



# PLAYWORKS

**PACIFIC NORTHWEST 2022 - 2023  
IMPACT REPORT**

Thank you, from the Playworks PACNW Staff for all your support this past year. Join us, as we reflect back on the impact and amazing memories that were made.



Back Row (L-R): Maura Stine, Asia Wisecarver, Taylor Timms, Sam Sorscher, Paige Evans, Tim Grozav,  
Marie DeShetler, Santana Sisson, Alex Kelley, Jackie Aguirre

Front Row (L-R): Casey Gackle, Nicole Navlet, Cali Hodge, Mary Anna Adams, Wriik Maui, Tami Daoud

Staff Changes & Internal Career Advancements:  
Mary Anna Adams (Program Specialist) Summer 2023  
Taylor Timms (Associate Program Director Summer 2023  
Congratulations!

Keep up on PACNW play all  
year long! Follow us on our  
social channels:



@PLAYWORKSPACIFICNW

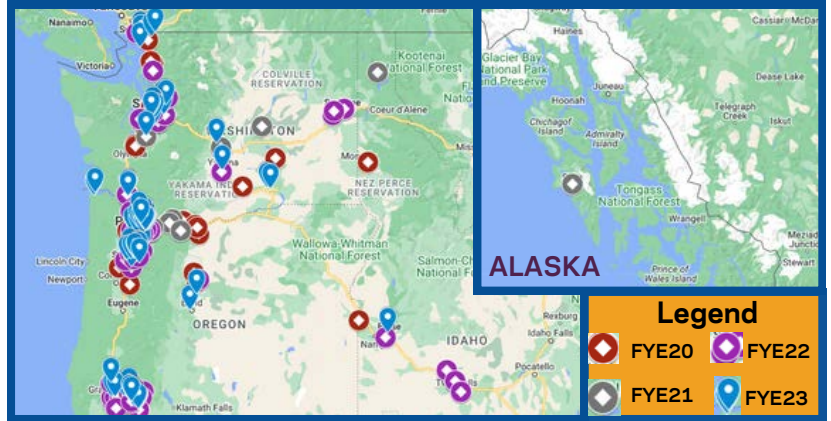
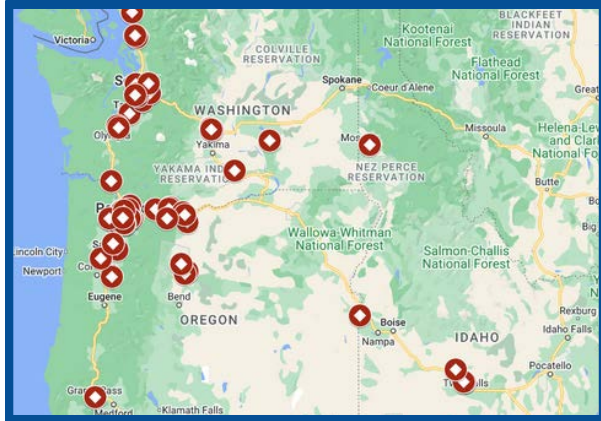


@PLAYWORKSPACIFICNW

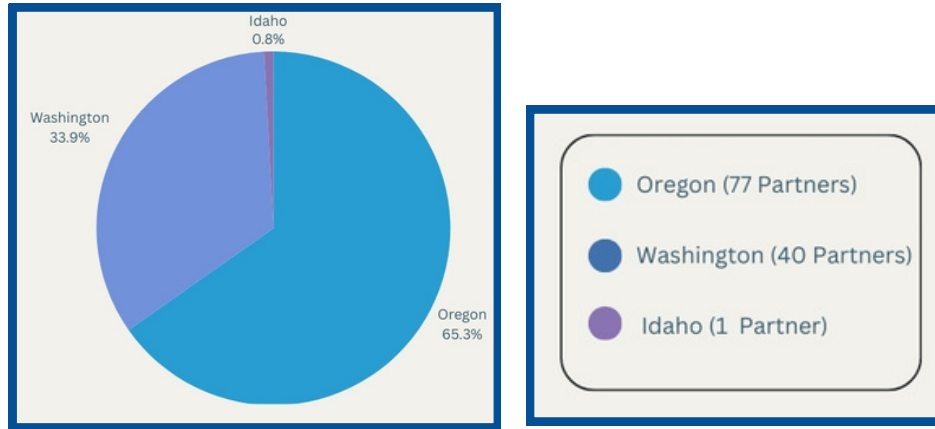
# PACNW REACH

## Pre-Pandemic Reach

## Post-Pandemic Reach



## FYE23 REGIONAL PARTNERS BY STATE



## FYE23 PACNW IMPACT SNAPSHOT

# 43,426

Students experiencing the power of play

# 580

Youth Leader (Junior Coach Program)

# 108

Schools/Partners Served

### Junior Coach Statistical Significance

Junior Coaches in the Pacific Northwest reported statistically significant positive change on all **14** scales of the Holistic Student Assessment Retrospective Self-Change survey by the Pear Institute. The scales were: academic motivation, action orientation, assertiveness, critical thinking, emotion control, empathy, learning interest, optimism, perseverance, reflection, relationships with adults, relationships with peers, school bonding, and trust.

# DIRECT SERVICE HIGHLIGHT

## RE-ESTABLISHING PRESENCE IN THE SEATTLE-PUGET SOUND AREA

Pre-pandemic, Playworks PacNW served **4** schools in the Seattle-Puget Sound area through TeamUp with a Site Coordinator, and delivered a multitude of trainings with PRO trainers across the region.

Casey Gackle was hired in November 2022 to serve **3** schools through TeamUp and train as a Program Specialist to deliver PRO services across the region.



# TEAMUP & TEAMUP PLUS ACROSS THE REGION

PARTNER SCHOOLS 22-23 SCHOOL YEAR: We partnered with **11** districts (as well as 2 charter schools) this year with direct service to **28** schools in total across the region.

## Portland Metro Area Charter Schools

TeamUp Plus



TeamUp



## Portland Public Schools

TeamUp



TeamUp



TeamUp Plus



## Centennial

TeamUp



TeamUp



TeamUp



TeamUp



TeamUp



TeamUp



## Cascade

TeamUp



## Gladstone

TeamUp



TeamUp

## Molalla River

TeamUp



## North Clackamas

TeamUp



## Reynolds

TeamUp



TeamUp



## Parkrose

TeamUp



TeamUp



TeamUp



TeamUp



## Beaverton

TeamUp



TeamUp



TeamUp



## Seattle Puget Sound

### Seattle Public Schools

TeamUp



### Issaquah School District

TeamUp



TeamUp



# CELEBRATING A CHAMPION OF PLAY



“ I first learned about Playworks at an ASCD conference in San Francisco and was impressed with their values and the idea of valuing play for everyone as a way to build culture, increase instructional minutes and engage students with inclusive activities. Fast forward to my first year as an administrator of a very broken school. I had a student leave campus and end up on a four lane highway headed to the airport because she was tired of being bullied. The problem? Foursquare. I scoured the internet for my local Playworks organization and got connected with a lunch-and-learn opportunity. Over the next nine years, we used Team Up or Recess Reboot five different times to onboard new staff and students to the mindset that EVERYONE is included in play. My school saw a dramatic decrease in

referrals on the playground and an increase in recaptured instructional minutes because we weren't problem solving recess issues before returning to learn. In addition, more kids were engaged in healthy, active play! Fast forward again, this time in a new school in a different community in a post-pandemic world. What we were struggling with was kids with no imagination for play. Our stakeholder data showed that kids don't feel included or feel that students at this school were kind. Parents' surveys echoed the same sentiment about kindness and safety. Chase games (predator/prey) were the best kids could come up with on their own. Time to call Playworks again. By training staff to engage in play with students, by giving structured play as an option, by providing the tools, the rules and the organized space to play, students report feeling safer on the playground. When organized play is used we see a reduction in referrals and an increase in reclaimed instructional minutes. Having a coach train staff and students to play in a way that is inclusive, creative, and explicit as a way to boost your school culture is invaluable. And the Junior Coach program is an incredible tool to build leadership skills, in addition to helping students take ownership of their playground! ”

***Playworks just works. Across communities, across student populations, in multiple settings. -Cyndi Ganfield -***

## JOIN US FOR FOOTGOLF 2024!

Scan the QR Code for details on our 2024 FootGolf Event. We can't wait to see you there!



# KICKBALL

We had a fabulous tournament, recess, and were honored with a guest appearance and speech by a Junior Coach, Coach Lena of Cesar Chavez Elementary School. Ten teams participated in this year’s event. Cambia and NW Natural teamed up to play. The Standard, Wieden and Kennedy, Oregon Youth Authority, LAM Research, EngOps, and PPM each had a team. Banneker, Oregon Association for Play Therapy/LSP PNW, Lease Crutcher Lewis, and We-Com rounded out the bracket. We were able to raise \$36,500 with a day of raffle tickets and donations, sponsorships, and team fees.

Our final game was between The Standard (Kicks for Kids) and **Wieden and Kennedy (Winged Wolves) with the Wolves emerging victorious this year! Our spirit award went to Oregon Youth Authority (OYA).** Thanks for helping support our mission’s work, and helping to provide safe and healthy play to schools across our region in 23-24.



Tournament Champions  
Wieden + Kennedy



Thank you to our  
Title Sponsor and tournament  
participant: The Standard

## KICKBALL 2023 SPONSORS AND IN KIND DONATIONS

- Birdie Time Pub
  - Breakside Brewery
  - Diane Penny
  - Freeland Spirits
  - Glendoveer Golf Course
  - GARNISH Boutique
  - IQ Credit Union
  - Lisa Kahlman
  - PACNW Advisory Board
  - The Reger Group
  - Westward Whiskey
- 

## 2023 TEAM PARTICIPANTS/SPONSORS












\*All Proceeds from this event went to Fiscal Year 2024\*

# JUNIOR COACH LEADERSHIP CONFERENCE RETURNS IN THE PACNW

The PacNW 2023 Junior Coach Conference came back stronger than ever after 3 years in which we were unable to host the event. The goal of the Junior Coach Conference is to celebrate and highlight the accomplishments of Junior Coaches at each of our TeamUp Schools.



We hosted the event at Parkrose High School, a district where we support all 4 elementary schools with TeamUp programming. We were able to lean into a strong relationship built with the superintendent of the district in order to secure the space. The theme for the 2023 Junior Coach Conference was Joy, Create, Celebrate. We designed a zone for recess games and activities in which students could play games and experience joy. They were able to create tangible and intangible memories with craft and chalk stations. We ended with a ceremony where each Junior Coach received a certificate in front of their peers and families.

Not only did we have **150** Junior Coaches from **26** different schools in attendance, which is a record number for TeamUp partnerships, but their school communities and families were also invited and present. Some of the highlights of the day were the ability to provide lunch and an ice cream truck visit for everyone at the conference, students who stepped up to speak about their experiences, and an amazing testimonial from the principal of Sacramento Elementary in the Parkrose district.



# IMPACT STORY

On May 20th, 2023, we had half of our Junior Coaches and many of their families attend Playworks' annual Junior Coach Conference at Parkrose High School. We had a day full of recess games, art stations, pizza and ice cream, and capped it all off with a graduation ceremony.

An extra shout-out to Lena for taking on the challenge of being one of our student speakers during the ceremony, where she spoke in front of 137 Junior Coaches and their families, from 18 schools around the Portland metro area. Her speech about her experience as a Junior Coach and her efforts to support inclusion at soccer during recess over the course of this year blew us all away!"

**-Cali Hodge, Playworks Program Specialist-**



# PARTNERSHIP WITH SOUTHERN OREGON EDUCATION SCHOOL DISTRICT



While our partnership began with the Southern Oregon Education District (SOESD) in 2022 by launching digital services across the ESD. Their longer term hopes were to align their efforts across districts by providing baseline services and monitoring impact over the course of several years. In, 2023, we deepened our partnership by building on custom services in the districts where uptake and proof of concept had taken, and continued to create baselines for other districts to get on board at a pace that made sense for them. This custom approach, built on continued access to digital services, consultation hours, and on-site training both varied depending on the needs of each district, and allowed us to continue to collaborate throughout the year with an eye on maximum impact. These efforts were driven in large part by the collaboration between Tami Daoud of Playworks and Tanya Frisendahl of SOESD over the course of several years where they engaged in mapping and planning a strategic approach to sustainable impact in these school communities. The SOESD is one of the largest ESD geographically in Oregon, it serves 3,500 teachers, 13 public school districts and 52,000 students in Jackson, Josephine and Klamath Counties—a 10,600 square-mile geographic area.

"We have seen increased cooperation/conflict resolution before getting an adult at recess since partnering with Playworks."

"It allows them to see how to support others in conflicts. For example, my junior coaches have taken on a leadership role in leading class meetings."

Quotes from teachers in Grants Pass School District discussing Junior Coach and Service benefits.

## PROGRAM INNOVATION

### TagTeam



Playworks TagTeam is a **multi-year certification program for out-of-school-time (OST) organizations**. We are training the OST staff to launch a recess service (modeled after Coach) at local elementary schools in their community. Year one of TagTeam includes **deep, ongoing (primarily virtual) support from Playworks** while the OST organization kicks off in-school recess (3+ days/week) and Junior Coach programming at **1-3 schools**. OST staff at the frontline and manager levels are **accountable for attending Playworks events and completing assigned coursework** throughout the year. At the end of year one, when all requirements are complete, the OST organization becomes a "**certified Playworks TagTeam provider**" and gains access to special branding privileges, valid for one year. During years two and beyond, Playworks provides lighter-touch support at a lower cost. The OST partner sustains programming or expands services to more schools. At the end of every subsequent year—contingent on successful completion of all requirements—OST partners get re-certified for another year.



Playworks PACNW launched our first TagTeam Partnership with Communities In Schools Spokane, County in Spring 2023

# DIGITAL SERVICES

**Keep Playing - It's All About the Games!**

**What it is:** A weekly subscription resource supporting the wellbeing of kids and the adults who care about them. The subscription includes 38 weeks of content linked to social emotional skills.

**Subscription Length:** September - June



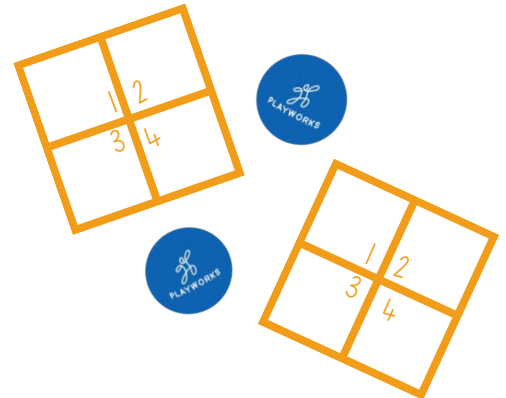
**Target Audience:** School Staff & Out-of-School-Time Staff

**PlayworksU - Online Learning for Offline Play!**

**What it is:** A full-year subscription resource of online courses to encourage school staff use effective, research-backed practices to help play support learning & maintain great recess and play environments throughout the school year.

**Subscription Length:** 12 months from date of activation

**Target Audience:** Adults working with Recess

Go Play, is an innovation by Playworks PACNW and a digital subscription that supports intentional, interactive play between adults and kids. With the Go Play prototype, you'll gain access to games, articles, tips, and reflections that help kids build life skills and help you create environments where kids experience safe, healthy, and meaningful play.





Scan the QR code to sign up for Go Play! **By Playworks**



## PlayworksU Foundations

is designed to provide schools and educators with play-based strategies to use throughout the day. And according to our users...it works!

**98%**

indicate they have a very good understanding of all course materials.



**90%**

are confident they can implement the techniques or strategies learned.



**96%**

would recommend PlayworksU to a friend or colleague.

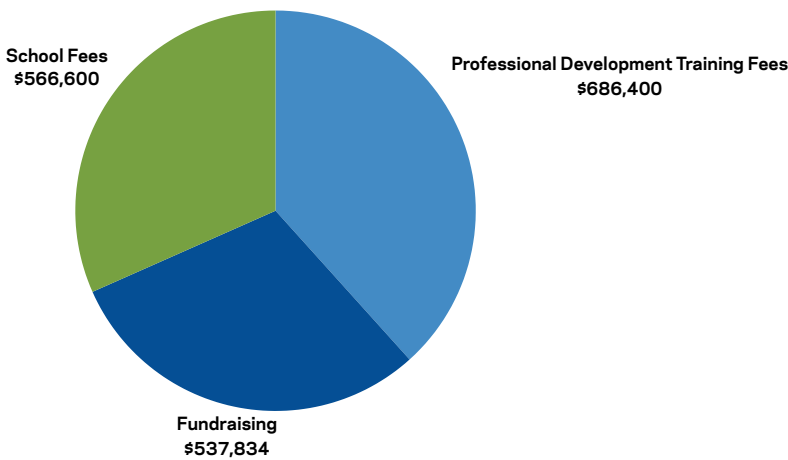
# REGIONAL BOARD



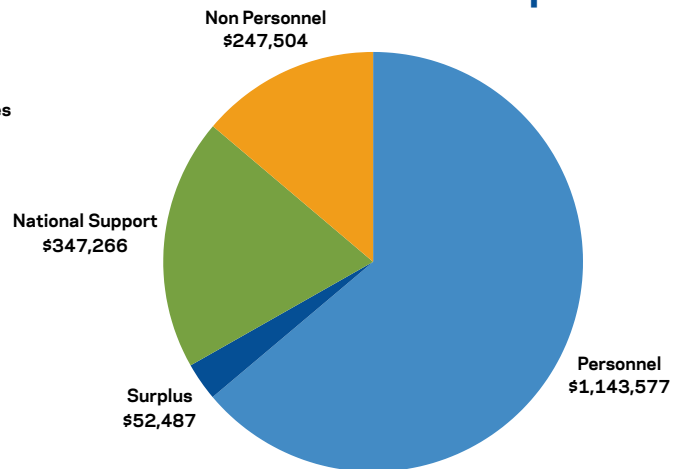
Thank you to our board co-chairs Lisa Kahlman (Ultragenyx) and Ashley Stanford Cone (WE Communications). We appreciate your service this past year, and look forward to another great year of leadership ahead.

<b>Katie Banks</b> The Standard	<b>Emily Boscacci-Franch</b> Cambia	<b>Shannon Davidson</b> Education Northwest	<b>Meyer Freeman</b> Clatsop Community College
<b>Berk Nelson</b> Prosper Portland	<b>Natalie Welch</b> Seattle University	<b>Sara Lopez</b> University of Washington	<b>Amber Taylor</b> Les Mills
<b>Avery Dukes</b> American Heart Association	<b>Lisa Kahlman</b> Ultragenyx	<b>Jo Doyle</b> Youth Authority	<b>Ashley Stanford-Cone</b> WE-Communications
	<b>Sam Bekker</b> Baneker Partners	<b>Chase Sterling</b> Well Being Think Tank	

## Revenue



## Expenses



**Total Revenue - \$1,790,834**

- \$686,400 - Professional Development Training Fees
- \$537,834 - Fundraising
- \$566,600 - School Fees
- \$0 - Government Grants

**Total Expenses - \$1,790,834**

- \$1,143,577 - Personnel
- \$52,487 - Surplus
- \$347,266 - National Support
- \$247,504 - Non Personnel

# THE POWER OF PARTNERSHIP

Many Thanks to our 2022-2023 Supporters

## GAME CHANGERS: \$100,000+



## ALL STAR PARTNERS: \$25,000-\$99,000

Marie Lamfrom  
CHARITABLE FOUNDATION



Safeco Insurance™  
A Liberty Mutual Company

## MOVEMENT MAKERS: \$10,000-\$24,999

**Allstate Foundation**

**James F. and Marion L. Miller Foundation**

**OCF Joseph E. Weston Public Foundation**

**Juan Young Trust**

**Nike**

**Seattle Mariners**

## SUPPORTERS: \$500-\$9,999

Doris H. & Michael F. Garcia Fund

Multnomah Athletic Foundation

IQ Credit Union

New Seasons

Legacy Health

Sport Oregon

Mercy Corps

The Jackson Foundation

Metro

Wieden + Kennedy

# INDIVIDUAL CHAMPIONS

## \$2,000+

**Katie Banks**  
**Lisa Kahlman**  
**Sara Lopez**  
 Troy O'Bryan  
 Dawn Williamson

## \$1,000+

Susan Mclaughlin  
 Diane Penny  
 Darlene Ridenour

## \$500+

**Samuel Bekker**  
**Emily Boscacci-Franch**  
 Roderick Cruickshank  
 Doug & Jody Cushing  
**Jo Doyle**  
 Margaret Graham  
 Lyndsey Grote  
 Tuyen Ta



## \$250+

Bradley Beck  
 Deepa Bhat  
**Shannon Davidson**  
 Cale Hughes  
 Hugh Kirkpatrick  
 Susan Miller  
 Michael Schroeder

**Ashley Stanford-Cone**  
**Chase Sterling**  
 Linda Streitmatter  
 Jake Taylor  
 Vicki Weeks  
 Wendy Weissman  
 Brad Wilkin



## \$100+

Matthew Amert  
 Robyn Anderson  
 Priscilla Barker  
 Jonathan Blasher  
 Brian Borsch  
 Paul Bradford  
 Megan Campbell  
 Amos Dunn  
 Rodrick Edwards  
**Meyer Freeman**  
 Kalpana Gudimetla  
 Cody Karlin  
 Matt Kanetomi  
 Christopher Kenu Huang

## \$100+

Tameika Lawrence  
 Mary Lockhart  
 Shawna Love  
 Katie Maasen  
 Greg Mackintosh  
 Gloribel Mondragon  
 Patrick Nelson  
 Mary Nordstrom  
 Hollie Petrie  
 Chuck Richards  
 Adam Sirkin  
 Sarah Smith  
 Kimanthi Thompson  
 Caitlin Wong

## \$50+

**Avery Dukes**  
 Ed & Lindsey Faso  
 Mary Klein  
 Holly Lancaster  
 Heather McEvoy  
 Rodney Moseley  
**Natalie Welch**

## \$20+

Anna Bird  
 Kami Brack  
 Lisa DeCarlo  
 Elizabeth Ho  
 Kathryn Little  
 Ruby Primas  
 Laura Randall  
 Lisa Rummier  
 Aleshia Stiltner  
**Amber Taylor**

\*Board Members in Bold