

Young women stepping up to coach, inspire, and lead.



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“WCA is an organization that is rooted in empowering women to lead. And coaching is where that happens in so many ways.”

Steve Young, former 49ers and NFL Hall of Fame Quarterback

Cover: WCA coaches are positive role models for young athletes—shown here with the Oakland Soccer Club.



Letter from the Founder and CEO



Pam Baker
Founder and CEO

“2025 was a defining year for WCA. It marked our third year of operations and a pivotal shift—from building a strong foundation in the Bay Area to designing and testing what it will take to scale into new markets. As we entered this next phase, we also doubled down on strengthening our leadership curriculum and deepening our presence in the communities we already serve.

Looking back, we didn't just meet these goals—we surpassed them. And we did it while staying grounded in what we believe most about leadership: leadership isn't a title, a personality type, or a position of authority. Leadership is the ability to step forward, take responsibility for others, and create environments where people grow—even when you don't feel fully ready. That belief is at the heart of everything we do at WCA. We don't simulate leadership—we assign it. And when young women are trusted with real responsibility, trained well, and supported consistently, they don't just learn to lead. They begin to see themselves as leaders—and they carry that identity everywhere.

Throughout 2025, our Community Engagement Team was at the helm of our expansion efforts, launching our first-ever market entry strategies in Los Angeles County and Oakland. In LA, we teamed up with AYSO to pilot a national partnership program which will launch nationally in 2026. In Oakland, we expanded access by collaborating with Oakland Soccer Club and Clippers Soccer Club. This “mighty team of three” also expanded our Bay Area footprint from 7 to 12 communities and

secured a sponsorship with the professional women's soccer team Angel City FC to support our LA launch. Their work didn't just grow our reach; it strengthened our model and optimized our approach for 2026.

On top of growing our reach, WCA's Leadership Program Team spent 2025 focused on ensuring our curriculum was leading-edge and refined through stakeholder feedback, impact metrics, and best practices. The team made major strides in strengthening how we train, support, and develop our coaches—because coaching is where leadership becomes visible.

The WCA community has reached new heights, now including 700 donors, 141 mentors, 170 coaches and countless volunteers, providing the fuel for our impact. Together, we have partnered to expand across the Bay Area and into new geographies, redefining the meaning of leadership for 1,100 children across 20 youth sports partners and 14 communities.

I am profoundly grateful for your belief in this work. We couldn't have accomplished this without your support. As we look toward 2026, I'm thrilled to have you with us as we expand WCA's mission to even more communities—continuing to build a future where young women lead not because they waited until they felt ready, but because someone trusted them with the chance to step forward.

With gratitude,

Pam Baker, Founder and CEO

The WCA Mission

Develop Female Leaders Through Coaching Youth Sports



WCA coaches coach boys and girls teams in recreational youth sports leagues like AYSO.

WHY IT MATTERS

While female athletes are making strides in achieving gender parity on the field, representation among coaches still lags behind. Let's go to the stats:

25%

The proportion of youth sports coaches who are women.

**132
Years**

It will take to reach gender leadership parity.

45%

Drop out rate of girls from sports by age 14 due largely to lack of role models who look like them.

“

WCA is one of the most meaningful experiences of my athletic and coaching journey. They help you push your limits, build confidence, and connect with inspiring coaches and athletes who genuinely care about your development. WCA is a big reason I am where I am today.”

Keiran

High school Junior and WCA Coach, who used her leadership experience to secure a coaching position at the high school level.

Coach Today, Lead for Life Program

WCA's program "Coach Today, Lead for Life" trains female athletes ages 15–26 to become confident leaders through coaching youth sports. The program's experiential learning model is structured to support four core leadership pillars, which are woven into every aspect of the season:

Leadership Pillar	Pre Season	In-Season	Post-Season
	Academy	Coaching	Reflections
Lead by Doing	Coaches step into the head-coach role through mock practices and facilitation	Coaches lead real teams, make decisions, adjust in real time	Coaches reflect on moments they took ownership and led under pressure
Confidence Comes From Competence	Training + practice plans remove guesswork and build readiness	Mentors support skill development week by week	Coaches name concrete skills they now know how to do
Leadership Is Relational	Coaches learn shared leadership and communication in pairs	Coaches manage players, parents, partners, and mentors	Coaches reflect on trust built and conflicts navigated
What You Practice Transfers	Explicit connections made between coaching and life leadership	Coaches apply planning, communication, adaptability weekly	Coaches articulate how leadership shows up beyond sports

The Academy builds readiness. The season builds confidence. Reflection makes leadership stick so that the skills learned on the field carry into school, work, and life.

- TOP 5 LEADERSHIP SKILLS COACHES REPORTED LEARNING:**
1. Communication
 2. Proactivity
 3. Problem Solving
 4. Adaptability
 5. Creativity



Coaches coach youth teams and make decisions in real-time.

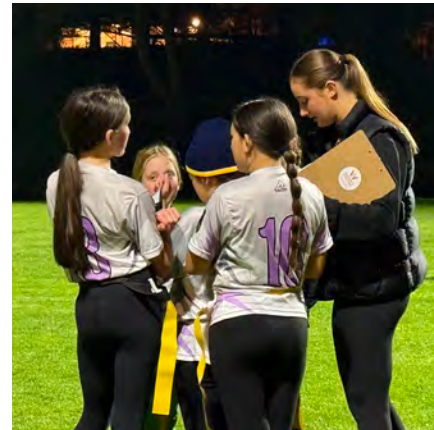
Partnering with Community Organizations

Getting More Kids to Play Youth Sports

WCA partners with community organizations dedicated to getting more kids playing youth sports through recreational, low-cost programming. We help these organizations create a sustainable pipeline of trained female coaches that not only get more kids involved but also reduce drop out rates by consistently delivering experiences that girls and boys want to return to.

WHY BUILDING A PIPELINE OF TRAINED FEMALE YOUTH SPORTS COACHES MATTERS:

- **A shortage of coaches:** One national youth sports organization had 20,000 children on its waiting list before partnering with WCA, underscoring the urgent need for qualified coaches.
- **Insufficient training for youth coaches:** Currently, fewer than one-third of youth sports coaches are trained in positive youth development, highlighting an important opportunity to improve athlete experiences and reduce dropout rates.
- **Women have been underrepresented in youth sports coaching for decades:** WCA addresses this gap by equipping female athletes to coach—expanding the presence of visible, relatable role models and helping reduce youth sports dropout rates.



WCA coaches seen coaching boys and girls flag football teams in San Carlos.

“**Recruiting coaches can be challenging, but through WCA we are able to rely on high-quality, well-prepared coaches who mentor and positively impact the children in our community.**”

Holly Gonzales, Recreation Coordinator, Athletics | City of San Carlos

[Click here for more testimonials](#) 

Our partners in sports





Expansion News

Powered by Community and Pro Sports Partners

WCA was founded in 2022 in a single Bay Area community, partnering with two youth sports organizations to provide trained female coaches. By 2025, WCA expanded to 14 communities and 20 sports partners across three different markets: SF Peninsula, Oakland and LA County. Growth has been guided by a consistent philosophy: work hand-in-hand with community leaders and sports organizations to implement, test, strengthen and refine our model so more kids can play—and stay in the game.

The next stage of growth for WCA is just beginning.

2026 Expansion Markets Include: New York (Westchester County) and San Diego, with more to come.

Backed by the Best:



Coaches in WCA's first season of operation in LA County.

Community Building and Engagement

“
What you're
doing is so
important and
we've never
needed you
more.”

Cori Close
Head Coach
UCLA Women's Basketball



Cori Close, UCLA Head Coach Women's Basketball and event keynote speaker, talking with incoming WCA coach.



Angel City FC staff seen here inspiring players during the clinic.

Los Angeles County:

LA LAUNCH EVENT:

In August we opened the doors of our newest chapter, WCA LA County, with support from AYSO and Angel City FC. Over 100 people came to celebrate this milestone at a special launch event featuring UCLA Women's Basketball Coach Cori Close.

ANGEL CITY FC AND WCA SOCCER SKILLS CLINIC

To mark the end of WCA's inaugural season coaching AYSO soccer in LA, WCA partnered with Angel City to deliver a skills clinic for 55 players from Pasadena and Altadena. With many players' families affected by the fires earlier in the year, the clinic was an upbeat end to a welcome season playing sports.

LA CHARGERS WOMENS FLAG FOOTBALL COACH TRAINING CLINIC

In July, WCA's Chief Coach Development Officer, Kathy Toon, was invited by the LA Chargers to train the next generation of women coaching high school girls flag football in Southern California. She led a workshop for 50 female coaches on best practices for launching new teams and building a strong, positive team culture.

Community Building and Engagement

“
This is amazing
and the clinic was
awesome!
I am coaching my
daughter's soccer
team this fall and
felt terrified and
unprepared but
feel a lot better.”

Bay FC Moms 101
Skills clinic participant



Pam Baker WCA CEO interviewing Valkyries head coach Natalie Nakase.



Players from Blach and Egan Junior High Schools in action at Stanford Flag football halftime show.

SF Peninsula and Oakland

NBA ALL STAR WEEKEND: FROM PASSION TO PLAYBOOK

In February, the NBA tapped WCA to organize “From Passion to Playbook”, a special NBA All Star Weekend event exclusively for female players 14+. The event helped young female athletes connect passion for sports to future careers and included talks and workshops led by female leaders in Bay Area sports and business.

MOMS 101 SKILLS CLINIC WITH BAY FC AND SUTTER HEALTH

In August, WCA partnered with Bay FC and Sutter Health to host more than 50 moms of youth soccer players for a Soccer 101 skills clinic. Fun, welcoming, and hands-on, the clinic helped moms build confidence and capability to practice with their kids, and support their love of the game.

STANFORD FLAG FOOTBALL HALFTIME SHOW

In November, WCA coaches traded the sidelines for the spotlight. They took the field at halftime of the Stanford football game against Pitt to coach a local junior high flag football showdown featuring Blach against Egan. It was a perfect example of what WCA is all about: young women stepping up to coach, inspire, and lead.

Our Impact

Igniting confidence and leadership since 2022

WCA coach leading AYSO youth soccer teams. WCA has partnerships with nine AYSO regions in California and will roll out a national AYSO partnership in 2026.

170+

young women coaches in Coach Today, Lead for Life program

14

communities with WCA coaches—and growing

1,100+

kids have had a WCA coach and role model

4.5/5

the rating our coaches gave their mentors

20

youth sports league partners

15,000

community members impacted

100%

- WCA coaches plan to coach again
- partners plan to work with WCA again
- parents report WCA coaches are positive role models for their kids

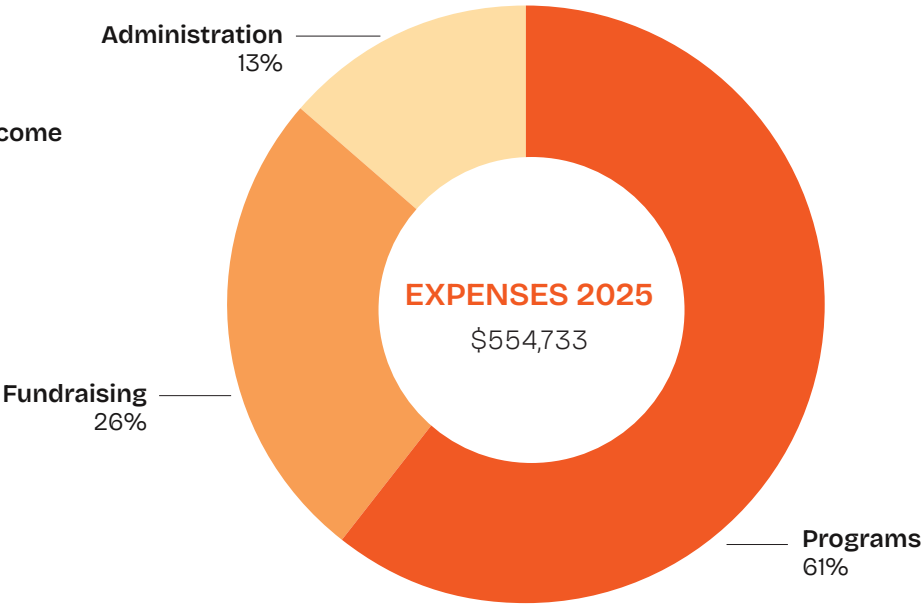
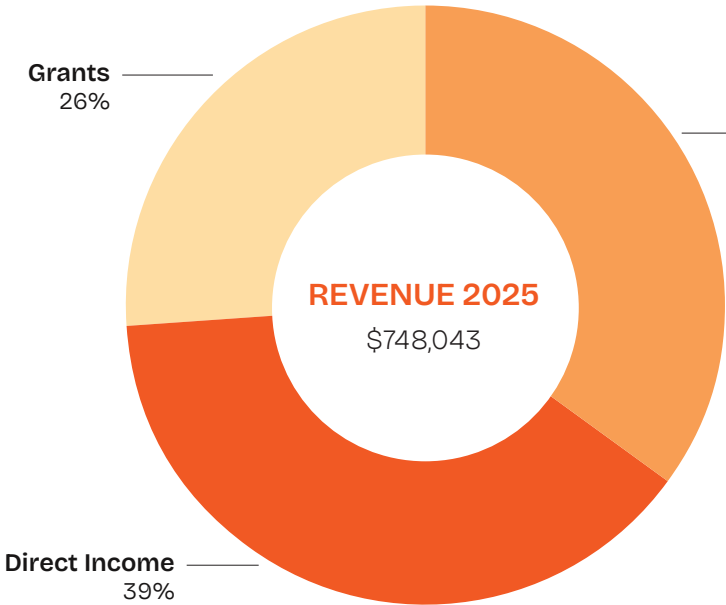
TOP SKILLS

Top 5 leadership skills coaches reported learning:

- communication
- adaptability
- proactivity
- creativity
- problem-solving



Financials



FY25 unaudited: January 1, 2025–December 31, 2025

Our Team

BOARD MEMBERS



John Ailanjian
Managing Partner
Next Legacy Partners



Chris Ardito
Biotech
Executive



Pam Baker
Founder and CEO
Women's Coaching Alliance



Jay Banfield
Chief Officer of Economic
Mobility, All Home



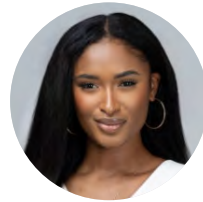
Albert Chang
Finance and Nonprofit
Executive



Jane Skinner Goodell
Television Host/
Producer



Chip Hall
Executive Director
Lifetime Cardinal



Zena Keita
Pro Sports Commentator
NBC Bay Area and
The Athletic



Kathy Koo
Chief Financial Officer
MedicAlert Foundation



Vivek Shah
Lifelong Learner,
Inspirer and
Collaborator,
Infinite Potential



Jess Smith
President
Golden State Valkyries



Miriam Paul Thacker
Head of Tax
Docusign

STAFF

Pam Baker
Founder and CEO

Marcie Low
Chief Operating Officer

Kathy Toon
Chief Coach Development Officer

Fiona Murden
Chief Impact Officer

Leighton Burgess
Director of Marketing
Strategy and Communications

Kristin Jerome
Director of Events and Operations

Jeremy Myers
Community Manager
Los Angeles County

Magda Marcel
Director of Strategic Initiatives
and Partnerships

Heidi Schell
Director of People Engagement
and Donor Operations

Monique Wright Gory
Community Manager
San Francisco Bay Area

Our Team

ADVISORS



Ajay Amlani
CEO, Aware, Inc



Rick Fair
CEO Enliven
Therapeutics



Jeremy Gordon
CEO, Circuitly



Ellen Estes Lee
Vice President
Access Strategy, Genentech



Jen Millet
President
Denver Summit FC



Kim Pepper
Strategic Advisor
Girls and Women's
Lacrosse Programming



Poonam Prasad
Founder and President,
Prasad Consulting and
Research



Anu Johl Singh
Director
Partnership Marketing
Sutter Health



Danielle Slayton
Soccer player,
U.S. Women's National
Team, 2000–2005



Jim Thompson
Founder, THIS! Is What
We Did, and Positive
Coaching Alliance



Tara VanDerveer
Former Team USA and
Stanford Women's
Basketball Coach



Steve Young
Former 49ers QB
NFL Hall of Fame

Corporate, Foundation and Community Partners

Thank you to our sponsors and supporters! Together with our partners, we're creating more opportunities for young women to coach today and lead for life.



PARTNER WITH US

Become a champion, give back for good, engage employees!
 Contact us at www.womenscoachingalliance.org/contact-us.

Looking Forward

As we head into 2026, we've just launched a research partnership with the University of Minnesota's Tucker Center for Research on Girls & Women in Sports to study the leadership skills young women gain through coaching. We're excited about what this work will uncover, and even more excited to apply those insights—strengthening and refining how we develop our coaches before they launch into their careers. At the same time, we will continue expanding into new communities, building strong local partnerships, and working alongside our supporters, donors, and program partners to increase access to trained female coaches. This work is inherently collaborative—and our impact is strongest when it is built with the communities we serve. What lies ahead is not just growth—it's greater clarity, stronger systems, and a shared commitment to getting this right. Most importantly, it's the opportunity to continue creating spaces where young women step forward to lead—not because they feel fully ready, but because they are given the chance, the training, and the support to do so.

Pam Baker, Founder and CEO



WCA coaches coach in pairs—shown here with Burlingame volleyball team.



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Connect
with us on
social media



WCA coaches coach nine different sports—shown here with basketball players winter 2025.