



# IMPACT REPORT

## 2024-2025

### PLAYWORKS PACIFIC NORTHWEST

# A Moment of Reflection

Wow, how time flies when you are having fun! It's been 10 years since I came to Playworks Pacific Northwest as Program Director in 2015. Back then, we primarily served Portland, with a few Evergreen schools piloting TeamUp in Southwest Washington. I want to give a heartfelt nod to those who came before us and laid the groundwork for our success, especially Tara Doherty and Jonathan Blasher. From 2009 to 2014, they helped bring safe and healthy play to **261,180 kids, 65 partners, and 975 Junior Coaches** setting the stage for our amazing growth and impact since.

In 2017, we integrated sales into our local operation, prototyped Recess Reboots, expanded TeamUp, and grew our footprint across the region. We led the way nationally in rural services, digital innovations, and sales growth - even during school closures in 2020. Though the pandemic reduced our team to 1.5 staff, we came back stronger, earning three Oregon Best Places to Work awards.

We've built lasting partnerships with educators, schools, and districts like Parkrose, Hillsboro, and the Southern Oregon Education Service District, and with funders including the James F. & Marion L. Miller Foundation, Marie Lamfrom Foundation, Kaiser Thriving Schools, the Seattle Mariners, and the Seattle Kraken.

Since 2015, we've reached **452,220 kids, 1,264 partners, and 2,349 Junior Coaches**, a testament to the creativity, resilience, and heart of our team and partnerships. Our Holistic Student Assessment results (a third party evaluation P.E.A.R. Institute) continue to show statistically significant growth in every scale, year after year.

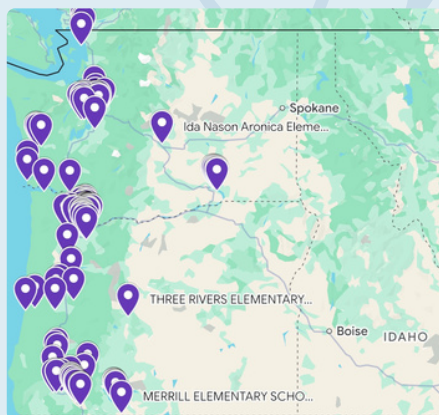
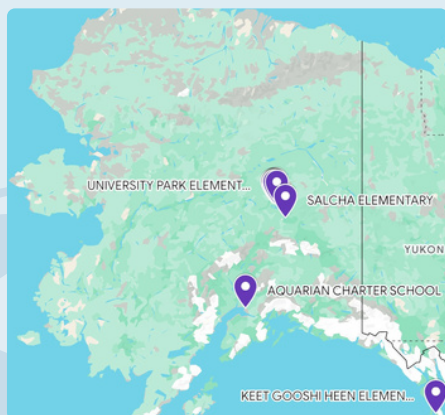
What makes our region special is our ability to stay agile and innovative without compromising quality or our values. Our impact is powered by:

- Amazing teams grounded in collaboration, respect, and excellence
- Innovation and iteration through fearless creativity and co-design
- Strong partnerships based on reciprocity and consistency

I'm deeply grateful to our staff, partners, supporters, and the kids who have shared in a decade of fun, inclusive play with me. I can't wait to see what the next decade brings. Play on, and see you at recess!

With love,  
Asia Wisecarver  
Executive Director

# Our Impact



## 2024-2025 Impact Snapshot

**44,917**

Students

**403**

Youth Leaders

**144**

Schools and Partners



At Playworks, we believe in the power of play to bring out the best in every kid. We create a place for every kid on the playground to get active, build valuable skills, connect, and have fun.

We partner with schools, districts, and community-based organizations to provide services that include on-site coaches, professional training for adults, and consultative partnerships.

Our evidence-based programs have been rigorously evaluated; they have proven to get kids more active and ready to learn, to build stronger relationships, and to develop critical skills like teamwork, cooperation, and conflict resolution which benefit them now and into their future.



Rockwood Junior Coaches

## Junior Coach Leadership Conference

Through the Playworks Junior Coach Program, fourth and fifth-grade students lead group games on the playground, support conflict resolution, and serve as positive role models for their peers and younger students.



Asia Wisecarver & Nova Newcomer

This year, more than 100 Junior Coaches from 10 partner schools came together to celebrate their hard work through the school year!

Nova Newcomer from the Mariners Care Foundation joined as a keynote speaker, sharing her experience in sports and how they build valuable skills.

## Partnership in Education and Resilience Holistic Student Assessment (HSA)

Every year, Junior Coaches complete the HSA, capturing their perspective on growth and experience in the program.

- 90%** Junior Coaches reported positive change in **empathy**
- 84%** Junior Coaches reported positive change in **academic motivation**
- 85%** Junior Coaches reported positive change in **learning interest**
- 84%** Junior Coaches reported positive change in **critical thinking**
- 77%** Junior Coaches reported positive change in **perseverance**



# Annual Survey

Every year, Playworks surveys educators at our partner schools to learn more about their experience with Playworks services.

- 96%** of educators agree Playworks helps students **develop relationships with peers**
- 90%** of educators agree Playworks helps students **develop the skills they need to succeed in their classroom**
- 95%** of educators agree Playworks helps students **learn how to relate to others**
- 97%** of educators agree Playworks helps students **strengthen their overall health and well-being**
- 97%** of educators agree Playworks helps students **use positive communication**

- 98%** of educators agree Playworks helps the school **create opportunities for all students to play together**
- 94%** of educators agree Playworks helps the school **increase the number of students who are physically active**
- 87%** of educators agree Playworks helps the school **reduce the number of physical or verbal conflicts**
- 91%** of educators agree Playworks helps the school **strengthen students' abilities to resolve conflict on their own**

- 97%** of educators agree Playworks helps **create a welcoming environment**
- 93%** of educators agree Playworks helps **strengthen relationships between students and adults**
- 93%** of educators agree Playworks helps **create an engaging learning environment**

# TagTeam Annual Survey

The TagTeam Certification program builds the capacity of community-based organizations to deliver high-quality recess and youth leadership programming in local elementary schools.

**100%** of educators agree that during recess, TagTeam **increases the variety of games and activities**

**97%** of educators agree that during recess, TagTeam **reduces the number of disciplinary incidents**

**94%** of educators agree that during recess, TagTeam **increases the number of students engaged in healthy play with peers**

**100%** of educators agree TagTeam **creates opportunities for all students to play together**

**100%** of educators agree TagTeam **helps students learn cooperation skills**

**97%** of educators agree TagTeam **helps students learn how to relate to others**

**100%** of educators agree TagTeams helps **create a welcoming environment**

**94%** of educators agree TagTeams helps **contribute to improving overall attendance rates**

**93%** of educators agree TagTeams helps **increase students' ability to focus in class**

## Bring the Power of Play to Your School!

Explore impactful, play-based programs and resources designed to support student well-being, engagement, and leadership. You can help bring the benefits of play to your community!

Connect with our Associate Director at [tami.daoud@playworks.org](mailto:tami.daoud@playworks.org).

# Champion of Play

## Tanya Frisendahl



Behind every strong school partnership is a passionate advocate, and in Southern Oregon, that person is Tanya Frisendahl. As a Student Success Act Consultant at the Southern Oregon Education Service District, Tanya is the driving force behind expanding opportunities for students.

Our partnership with Tanya began in 2021 and has continued to grow each year. From organizing game-changing professional development for educators to sparking lasting partnerships, her leadership helped us partner with 23 schools across Southern Oregon during the 2024-2025 school year.

This year, we're proud to recognize Tanya as our Champion of Play. Every district and school deserves a rockstar like Tanya—someone who believes deeply in the power of play to change lives.



Junior Coaches receiving leadership training at Tri City Elementary School

# Recess Rockstars

Oct: **Russ Nishimoto** - Para Interventionist, Hazelwood Elementary  
Nov: **Mary Pettibone** - Behavior Attendance Monitor, Tri City Elementary  
Dec: **Anne Harris** - 3rd Grade Teacher, Glenfair Elementary  
Jan: **Mallory Le Count** - 5th Grade Teacher, Orchards Elementary  
Feb: **Lacy Engलगau** - Paraeducator, Riverside Elementary  
Mar: **Nicole Thompson** - Teacher, Russell Elementary  
Apr: **Grant Remensperger** - SPED EA, Russell Elementary School  
May: **Sarah Smith** - EA, Butte Falls Charter School

In 2024, we launched the Recess Rockstar of the Month to celebrate the incredible school staff who go above and beyond to make a positive impact.

More than recognition, this award inspires staff to champion recess, step into leadership, and model positive engagement to transform the playground into a place where every kid belongs and has fun.



*Educator playing rock, paper, scissors with a student at Riverview Elementary*

## Shoutouts

Your Recess Rockstars deserve a shoutout! Snap a pic, share the fun, and tag us so we can cheer them on too!

   @playworkspacificnw



# Stories from the Field

*Coach Nahshonia & JC Akyra*



A huge thank you to everyone who joined in and made it special!



*JC Asher & JC Jeren*

## Stay and Play

Riverview Elementary in Vancouver, WA welcomed families onto the playground for a Stay and Play event powered by Playworks. Adults stepped into recess, joining Banana Tag, Wall Ball, Basketball, and more. Junior Coaches led the way, inviting players and modeling leadership. This Stay and Play event highlighted Playworks' commitment to safe, healthy play and Riverview's dedication to community connection.

"I'm loving being a Junior Coach. My favorite part is seeing all the kids smiling and laughing."  
-Riverview Junior Coach

"Stay and Play exceeded my expectations as far as community engagement and fun. Parents shared with me that it was so clear to them why recess is important and why it's important for students to know the rules of the games."  
-Principal of Riverview Elementary

"Back in my day, kids never wanted to stay after school."  
-Parent of a Riverview student

"The skills Junior Coaches build, like confidence, teamwork, and problem solving, stick with them through middle school and beyond."

-Andre Goodlow

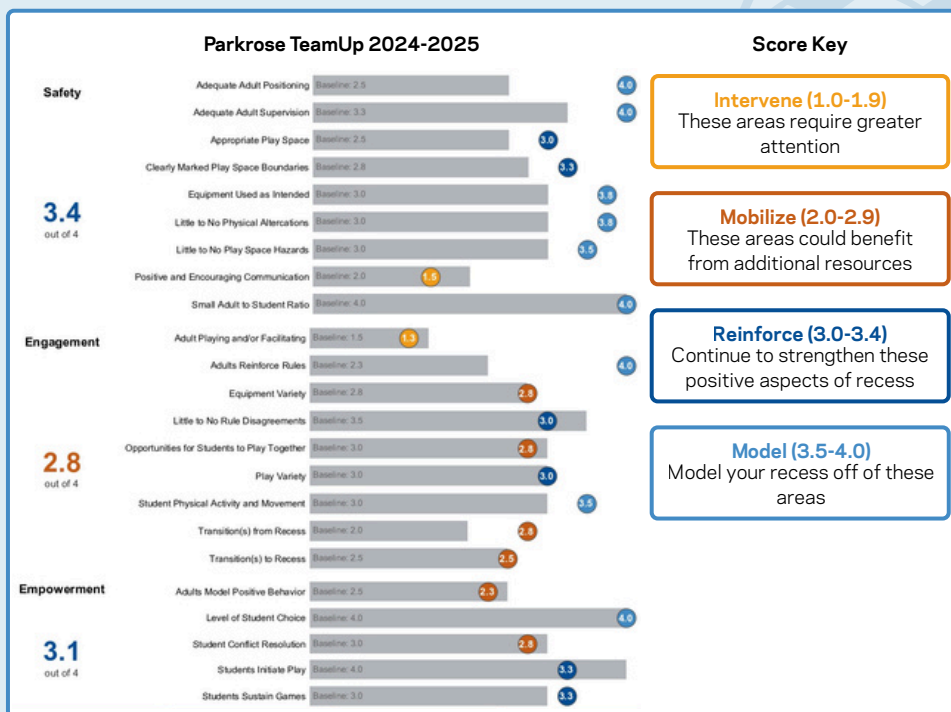
Director of Teaching & Learning at Parkrose School District

## Cultivating Play in Parkrose

Our five-year partnership with Parkrose School District continues to make play more safe, meaningful, and engaging across all four elementary schools: Prescott, Russell, Sacramento, and Shaver.

During the 2024-2025 school year, Playworks coaches supported Prescott and Shaver through TeamUp services, strengthening recess systems and student leadership. At Sacramento and Russell, Consultative Visit PRO trainings equipped educators with sustainable Playworks practices, supported by SparkPlay, our digital platform for year-round access to games and strategies.

## Great Recess Framework Results



## Building Global Connections

Sam Sorscher, Partner Experience Manager at Playworks Pacific Northwest, joined WorldOregon staff and members of an inbound exchange from Micronesia for a site visit at a TagTeam school in Vancouver, WA in 2024. Together, they showcased the power of partnership between the school, the Boys and Girls Club, and Playworks as a model of leveraging programming to get kids active.

In 2025, Sam joined a delegation of coaches, educators, and experts focused on empowering young women through sports on a trip to the Federated States of Micronesia. The team met with leaders including the U.S. Ambassador, the governor of Pohnpei, and representatives from the Departments of Public Health and Education - while leading sports clinics and women empowerment sessions on leadership. The experience uncovered invaluable insight into the challenges young women face in accessing sports in the region and the team learned about the inspiring efforts of community leaders and organizations working to expand opportunities for women's athletics.



*Community soccer practice in Pohnpei for kids of all ages*

## Local Recognition



Asia Wisecarver & Jim Etzel

### *She Flies* Community Award

Asia Wisecarver, Executive Director, was named the 2025 *She Flies* Community Award recipient by Sport Oregon for her unwavering commitment to equity in sports, leadership, and life. A former women's tackle football player and current coach, mentor, and advocate, Asia leads with passion and purpose. We're proud to be guided by a visionary leader transforming our communities both on and off the field every day.

## 2024 PBJ Best Places to Work

We're honored to be recognized by the Portland Business Journal (PBJ) as one of 2024 100 Best Places to Work. At Playworks, we focus on prioritizing staff well-being, work-life balance, and a sense of purpose. We know that when our team thrives, so do the communities and youth we serve. Ultimately, this recognition is a celebration of the people who make Playworks a place where passion meets impact.



Playworks PacNW team



# Corporate Partnerships

## Corporate Kickball Tournament

Eight teams gathered for a day of friendly competition and community impact. Lease Crutcher Lewis emerged as the 2025 Champions after a spirited final match against The Standard, while Hampton Lumber earned the Spirit Award for their outstanding enthusiasm.

Through sponsorships, donations, and team registrations, we raised over \$30,000 to power safe, healthy, and meaningful play across the region. We couldn't have done it without our supporters - thank you!



### Title Sponsor



### Team Sponsors

LEASE CRUTCHER  
**Lewis**



# Play Ball: Seattle Mariners Recess Takeover

Through a partnership with the Seattle Mariners, Mariners Care Foundation, and Mariners Training Center (MTC), Playworks brought a one-of-a-kind recess to Seattle-based schools.

MTC coaches introduced baseball fundamentals and Playworks staff supported group engagement. Mariners players joined in to pitch, cheer students on, and connect with kids, speaking Spanish with Lake Hills Elementary immersion students and fostering belonging at Emerson Elementary.

The collaboration extended beyond recess. MTC coaches participated in a Playworks-led training, learning new tools to strengthen their work with youth across the region.

Our partners are proving that collaboration can spark joy, build confidence, and drive lasting, meaningful impact in our schools and communities.



## Partner with Playworks



Partnering with Playworks means your team plays with purpose while making a lasting impact on youth in our community. Together, we can get every kid in the game. Reach out to our team at [pacnwdev@playworks.org](mailto:pacnwdev@playworks.org) today.

# Regional Advisory Board



**Shannon Davidson, Co-Chair**  
Found Insights, LLC



**Christie Wakefield, Co-Chair**  
Pacific Office Automation



**Emily Boscacci-Franch**  
Cambia Health Solutions



**Katie Banks**  
The Standard



**Jo Doyle**  
Oregon Youth Authority



**Avery Dukes**  
American Heart Association



**Sean Evans**  
U.S. Bank



**Nicole Voorhees**  
Save the Children



**Natalie Lieblick**  
WE Communications

# Community Partners

We are incredibly grateful for our amazing donors that help sustain safe, healthy play in the Pacific Northwest! Our outstanding impact this year is made possible thanks to your generosity.

## Game Changer



**KAISER  
PERMANENTE**

## All Star Partners



JAMES F. AND MARION L.

**MILLER**  
FOUNDATION



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## Movement Makers

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# Thank you!



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 [www.playworks.org/pacific-northwest/](http://www.playworks.org/pacific-northwest/)