

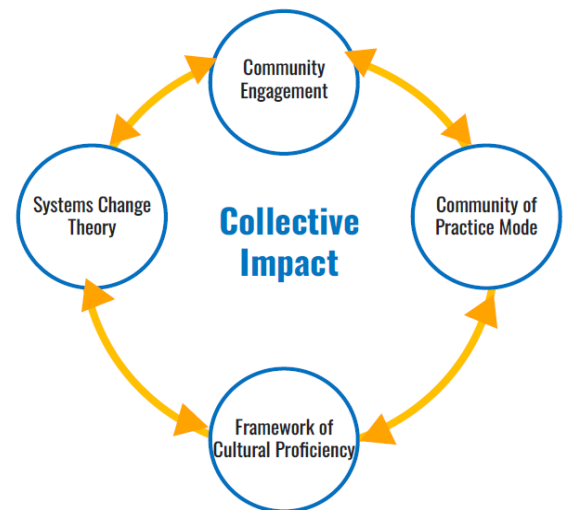


What Youth Sports Can Be

Community Impact Summary: 2023

To successfully close youth sports equity gaps in low-income communities, it is imperative that the strategies we use are evidence-based. We have designed a comprehensive program informed by nationally recognized and certified foundations that involves local stakeholders in the development and implementation plans to increase access to youth sports in underserved communities.

Our approach is multifaceted, synthesizing various well-recognized engagement frameworks. We harness the power of **Community Engagement** to foster collaboration and mobilize resources, incorporate the **Community of Practice** model to promote mutual learning and improvement, embrace **Collective Impact** to unite community members towards common goals, adopt **Cultural Proficiency** to ensure our initiatives resonate with diverse groups, and employ **Systems Change Theory** to tackle root causes and create sustainable change. This approach ensures that every stakeholder's voice is valued and informs community endeavors to eliminate the barriers to high-quality youth sport access and continued play.



Sports Equity Impact

At PCA, our commitment extends beyond the field. We recognize the pressing need to bridge the Sports Equity Gap, ensuring every child, regardless of their background, has an opportunity to participate in youth sports. Our dedicated Sports Equity Initiative has been meticulously crafted to champion this cause.

Empowering Communities:

At PCA, community lies at the core of our mission. We're not just about sports; we're about creating a world where every child feels included.

Localized Research: We equip communities with [tools](#) and equity resources to overcome barriers to sports participation.

Collaborative Initiatives: Our Sports Equity Coalitions and Community Roundtables promote inclusivity. In FY23, these efforts saw us:

- Convene four Sports Equity Coalitions across Buffalo, Oakland, San Diego, and San Francisco.
- Engage over 200 community leaders in our mission.

"PCA's Community Roundtables are transformative. They don't just discuss problems, they build solutions. By fostering open conversations on sports equity and cultural proficiency, they're crafting the blueprint for a more inclusive and empowering youth sports future. Together, we're changing the game." - Terence Berry, Director, 1 Shine Youth Center, Los Angeles, CA.

Spotlight: Oakland's Success Story

PCA's influence in Oakland is palpable. A glimpse of our footprint:

- **Youth Engagement:** Creation of 4,000+ sports opportunities for elementary-aged youth.
- **Diverse Participation:** 72% of participants were youth of color.
- **Empowering Female Athletes:** Significant rise in female players and coaches from diverse backgrounds.
- **Real Impact:** 80% of involved youth developed meaningful bonds with coaches, with 85% recounting a positive experience.

"The initiative is important because it recognizes that in order to increase equity and access to sports you need to go to where the kids are...It was a no-brainer to support this initiative to ensure that more kids in Oakland have access to safe physical activity and all the benefits that come from it." Mike Geddes, co-founder & Chief Purpose Partner, Oakland Roots, Oakland, CA

Championing Coaches:

At the heart of every successful sports program lies the dedication and passion of its coaches. We understand the impact a coach can have on an athlete's life, both on and off the field.

- **Diverse Recruitment:** Our unwavering commitment to inclusivity and diversity has led to a special emphasis on recruiting BIPOC adults as volunteer coaches, ensuring that every child can see themselves represented in their mentors.
- **By the Numbers:** In FY23, we recruited 1,900 volunteer coaches specifically for low-income communities. This not only amplifies the voice and representation of these communities but also ensures that youth receive mentorship that understands and resonates with their unique backgrounds and challenges.

"Thanks to PCA's recruited coaches, our capacity to serve more youth at Delmar NFL Flag has vastly increased. Their expertise enriches our program, instilling values of teamwork, leadership, and resilience." - Jonte Berry, Delmar NFL Flag Program.