



ANNUAL REPORT

2015



MISSION

To ensure that all kids get to reap the benefits of playing sports with a trained, caring coach.

VISION

We envision a future where all kids—regardless of circumstance—have access to a caring coach who is invested in their future. Kids from underserved communities are half as likely to play sports as their peers from more resourced communities. The physical, social and emotional benefits of youth sports are well documented. Important life skills like perseverance, optimism, self-regulation and empathy can be developed through sports when a well-trained, caring coach is involved. Coaching Corps seeks to make these benefits available to all youth by recruiting, screening, training and deploying volunteer coaches to after-school partner programs for kids ages 6 to 16.

FROM THE EXECUTIVE DIRECTOR

DEAR FRIENDS

I am pleased to share with you our 2015 Annual Report, which marked the 5-year anniversary of Coaching Corps. 2015 has been an incredible year! Allow me to share some of the tremendous strides made this year, thanks to your generous support.

- Successfully engaged over 2,100 coaches— who have impacted 23,000+ kids.
- Developed an advanced training curriculum for our coaches that explicitly helps them foster persistence, optimism, self-regulation and empathy in the kids they coach.
- Hosted the inaugural Game Changer Awards gala, on February 5, 2015, in partnership with with and televised by Comcast SportsNet (CSN) Bay Area.
- Ambitiously attained our \$4.1 million fundraising goal and expanded our donor support to more communities across the country—a testament to the growing support for sports-based youth development.

The successes of 2015 have positioned our coaches to have an even more transformative impact on the young people they coach as we prepare for an aspiring expansion plan. We feel ready to take our programs to scale on a national level and will require resources to match. As always, we are inspired by your faith in us as demonstrated by your continued support.

Janet Carter



ORGANIZATION FOOTPRINT

OVER 100

Community Partners

OVER 130,000

Volunteer Hours

OVER 6,700

Coaches

75,000+

Kids

COUNTLESS

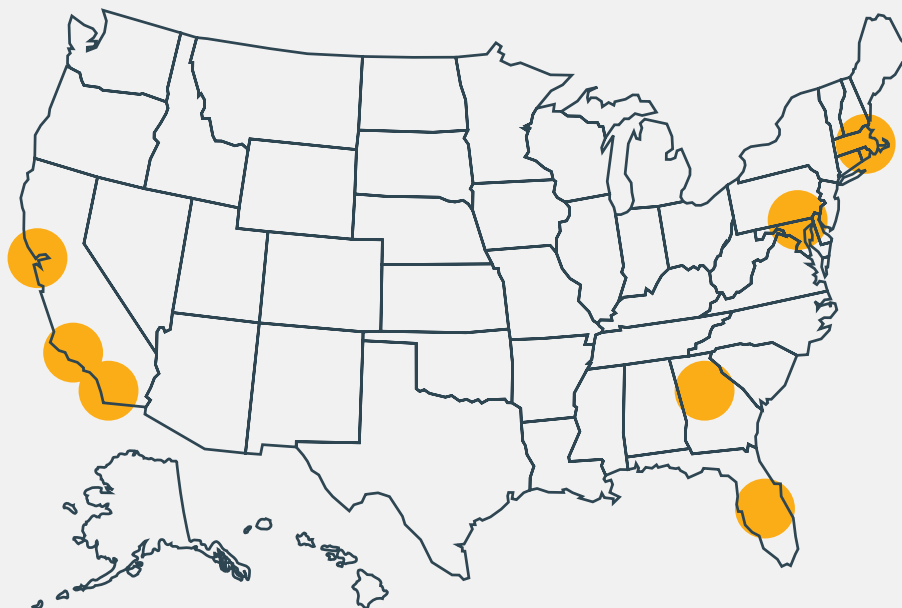
Smiles and High Fives

1

Mission



ACTIVE COMMUNITIES





COACHES IN ACTION



2015 PROGRAM GOALS & OUTCOMES

Coaching Slots Filled

2,100+

Exceeded Coach Goal By

26%

Kids Coached*

23,000+

Exceeded Kid Goal By

15%

Community Partners

100+

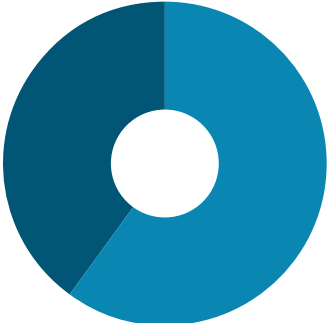
U.S. Markets Served

11

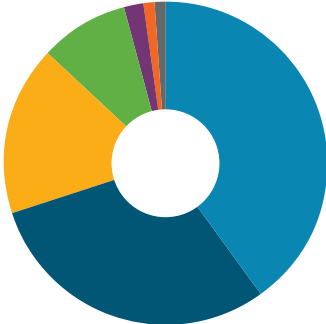
*Approximate number based on an average coach:participant ratio



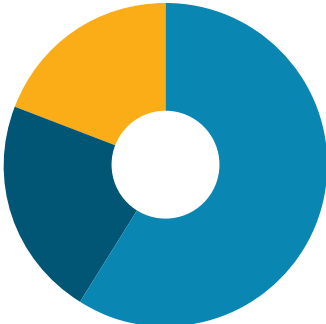
Kid Demographics



GENDER
● 60% Male
● 40% Female



ETHNICITY
● 40% Hispanic/Latino
● 30% Black or African American
● 17% White
● 9% Asian
● 2% Other (including multi-ethnic)
● 1% Native Hawaiian/other Pacific Islander
● 1% American Indian or Alaska Native



SCHOOL GRADE
● 59% 3rd-7th
● 22% 8-12th
● 19% K-2nd



COACH PROFILES

THIAGARAJAN SEZHIAN

UC BERKELEY

When you play sports, you stop thinking about your own needs and start thinking about your team's needs. This life lesson is one that Coach Thiagarajan Sezhian taught his players at Bears Youth Basketball in Berkeley. Born in India, Coach Thiagu immigrated to Maryland with his family at age seven. As a kid, he played tennis every weekend, with soccer in between. As a teenager, he found his favorite sport—basketball. Thiagu learned about Coaching Corps from a friend while completing his undergrad in Bio-Engineering at UC Berkeley. Volunteering with Coaching Corps greatly impacted his



desire to mentor kids and cultivate their curiosity. This passion led to over 2 years of coaching the same team at Bears Youth Basketball. His bond with them grew stronger after each practice. With time, Coach Thiagu witnessed his players opening up to him and talking about their lives off of the court. "I've seen them mature from rowdy 7th graders to budding high schoolers. They learn that life is not just 'all about me.'" said Thiagu, who graduated from UC Berkeley but continues to coach as he applies to medical school. "I believe team sports has helped them to think beyond themselves."

ANDREW REARDON

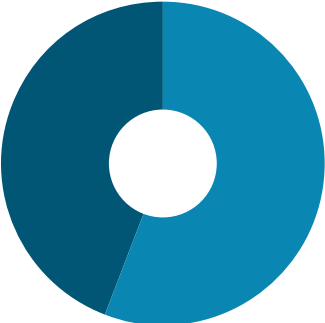
HARVARD

Andrew Reardon first joined Coaching Corps as a Harvard freshman in the Fall of 2013 as a coach at the Cambridge Boys and Girls Club. Starting as an assistant coach, Andy made it a priority to get to know his players. The kids however, were already used to people coming into and out of the program, making it a little harder for Andy to gain their trust. After finishing the Fall season, Andy came back that winter and again the following spring. He moved from assistant coach to head coach and showed his commitment to his players' development. He saw coaching as an art form, where you needed to design your practices around the individual kids on your team. Andy used this understanding to design practices in a way that boosted the kids in need, gave stronger players the motivation to elevate others, and for the whole unit to think about their team as something that existed beyond the court. Andy and his program partner Vahsaun Givans began implementing bigger picture learning into their

sports program. They led discussions with the kids about what was happening with the team outside of practice. These kids went to the same school, lived in the same neighborhoods, and shared a love for sports that made them feel like family. Soon, Andy's team was not only talking about playing together but were looking after each other at school, at home, and everywhere in-between. Now as President of the Harvard Chapter, Andy ensures his coaches understand the importance of consistency, and that they are there to do more than just run a practice but to engage their team at all levels.

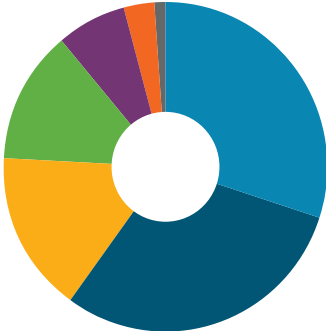


Coach Demographics



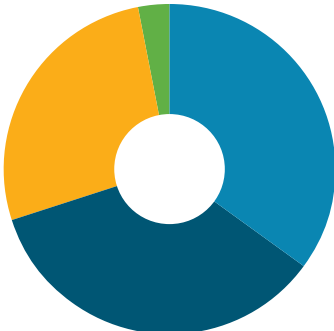
GENDER

- 56% Male
- 44% Female



ETHNICITY

- 30% Hispanic/Latino
- 30% White
- 16% Black or African American
- 13% Asian
- 7% Other
- 3% Native Hawaiian/other Pacific Islander
- 1% American Indian or Alaska Native



AGE

- 35% 18-20 years
- 35% 21-25 years
- 27% 26+ years
- 3% under 18 years

PARTNER PROFILES



ERIN NIEMEYER & MIKE SMITH

RECREATION SUPERVISOR & SPORTS
COORDINATOR – REDWOOD CITY

Redwood City is faced with a challenge we see all too often—a shortage of sports opportunities for their youth. In partnership with the Redwood City School District, Recreation Supervisor Erin Niemeyer and Sports Coordinator Michael Smith from the Redwood City After School Sports Program make sports opportunities available for 35,000 youth throughout the year. “We wouldn’t be able to have some of our teams if we didn’t have coaches from Coaching Corps,” said Erin, “I want a team from every school in every sport so everyone who wants to play, can.” Both Erin and Michael have been using Coaching Corps’ online training as a trusted resource as part of their support for volunteer coaches. The combination of coaching philosophy and concepts with real-world examples “only prepared them better for the kids. We’ve watched coaches apply the concepts and principles from the training in their practices,” said Michael. Because of the effectiveness of Coaching Corps’ training, completing the training will soon be a requirement for all brand new volunteer coaches to their program.



SHAWN GRANBERRY

ATHLETIC DIRECTOR OF BEARS YOUTH
BASKETBALL

A firm advocate of the connection between sports participation and academic success, Shawn Granberry started Bears Youth Basketball in Berkeley, California nearly 4 years ago to address his community’s need to get youth active, both physically and mentally.

Bears Youth Basketball was made possible after Shawn met Realm Charter School’s athletic director at a local Coaching Corps event. Bears Youth Basketball is now a year-round, academic and athletic program that serves 30 to 50 local youth each season at Realm Charter School in Berkeley. Every college volunteer at Bears Youth Basketball is a Coaching Corps trained coach. UC Berkeley Student Thiagarajan “Thiagu” Sezhian has been coaching the 7th and 8th grade teams for the past two years. Shawn recognizes Coach Thiagu as a mentor who is always open to his players’ questions about school, getting into college or a friendly challenge to a 1-on-1 game of basketball. “The kids need to see and interact with young adults who take care of business to know that they can get there too,” said Shawn.

Community Partners

CALIFORNIA

A Place Called Home
Adaptive Sports and Recreation Association
After-School All-Stars, Inc.
After-School Enrichment Program
America SCORES
Aspire California College Preparatory Academy
Athletic Initiative
Bay Area Community Resources
Bay Area Hispano Institute for Advancement (BAHIA)
Bay View Elementary School/ After-School Program
Bears Youth Basketball
Berkeley Unified School District
Berkeley Youth Alternatives
Boys & Girls Clubs
Boys & Girls Club of Silicon Valley
Brotherhood Crusade
C5 Athletics
Campus Kids Connection
Capitol College Academy
Catholic Charities of Santa Clara County
Challengers Boys & Girls Club
Children's Institute, Inc.
City of Emeryville
City of Huntington Parks Department
City of Mountain View - Recreation Division
City of Redwood City
CoachArt
Community United San Jose
East Oakland Boxing Association
East Palo Alto Jr. Razorbacks
facesSF
First Tee of Oakland
Fit Kids Foundation
Gault Elementary ASES program

Giants Community Fund/Junior Giants
Girls on the Run
Gompers Preparatory Academy
Harris Sports
Heart of Los Angeles
High Tech High
LAPD Newton Police Athletic & Activities League
LAUSD: John Muir Middle School Learning Enrichment After-School Program
Los Angeles Recreation and Parks Department
Mid Valley Family YMCA
Mission Dolores Academy
Mount Pleasant School District
North Valley YMCA
Oakland Dynamites, Inc.
Our Savior Center - El Monte Soccer for Success
Palo Alto Housing Corp
Play Rugby USA: San Francisco
Prescott-Joseph Center
Real Options for City Kids (ROCK)
Realm Charter School
Region 4 Afterschool Programs
San Francisco Beacon Initiative
San Francisco Recreation and Parks Department
San Francisco Youth Soccer
Siena Youth Center
Soccer Without Borders (East Bay)
Southgate Recreation and Park District
Squash Drive
Stonestown Family YMCA
SWISH
Team Prime Time
The Preuss School UCSD
THINK Together
West Valley Family YMCA
YMCA of San Diego County

YMCA of San Francisco - Chinatown
YMCA of Superior California
Youth and Leaders Living Actively (YALLA) San Diego
Youth Policy Institute

FLORIDA

Orlando After-School All-Stars, Inc.

GEORGIA

Boys & Girls Clubs of Metro Atlanta - Samuel L. Jones Boys & Girls Club
Girls, Inc. of Albany GA
International Community School
Mt. Olive Community Outreach Center, Inc.
P.R.I.D.E. YSDP

MARYLAND

29th Street Community Center
Beat the Streets - Baltimore
Child First Authority, Inc.
City Springs Elementary/MS
Fitness Fun and Games
Girls in the Game
Higher Achievement Baltimore
Parks & People Foundation
Soccer Without Borders (Baltimore)
The Charm City Youth Lacrosse League

MASSACHUSETTS

America SCORES New England
Boys & Girls Clubs of Middlesex County: Cambridge Clubhouse
Cambridge Community Center
Cambridge YMCA Afterschool Program
Doc Wayne Youth Services, Inc.
East End House
Oak Square YMCA
SquashBusters
West End House Boys and Girls Club

GAME CHANGER AWARDS

The inaugural Coaching Corps Game Changer Awards, held on February 5, 2015, was a night to remember! The Bay Area's premier sports franchises honored assistant coaches for their work on the field and in the community, just like Coaching Corps' volunteer coaches who are changing the game for kids from underserved communities everyday.

Volunteer Coach of the Year award winner, 22-year old Bay Area native, **Andrea "Dre" Quinones-Rivera** was honored for her work as a coach while attending college. Coach "Dre," now a medical student at the University of California, San Francisco, launched the UC Santa Cruz Chapter of Coaching Corps as an undergraduate student.



We Gratefully Acknowledge our 2015 Sponsors



Mentor

Bank of the West
Harris & Megan Barton
The Annie E. Casey Foundation
Mitchell & Susan Cohen
Comcast
Bret & Jackie Comolli
Credit Suisse
Dodge & Cox

Wally & Julie Haas
Evelyn & Walter Haas, Jr. Fund
John & Terry Levin
Jennifer Maxwell
Angela Nomellini & Ken Olivier
Goldman Sachs
Cecily Cameron & Derek Schrier
Northern Trust

Motivator

Brian & Paige Grey

Kaiser Permanente

Recruiter

California Athletics
Coaching Corps Leader's Circle
SportUp

Strava, Inc.
U.S. Trust

Team Player

Jesse & Allison Eisenhardt
Hood & Strong, LLP

Neyhart, Anderson, Flynn & Grosboll
Nossaman LLP





PERSPECTIVE

We believe that every child should have the opportunity to play sports with a trained coach as a role-model and teacher. The skills learned on the fields of play—persistence, teamwork, leadership and empathy—help kids to succeed in school and beyond. And starting at a young age can help kids adopt healthy behaviors that last a lifetime.

Today, in many neighborhoods with high poverty rates, opportunities to play simply do not exist. Cutbacks in funding for community and school programs have stripped children in underserved communities of many opportunities. The absence of safe playgrounds, the lack of coaches and the rising costs of sports programs have steeply disadvantaged the kids that need these resources the most.

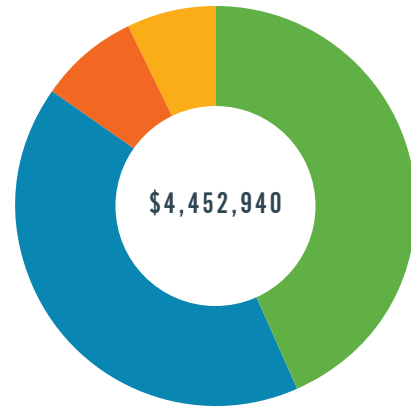
Coaching Corps works with high quality youth sports programs, led by skillful and compassionate coaches to make the lifelong benefits of sports participation available to all kids. We believe that coaches can serve as positive role models, able to share the benefits and life lessons of sports with youth.

Accomplishing this work requires a concerted effort from stakeholders that believe in equity and the power of sports to impact the lives of youth.

Financial Statements

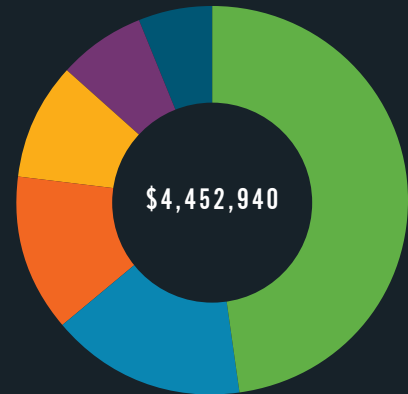
2015 SUPPORT

Source	Amount
Individuals	\$1,932,947 ●
Foundations	\$1,832,676 ●
Corporations	\$335,260 ●
Total Gifts	\$4,100,883
Reserves	\$352,057 ●
TOTAL	\$4,452,940



2015 EXPENSES

Source	Amount
Program Leadership	\$2,143,697 ●
Technology	\$719,582 ●
Public Education & Comms	\$569,136 ●
Fund Development	\$430,827 ●
General & Administrative	\$318,873 ●
Organizational Impact	\$270,825 ●
TOTAL	\$4,452,940



Note: In 2015, the expense categories were changed per the Leadership Team's request:

The following became obsolete:

- Coach recruitment, training & placement support
- Evaluation, research & policy
- Capacity building for partners

The following Functional categories were added:

- Program Leadership
- Organizational Impact
- Technology





COACHING CORPS

Coaching Corps is fueling a movement of volunteer coaches to provide kids in underserved communities with the same opportunities to play sports as kids from more resourced communities. We recruit college students and community members to volunteer as coaches and train them to use a season of sports to **teach kids valuable life lessons, such as persistence, empathy, teamwork and optimism.** By placing them in after-school programs serving under-resourced communities, we provide a trained workforce of volunteer coaches so that these programs can use the power of sports to improve health, education and social outcomes for kids.

COACHINGCORPS.ORG

310 Eight Street, Suite 300 Oakland, CA 94607 | (510) 663-9200

Board of Trustees

Wally Haas, Chair
Karen Baynes-Dunning
Steven Bell
Mitch Cohen
Bret Comolli
Brad Geier
Brian Grey

Ted Griggs
Ira Hirschfield
John Levin
James McGillicuddy
Angela Nomellini
Andrea Quiñones-Rivera
Joan Ryan

Martin Shell
Kevin Skelly
Dave Stewart
Deborah Stipek
Eric Thompson
Sylvia Yee