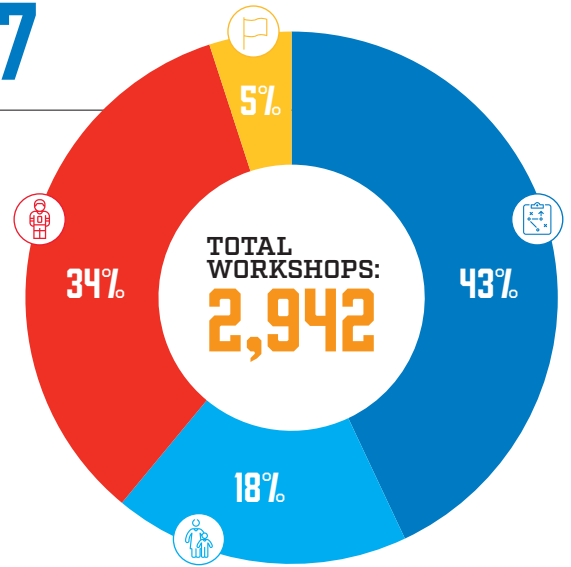
# PCA AT WORK ACROSS THE COUNTRY IN 2017

# OF COACH WORKSHOPS  
**1,271**

# OF PARENT WORKSHOPS  
**522**

# OF ATHLETE WORKSHOPS  
**1,011**

# OF LEADERSHIP WORKSHOPS FOR ADMINISTRATORS  
**138**



Nearly 40% of all PCA workshops are fully-funded by generous individuals and foundations.



“

I have coached soccer and lacrosse for 20 some years, and I think that PCA does the best job at cutting to the core issues and presenting solutions in the best and most usable way.”

- ANDY BRIGGS, Coach, Hershey Soccer Club



# PCA NATIONWIDE: BY THE NUMBERS

## WORKSHOPS ACROSS THE COUNTRY, BY TYPE OF ORGANIZATION



SCHOOLS

1499



BASEBALL/  
SOFTBALL

380



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

358



SOCCER

185



HOCKEY

91



LACROSSE

68



BASKETBALL

60



FOOTBALL

54



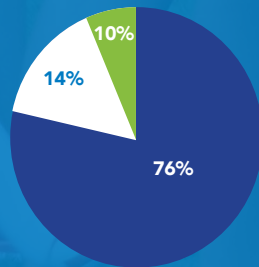
OTHER

247



### EXPENSES

- PROGRAMS
- FUNDRAISING
- MANAGEMENT & GENERAL



### REVENUE



FY2010

FY2017

# RESULTS AND IMPACT

Since our founding in 1998, PCA has reached more than **14.2 million** young people. We have delivered more than **23,000** live group workshops and hundreds of thousands of online courses. More than **5.6 million** youth benefitted from PCA programs and resources in the last year alone. Independent research shows a variety of positive impacts.

## Examples include:

### TOOLS THAT COACHES REALLY USE

**96%**

of PCA trained coaches believe the PCA training gives them the tools to help their players get better in their sport and approximately the same percentage believe it helps them get their players to support each other and work together as a team.

### IMPROVED TEAMWORK & SPORTSMANSHIP

PCA programming helps youth develop teamwork skills, and

**72%**

of PCA-trained athletes believe their sportsmanship improved after training.

### FEWER ARGUMENTS, BERATING OF OFFICIALS

PCA programs improve parents' behavior on the sidelines during games. And

**OVER 60%**

of student-athletes argued less with officials after PCA training.

### A PARADIGM SHIFT

**OVER 70%**

of coaches said that the PCA workshop strongly reinforced their desire to teach life lessons, and 40% of coaches said that the PCA workshop changed their behavior "a lot" with regards to their desire to teach life lessons to their athletes.

# A MOVEMENT AT CRITICAL MASS

# 130+

ADVISORY BOARD MEMBERS, INCLUDING:



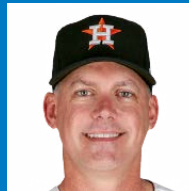
BRANDI CHASTAIN



CAROL DWECK



CURTIS GRANDERSON



AJ HINCH



STEVE KERR



RONNIE LOTT



BRAD STEVENS

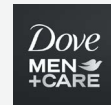


TARA VANDERVEER

TO SEE THE FULL LIST, VISIT [POSITIVECOACH.ORG](http://POSITIVECOACH.ORG)



## CORPORATE PARTNERS





# NATIONAL PARTNERS



# PRO TEAMS THAT SUPPORT PCA






BETTER ATHLETES  
BETTER PEOPLE


Positive Coaching Alliance  
1001 N. Rengstorff Ave., Suite 100  
Mountain View, CA 94043

[www.PositiveCoach.org](http://www.PositiveCoach.org)

 /PositiveCoachUS

 @PositiveCoachUS

 @PositiveCoachUS

 866-725-0024 (toll-free)

## PCA National Board of Directors as of June 2018

Amy Brooks  
Tom Cassutt  
Scott Chapman  
Troy Fowler  
Karen Francis DeGolia  
Doug Galen  
Laura Hazlett  
Blair LaCorte  
Wendy McAdam  
Rick Osterloh  
Lisle Payne  
Gary Petersmeyer  
Ray Purpur  
Leo Redmond  
Rodger Rickard  
Mindy Rogers  
Pulin Sanghvi  
David Shapiro  
Jim Thompson  
Larry Varellas  
Linda Verhulp  
Dan Whalen  
Steve Zuckerman

*Positive Charting (pictured here) helps coaches and/or parents capture specific, positive things each one of their athletes does during a competition. This soccer parent fills players' emotional tanks by reading from the chart during post-game snack.*

