GET INTO THE [DEVELOPMENT ZONE™]
Every Which Way: A Thread Count Strategy to Change Youth Sports

Positive Coaching Alliance’s mission is to change youth sports – an important major institution often overlooked because it is so decentralized. And you don’t change a major institution without a LOT of people involved.

This is why PCA is focused on creating a movement to transform youth sports into a “Development Zone” culture where all youth and high school athletes have a positive, character-building experience that develops “Better Athletes, Better People.”

We have recently gone to the dry goods store for an analogy – Thread Count.

In a sheet, towel or tablecloth the higher the thread count, the higher the quality of the material. For PCA, the higher our thread count – the relationships that people in the movement have with each other – the better equipped we are to achieve our mission.

Our idea of cultural transformation is not a hub-and-spoke model that is highly controlled from our PCA National Office. Rather, the movement we are building together is a thick web of relationships that people in the movement have with one another.

When people in the movement take action not only in their local community, but also connect in a meaningful way to someone who lives not only in their local community, but also connects in a meaningful way to someone who lives in another part of the country – the PCA Movement Thread Count grows stronger.

We are tackling something difficult, something historic, and we are gaining momentum. Thank you for adding your thread to the PCA Movement today as they were then: “...it starts when you say We and know who you mean, and each day you mean one more.”

We think about this growing number of people uniting around the creation of a Development Zone culture in youth sports by:

- 235+ National and Chapter Board Members
- 125+ National Advisory Board Members
- 100+ PCA Certified Trainers
- 60 Staff Members
- 30 Leadership Council Members
- 30 National Student-Athlete Advisory Board Members
- 17 Development Zone Leadership Fellows
- Hundreds of national Double-Goal Coach® Award winners
- Hundreds of Triple-Impact Competitor® Scholarship Winners
- 5,000+ school and youth sports organization partners
- Huge numbers of volunteers who serve as PCA Champions, and
- Thousands of financial supporters.

At the very first public PCA event that Phil Jackson spoke at in 2000 at Stanford I quoted from poet Marge Piercy’s poem, “The Low Road.” The words are as meaningful for the PCA Movement today as they were then:

...it starts when you say We and know who you mean, and each day you mean one more.

We are tackling something difficult, something historic, and we are gaining momentum. Thank you for adding your thread to the PCA Movement Thread Count!
The PCA Movement continues its acceleration through:

- Geographic growth (12 local Chapters thriving and two more near launch as seen on p. 10);
- Steadily increasing use of our core offering – live workshops for youth and high school sports coaches, parents, student-athletes and organizational leaders/administrators – that have now reached more than 7.5 million youth (see p. 6); and
- The Development Zone Resource Center, a searchable catalog of free audio-video and printable tips and tools that launched in November at PCADevZone.org to help anyone and everyone get more from youth sports.

PCADevZone.org visitors can find answers to most any question through keyword searches or by browsing all items in a category, such as “playing time” or “character-building.” Many answers come from tips and tools delivered in short videos or longer podcasts featuring members of PCA’s National Advisory Board: top pro and college coaches and athletes and leading researchers in sport psychology, character-education and organizational culture.

PCADevZone.org drew more than 100,000 visits per month in both February and March, and the site’s resources stand to reach millions more through sharing in social media, plus untold numbers who could receive copies of printouts from the site. Like all PCA products and services, PCADevZone.org offers research-based concepts and practices that help improve athletic performance while creating an environment in which youth learn life lessons that have great value beyond sports.

This unprecedented effort to share our resources at no cost to users also promises to raise awareness of the organization and eventually spur demand for workshops, such as the one highlighted in the “Impact Snapshot” story below.

**Impact Snapshot**

Hi Tony-

Thank you for your time at the PCA clinic you led. It was by far the best I have been to. One point we touched upon is how effective and impactful listening to the players can be.

When I got home I tucked my son Henry (12) into bed. He asked where I was for the evening and I explained the purpose of the meeting and how much I enjoyed it. We then talked a bit about the season to come…we both adore the game of baseball.

I had a team three years ago that was remarkable…a rag tag bunch of 9- and 10-year-olds who by the end of the season became basically unbeatable. And we had a tremendous amount of fun…that came first.

The next two seasons I had new teams a bit heavier on the all-star players…I didn’t shift far…but I may not have had the all-out “let it go” attitude of that first year.

Henry says to me, “Dad, do you remember that first team we had? You were more relaxed, and I think that’s why we won so much. If you get a team again this year, that’s how you should run it.” I told him I’d been thinking about the exact same thing. “Great minds think alike, Dad.”

Thank you for inspiring different ways for us to look at our roles in the lives of the kids we coach (our own included).

Tony Asaro

This excerpt from an e-mail to PCA Trainer Tony Asaro after a recent workshop illustrates our impact.

PCADevZone.org has helped me tremendously this season. Parental education is one of the toughest aspects of coaching, and PCA provides excellent resources for me to share with them.”

Steve Kaatz, Youth Hockey Coach, Wildcats Hockey Club, Riverside, CA
2014 was a record setting year for PCA in terms of revenue contributed from generous donors, foundations and corporations. Workshops delivered also hit an historical high bolstered by completions of online course certifications. Adding Tampa Bay as our 11th Chapter (and Hawaii as our 12th in March 2015) furthered our geographical footprint across the U.S. All combined to create a balanced budget of over $7.4 million, enabling us to impact more than 1.7 million youth through PCA-certified coaches and another 1 million youth through our online resources. Of course, the life lessons and character traits developed in youth through sports – and the ripple impact of those youth as they grow into tomorrow’s leaders – are priceless. That belief is what fuels the PCA Movement toward a goal of 20 million youth impacted in 2020.

Financial and Impact Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Youth Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2012</td>
<td>1.2 million</td>
</tr>
<tr>
<td>FY2013</td>
<td>1.6 million</td>
</tr>
<tr>
<td>FY2014</td>
<td>2.7 million</td>
</tr>
<tr>
<td>FY2015 (PROJECTED)</td>
<td>3.3 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue In Millions of Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2010</td>
<td>$4.8 million</td>
</tr>
<tr>
<td>FY2014</td>
<td>$7.4 million</td>
</tr>
<tr>
<td>FY2015 (PROJECTED)</td>
<td>$3.3 million</td>
</tr>
</tbody>
</table>

Expenses

- Management/General: 74%
- Fundraising: 17%
- Programs: 9%
The "Alliance" in PCA includes not only the thousands of schools and youth sports organizations that have implemented our training, but also all of the companies and organizations that support the PCA Movement – through funding, intellectual capital or the opportunity to access youth sports participants – it is invaluable.

Deloitte.
Presenting Sponsor of both National Youth Sports Awards and Triple-Impact Competitor Scholarship Program

Liberty Mutual
Lead partner in Liberty Mutual Insurance Play Positive Personal by Positive Coaching Alliance

SureID
Provider of background checks and identity-as-a-service solutions

Deloitte.

TRUSTED RESOURCES

CORPORATE ALLIES

Deloitte.

Online video tool that helps coaches teach and players learn through video, also supporting PCA workshops

KidPower

A nonprofit leader in abuse- and violence-prevention for children and adults, also collaborates with PCA on sex-abuse prevention resources

Seamlessly

A communication and video sharing platform for teams, training groups and athletic directors; a PCA workshop partner

Kidpower

Online team management tool and presenting sponsor of the 2013 Double-Goal Coach Awards

Zepp

String-analysis system for motion

Impact Snapshot

Positive Coaching Alliance has played a vital part in my becoming the person I am today… playing the game for me was not just about becoming a better player, but also a better person who could use his platform to create change. PCA played a crucial role in establishing this perspective.

Through the Triple-Impact Competitor workshops, being coached by Double-Goal Coaches at Strake Jesuit to having my parents being offered an opportunity to be trained to become Second-Goal Parents, all of these were part of my becoming the person I am today. PCA is not just another non-profit trying to create change. They have created change. They are creating change. They made change in me.

This excerpt is from a powerful speech by past Triple-Impact Competitor Scholarship winner Michael Sam, Jr. of Houston, TX. For video of the full speech visit http://mypca.me/MichaelSamJr

PCA Chapters Proliferating Across the U.S.

Thanks to LA Seed Funders Warren Lieberman of Final Sports, Beverly Hills Basketball League, the Los Angeles Galaxy, the Los Angeles Lakers and the RGK Foundation. Thanks to Portland Seed Funders Cynthia King-Gaffney and Alan Gaffney, the Portland Timbers, the Portland Trailblazers, and Eid, a PCA Corporate Ally whose SureID product is a PCA Trusted Resource for background checks and identity-as-a-service solutions.

Our goal is to launch three new Chapters per year for the next five years for a total of at least 26 Chapters in 2020. If you are able to help us meet individuals, foundations, companies or other influential entities in an area we are not yet in, please contact PCA Director of Business Development, Jason Sacks at Jason_Sacks@positive-coach.org or 773-506-4744.

Impact Snapshot

Tie

Positive Coaching Alliance

Positive Coaching Alliance

Deloitte.

The "Alliance" in PCA includes not only the thousands of schools and youth sports organizations that have implemented our training, but also all of the companies and organizations that support the PCA Movement – through funding, intellectual capital or the opportunity to access youth sports participants – it is invaluable.

Deloitte.

Presenting Sponsor of both National Youth Sports Awards and Triple-Impact Competitor Scholarship Program

Liberty Mutual
Lead partner in Liberty Mutual Insurance Play Positive Personal by Positive Coaching Alliance

SureID
Provider of background checks and identity-as-a-service solutions

Deloitte.

TRUSTED RESOURCES

CORPORATE ALLIES

Deloitte.

Online video tool that helps coaches teach and players learn through video, also supporting PCA workshops

KidPower

A nonprofit leader in abuse- and violence-prevention for children and adults, also collaborates with PCA on sex-abuse prevention resources

Seamlessly

A communication and video sharing platform for teams, training groups and athletic directors; a PCA workshop partner

Kidpower

Online team management tool and presenting sponsor of the 2013 Double-Goal Coach Awards

Zepp

String-analysis system for motion

Impact Snapshot

Positive Coaching Alliance has played a vital part in my becoming the person I am today… playing the game for me was not just about becoming a better player, but also a better person who could use his platform to create change. PCA played a crucial role in establishing this perspective.

Through the Triple-Impact Competitor workshops, being coached by Double-Goal Coaches at Strake Jesuit to having my parents being offered an opportunity to be trained to become Second-Goal Parents, all of these were part of my becoming the person I am today. PCA is not just another non-profit trying to create change. They have created change. They are creating change. They made change in me.

This excerpt is from a powerful speech by past Triple-Impact Competitor Scholarship winner Michael Sam, Jr. of Houston, TX. For video of the full speech visit http://mypca.me/MichaelSamJr

PCA Chapters Proliferating Across the U.S.

Thanks to LA Seed Funders Warren Lieberman of Final Sports, Beverly Hills Basketball League, the Los Angeles Galaxy, the Los Angeles Lakers and the RGK Foundation. Thanks to Portland Seed Funders Cynthia King-Gaffney and Alan Gaffney, the Portland Timbers, the Portland Trailblazers, and Eid, a PCA Corporate Ally whose SureID product is a PCA Trusted Resource for background checks and identity-as-a-service solutions.

Our goal is to launch three new Chapters per year for the next five years for a total of at least 26 Chapters in 2020. If you are able to help us meet individuals, foundations, companies or other influential entities in an area we are not yet in, please contact PCA Director of Business Development, Jason Sacks at Jason_Sacks@positive-coach.org or 773-506-4744.
PCA-Sacramento’s Youth Sports Awards ceremony provided a night to remember, featuring Sacramento Mayor and former NBA star Kevin Johnson, along with PCA-Advisory Board Members Darryl Baker, Ronnie Leftt and Jerry Manuel. Johnson (left) and Leftt (center) were engaged in a bidding war for an auction item, which greatly amused Manuel (right). Roughly 200 people turned out, including finalists for PCA-Triple-Impact Competitor Scholarships. PCA-SF Bay Area also offered a $50,000 grant from the Arizona Super Bowl Host Union High School District schools, thanks to a partnership with 22 independent school districts, nine professional organizations and 40 corporate partners. Daniels Fund CEO Linda Dillards (left) noted at the Youth Sports Impact Awards Breakfast, "Nothing could fit Bill Daniels’ goals for our sports fund-erships, the Chapter impacted more than 34,000 youth over the past year – a 191% increase over the previous year. Thanks in part to those ISD partnership funded by alum Marc Byrnes, President of Oswald Pefrison Foundation with research carried out by the Institute for Applied Research in Youth Development at Tufts University, under the direction of Dr. Richard Larson. The study will follow hundreds of student-athletes and coach-es from the 2014-2015 school year through 2014-2017, measuring character changes in athletes and administrators as coach attitudes from a benchmark before PCA training and through the years subsequent to PCA training.

\[\text{PCA-Colorado's Triple-Impact Competitor Scholarship Program Sponsored by Deloitte.} \]

PCA-Tampa Bay’s 6th Annual TCF Bank Scholarship Luncheon at Tropicana Field attracted more than 120 supporters to recognize four recipients of Triple-Impact Competitor Scholarships.

Dr. Richard Lerner | Mark Fernandez | [PCA Across the USA – Chapter Highlights]

PCA-Phoenix is providing Double-Goal Coach and Triple-Impact Competitor workshops to Phoenix Union High School District schools, thanks to a $30,000 grant from the Arizona Super Bowl Host Committee. Partnership Manager Brooke Mulder (left) and new Chapter Executive Director Dave Rainer (right) will lead the charge in making Phoenix a Development Zone for improving Better Athletes, Better People.

Quidsi’s IMPACT Scholarship Luncheon at TCF Bank Stadium attracted more than 120 supporters to recognize four recipients of Triple-Impact Competitor Scholarships.

Dr. Richard Lerner | Mark Fernandez | PCA-Colorado received a new grant from Danuls Fund to underwrite and expand partnerships with schools and youth sports organizations. Daniels Fund CEO Linda Dillards (2nd from right) noted at the Youth Sports Impact Awards Breakfast, "Nothing could fit Bill Daniels’ goals for our sports fund-erships, the Chapter impacted more than 34,000 youth over the past year – a 191% increase over the previous year. Thanks in part to those ISD partnership funded by alum Marc Byrnes, President of Oswald Pefrison Foundation with research carried out by the Institute for Applied Research in Youth Development at Tufts University, under the direction of Dr. Richard Larson. The study will follow hundreds of student-athletes and coach-es from the 2014-2015 school year through 2014-2017, measuring character changes in athletes and administrators as coach attitudes from a benchmark before PCA training and through the years subsequent to PCA training.

Dr. Richard Lerner | Mark Fernandez | PCA-Tampa Bay’s Major League Baseball’s Tampa Bay Rays joined forces to positively impact Local Little League coaches, players and parents, hosting a two-day Little League education event at Tropicana Field. “We were proud to partner with PCA for our youth instructional clinics,” said Rays Senior Vice President Mark Fernandez. “By including PCA this year we taught important character-building traits, such as teamwork, self-confidence, overcoming adversity and respect for others.”

Dr. Richard Lerner | Mark Fernandez | PCA-Phoenix’s Triple-Impact Competitor Scholarship Program Sponsored by Deloitte.

Quidsi’s IMPACT Scholarship Luncheon at TCF Bank Stadium attracted more than 120 supporters to recognize four recipients of Triple-Impact Competitor Scholarships. John and Nancy Unlu, announced locally for their philanthropy endeavors, received the Chapter’s first Triple-Impact Competitor Business Profes-sional Award from PCA-Minnesota Board Chair Bria LaRue (right).
Positive Coaching Alliance (PCA) develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, leaders and student-athletes. In addition to hundreds of free audio-video and printable tips and tools at PCADevZone.org, PCA has partnered with roughly 3,000 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a Development Zone™ culture.

PCA workshops and courses, which have reached more than 7.5 million youth through 2014, strive to transform high school and youth sports into a Development Zone, where the goal is to develop Better Athletes, Better People and the following become the prevailing models in youth and high school sports:

- 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.

PCA gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA’s mission.

PCADevZone.org

www.PositiveCoach.org • Toll-free 866.725.0024 • PCA@PositiveCoach.org • Facebook.com/PositiveCoachingAlliance • @PositiveCoachUS