



Funds Distribution Report

Recipient Organization:
Washington DECA

Address:
16040 Christensen Rd, Ste 215
Tukwila, WA 98188

Contact:
(206) 285-1195
<https://www.wadeca.org>

Organization's General Goals:
To provide business and leadership opportunities to high school students to succeed in school, careers, and life.

Date of Award:	Level:
2020 Q4	\$2,501 to \$5,000

For more information, please read the attached report from Washington DECA.

8802 27th Ave NE
Tulip, WA 98271
TulipCares.org

Q4 2020 14.2

November 9, 2022

Marilyn Sheldon, Director
Tulip Tribes Charitable Contributions
8802 27th Avenue NE
Tulalip, WA 98271

Dear Ms. Sheldon,

We are deeply appreciative of the generous contribution provided by Tulip Tribes to the DECA program in Snohomish County. Your [REDACTED] contribution helped us offer extensive career education and leadership development programming to local students. A portion of your grant also supported scholarships that helped Snohomish County students participate in the full DECA experience.

In the 2020-2021 school year, 938 students were part of DECA in Snohomish County at a total of 17 schools in 9 districts, plus 1 private school. Many local schools had purely online classes for a portion of the year, and Washington DECA transitioned all programming to accommodate virtual learning, including classroom curriculum and virtual conferences. Many chapters were still able to operate their students store as ecommerce. Washington DECA launched Digital Challenges and industry-based roundtable sessions with Executive Mentors who were either a DECA alumni or professional member. These resources were made available through weekly advisor emails, social media, and on dedicated websites (Teach DECA and Learn DECA).

In the 2021-22 school year, 1,007 students participated in Snohomish County DECA at 18 schools in 9 districts, plus 1 private school. Programming returned to being fully in-person, and students participated in conferences, business classes, after-school programming, competitions, and more.

We began tracking detailed scholarship data in the 2021-22 school year. During that time, we provided \$1,840 in scholarships to Snohomish County students. This support helped ensure access to participants for whom cost is a barrier.



Fall Leadership Conference 2021

**EMERGING LEADERS
AND ENTREPRENEURS**

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

In addition, we have attached our 2020-21 impact report, which includes an acknowledgement of Tulalip Tribes' support on page 7.

Thank you for your continued support of Washington DECA! If you have any questions or requests for additional information, please feel free to contact me.

Sincerely,



Lori Hairston
Executive Director
(206) 285-1195
lori@wadecca.org



2020

IMPACT REPORT

2021

MISSION

To provide business and leadership opportunities to high school students to succeed in school, careers, and life.

VISION

To prepare innovative leaders and entrepreneurs who make a positive social and global impact.

THANK YOU

"Anything is possible when you have the right people to support you." - Misty Copeland

On behalf of Washington DECA, thank you for supporting our members during this difficult year. As we look back, we are both humbled by the support and the experience, but excited by the opportunities ahead.

With your help, Washington DECA was able to achieve success in the following:

- Provided members with 100% of normal programming in a virtual format including conferences, trainings, community service projects and fundraising events.
- Scaled budgets and controlled expenses to achieve net profit.
- Provided support to teachers for lesson plans and intra-curricular activities.
- Applied for and received funds from round #2 of the Payroll Protection Loan program.

Along with accomplishments came many challenges:

- DECA membership was down 27% and 90% of the members lost, were in low-income schools.
- Engagement in virtual events was approximately 75% compared to in-person events.
- Fundraising was difficult as companies continued to move support from education to human services.

As we look forward to 2021-2022, we continue to make strategic decisions based on our mission, vision, and strategic plan, while placing emphasis on providing equity and inclusion at all levels of Washington DECA.

In Gratitude,

Lori Hairston
Executive Director

2020-2021 BOARD OF DIRECTORS

*Executive Committee

MARC HILLESTAD*
Board Chair
Teacher/DECA Advisor,
Cedarcrest High School

BILL ANDERSON*
BCA Fabrication, Business Operations,
Boeing

ARIC WEIKER
Teacher/DECA Advisor,
Interlake High School

MARNI NESS
CSEP Event Professional,
Pedersen's Event Rentals

BRYAN VENEMA*
Board Vice-Chair
Teacher/DECA Advisor,
John R. Rogers High School

CARRIE MCCORMICK*
Marketing Teacher/DECA Advisor,
Everett High School

BRYAN LONG
Senior Vice President,
Wells Fargo

MATT ABTAHI
SVP Commercial Banking,
Columbia Bank

RYAN FLORES*
Board Secretary
VP PNW Area Manager,
Capital Equipment, US Bank

SHAWN PEREZ*
Teacher/DECA Advisor,
Heritage High School

CHRIS NGUYEN
News Anchor/Reporter,
ABC Disney

MATT HAYES
Principal Program Manager,
Microsoft

LISA TALLQUIST*
Board Treasurer
Senior VP/Senior Client Manager,
Bank of America

SIERRA LARKIN*
Teacher/DECA Advisor,
Wenatchee High School

DEANNA KERRICK
SVP Agency Distribution,
Liberty Mutual

TREVOR LAROWE
Market Director, Executive Director,
JP Morgan Chase

LORI HAIRSTON*
Executive Director,
Washington DECA, Ex-officio

JAMIE STEFANI
Regional Human Resources Manager,
The Management Trust

RAVEENA DAYANI
UW Board Fellow,
Foster School of Business

ASHLEY WILSON*
Senior Corporate Counsel,
Payscale

LANCE WRZESINSKI*
Business and Marketing Supervisor,
CTE OSPI

MARIE GALLANAR
Account Executive,
Parker, Smith & Feek

YAN (JOEY) HE
UW Board Fellow,
Foster School of Business

2020-2021 WASHINGTON DECA STAFF

Lori Hairston, Executive Director
Danielle Tuason, State Officer Coach
Kim Frahm, Chapter & Advisor Support

Linda Andersen, Operations Assistant
Nicole Cowan, Marketing & Events Coordinator
Wendy Menchu-Lopez, Development Coordinator



Phone: 206.285.1195



Fax: 206.492.2558



16040 Christensen Road, Suite 215, Tukwila, WA 98188

2020

WASHINGTON DECA BY THE NUMBERS

2021

3rd largest DECA membership in the world

777 members from Washington DECA qualified for the **International Career Development Conference**

3,184 members attended the virtual **State Career Development Conference**

1,379 members attended the virtual **Western Region Leadership Conference** from chapters across DECA's western region

193 DECA advisors who are educators

148 DECA chapters across Washington state

\$20 Registration dues for students, alumni, and professional members

\$50 Average cost per student to attend the virtual **Western Region Leadership Conference**

\$100 Average cost per student to attend the virtual **State Career Development Conference**

\$75 Average cost per student to attend the virtual **International Career Development Conference**

Members in Washington DECA
8,457

Washington DECA provided
\$31,940
to members in the form
of scholarships

International Career
Development Conference

39%

13%

Miscellaneous
Programs

16%

Western Region
Leadership
Conference

32%

State Career
Development
Conference

86%

OF DECA MEMBERS REPORT
THEY LEARNED HOW TO **WORK**
AS PART OF A **TEAM**

98%

OF DECA MEMBERS REPORT
THEY GAINED SKILLS TO
IMPROVE PERSONAL AND
PROFESSIONAL BEHAVIOR

92%

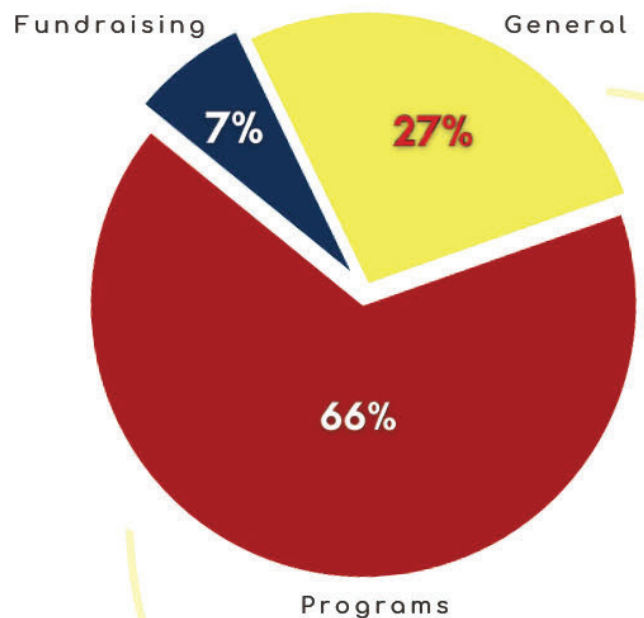
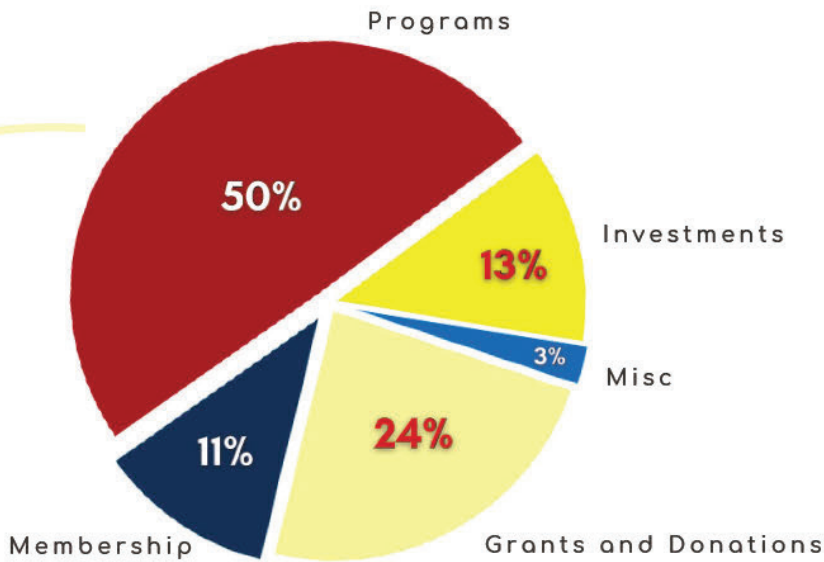
OF DECA MEMBERS REPORT
THAT DECA EXPERIENCES
EMPOWERED THEM TO BECOME
AN EFFECTIVE LEADER

MAKING AN IMPACT

Washington DECA uses a model of donations, program fees, sponsorships, grants, and in-kind gifts to maintain affordable programs and to provide financial assistance to students and chapters in need.

INCOME
\$885,254

EXPENSES
\$812,965



Washington DECA is a 501 (c) 3 non-profit organization that has been creating partnerships between business and education since 1947. Washington DECA provides real-world experiences in the fields of business, marketing, hospitality, finance, and entrepreneurship to develop high school students into character-driven leaders who will enrich our businesses and communities.

A collage of images showing students in a classroom setting, with overlaid statistics:

- 70+** Project Management Papers evaluated during competition
- 260+** Entrepreneurship Business Plans competed at the State conference
- 190+** Operations Research Papers evaluated by business leaders



STATE OFFICERS

As Washington State's largest student association, giving a voice to our student members is vital to our growth and overall success. The 12-member team is comprised of the State President and 11 Area Presidents who represent different geographic regions of the state. The state officers create and execute a Program of Work based on student-led initiatives that they determine will best improve and enhance the organization.



Liz Flores, Chiawana HS
STATE PRESIDENT

Bryan Khoo, Skyline HS
AREA 4

Zac Sherrer, North Thurston HS
AREA 8

Brian Conde-Martinez, Mount Vernon HS
AREA 1

Charles Crawford, Enumclaw HS
AREA 5

Elizabeth Lanz, Stevenson HS
AREA 9

Sarah Angelos, Mariner HS
AREA 2

Olivia Betzen, Richland HS
AREA 6

Cooper Vick, Selah HS
AREA 10

Aaya Anan, Woodinville HS
AREA 3

Piper Wilson, South Kitsap HS
AREA 7

Andre Ramsey, John R. Rogers HS
AREA 11

AREA LEADERS

Washington DECA is fortunate to have so many dedicated teachers and advisors who go the extra mile coordinating and running competitive events, managing one of the 11 geographical areas, and supervising activities at conferences.



AREA 1 **Alicia Sents**
587 members *Glacier Peak HS*

AREA 5 **Alana Vinther**
711 members *Tyee HS*

AREA 9 **Katie Mantel**
498 members *Stevenson HS*

AREA 2 **Daniel Mills**
1,147 members *Jackson HS*

AREA 6 **Stephanie Schirm**
367 members *Richland HS*

AREA 10 **Sierra Larkin**
260 members *Wenatchee HS*

AREA 3 **Lindsay Haney**
1,692 members *Woodinville HS*

AREA 7 **Stephanie Pike**
634 members *Bethel HS*

AREA 11 **Erin Ruehl**
825 members *Shadle Park HS*

AREA 4 **Tammi Riggers**
1,468 members *Bellevue HS*

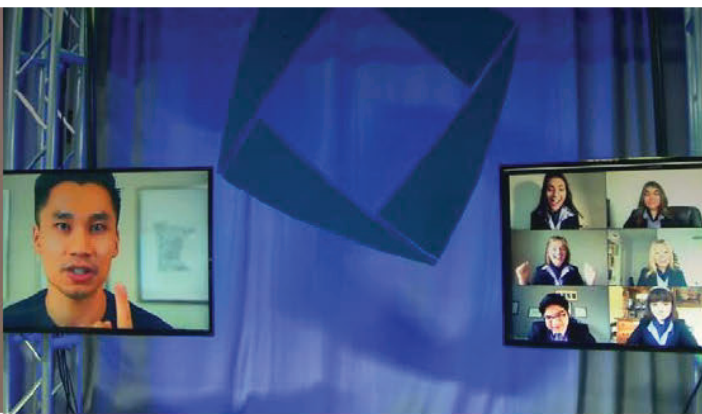
AREA 8 **Jennifer Fabritius**
254 members *Olympia HS*



PROGRAMS

WESTERN REGION LEADERSHIP CONFERENCE (WRLC)

Our virtual WRLC provided learning opportunities for a diverse group of students from DECA's Western Region. This program featured 1,379 members who participated in industry workshops, an innovation pitch competition, live mock role-plays, five keynote sessions, gratitude and character development activities, and leadership academies. 159 business partners provided support in the form of judges and workshop presenters.



STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

Competitive events provide students with an experiential learning opportunity in business and marketing applications. Students qualify by advancing from regional competitions in 11 geographical locations across Washington state. SCDC has become the premier event for Washington DECA.

In addition, 361 volunteers from the business community donated their time and talent to serve as virtual judges. Top students from each of the 50 events qualified for the International Career Development Conference (ICDC).

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

777 students and advisors attended the virtual ICDC. In addition to competition, students and advisors participated in leadership training and professional development opportunities.

At ICDC, Washington DECA emerged as one of the top associations, earning the following awards. 93 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 50 of our students were honored, each as one of the top 10 competitors in their event. As the awards ceremony closed, 24 of our students had placed in the top three levels, earning 11 third-place awards, 8 second-place awards, and 5 first-place awards!



CORPORATE PARTNERS

Washington DECA works with companies, the government, nonprofits, and other organizations to positively impact the lives of 8,457 student members and advisors. Our partners contribute more than money. Their ideas, volunteer hours, and in-kind support, help provide business and leadership opportunities to high school students to succeed in school, careers, and life. Visit www.wadeca.org/partner to get involved.

CHAMPIONS



Washington Office of Superintendent of
PUBLIC INSTRUCTION



LEADERS



THE *Glaser* FOUNDATION

THE NORCLIFFE FOUNDATION

ENTREPRENEURS

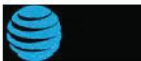


**GARNEAU-NICON
FAMILY FOUNDATION**

INVESTORS



INNOVATORS



The Gottfried & Mary Fuchs Foundation

EMPLOYER GIFT MATCHING



NORDSTROM



Thank you to our partners who donated \$13,225.51 through employer giving and matching programs.

VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2020-2021. We had 423 business professionals who volunteered 1,556 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a \$39,568.78 value.

*\$24.14 (estimated value of volunteer time as determined by the Independent Sector) x 1,556 volunteer hours.

FRIENDS OF DECA

A special thank you to our Diamond Society Members who are individual donors contributing \$1,000 or more.

- The Barrett Family
- The Nguyen-Le Family
- Chris & Ciara McCoy
- Bill Anderson
- Lisa Tallquist
- Al & Lori Hairston
- DeAnna Kerrick
- Bryan Haynes
- Don Nielson
- Jon & Bobbe Bridge
- Shawn Perez
- David Whitehead
- Trevor LaRowe
- Bryan Long
- Marni Ness

IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated **\$29,677** worth of goods and services in 2020-2021.

Space limitations prohibit us from listing our Visionary, Entrepreneur and Professional and Alumni members, but we gratefully acknowledge all these individuals and families for their support. Contact Lori Hairston with any questions. 206.285.1195.

WHY DECA?

DECA has shown me that dreams can come true. Since I was little I always wanted to work in the medical field, because I want to help people. However, the **entrepreneurship and business education DECA offers has changed my mindset** to create a dental practice in foreign countries for the underprivileged.
JUNIOR, GRANDVIEW HIGH SCHOOL

My family is in the process of finding and buying a new restaurant. Because of the **experiences through competition and conferences** gained through DECA, I have become more **confident and prepared** in helping my parents start and operate their business, even serving as a restaurant manager if necessary.
SENIOR, KENT-MERIDIAN HIGH SCHOOL

Washington DECA provides a framework for **operating an effective student leadership organization**. Through DECA, students learn **leadership skills** that will help them prepare for their future and make career connections. Even during these challenging times, Washington DECA has created some **exceptional programming and activities** for its members and advisors.
ADVISOR, PASCO SCHOOL DISTRICT

Washington DECA is strategically transitioning our programs and services to best serve our members. We continue to focus on our mission by strengthening our financial foundation for long-term success, optimizing stakeholder relationships, increasing brand awareness, and expanding access to the DECA experience. We are committed to providing the DECA Experience to students facing financial challenges and to provide equity and access to all students in Washington.

DECA integrates into the business and marketing classroom and provides career connected learning opportunities for students in the fields of entrepreneurship, finance, hospitality, marketing, and management.

For over 75 years, Washington DECA has continued to grow and the challenges of 2021, will only help our resilience and commitment to our members and our partners.

SPECIAL RECOGNITION

Washington DECA has grown to be the third largest DECA association, with the help of many supporters, community members, and volunteers. In 2020-2021, we had the honor of recognizing ONE OR TWO people and one outstanding company who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

**2020
ADVISOR OF THE YEAR**
Mr. Brad Charvet
Grandview High School,
Grandview

**2020
DIAMOND AWARD
WINNER**
Microsoft

