



**CHARITABLE
CONTRIBUTIONS**

8802 27th Ave NE
Tulalip, WA 98271

TulalipCares.org

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:

2021 Q4

Level:

\$2,501 to \$5,000

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

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.

Q4 2021 14.2

June 6, 2023

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

Dear Ms. Sheldon,

We are deeply appreciative of the generous contribution provided by Tulalip 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.



Glacier Peak High School DECA at FLC 2022

In the 2021-2022 school year, 938 students were part of DECA in Snohomish County at 18 schools in 9 districts, plus 1 private school. Programming returned to being fully in-person after operating mostly online in 2020-2021, and students participated in conferences, business classes, after-school programming, competitions, and more.

In the 2022-23 school year, DECA continued to bounce back from the pandemic, growing in membership across the state and holding all of our usual programming in-person. In Snohomish County, 1,135 students participated in DECA—a 21% increase in membership over the previous school year.

A portion of your grant also supported financial aid to students in need, helping cover their conference attendance costs. In the 2021-22 school year, we provided \$1,840 in scholarships to Snohomish County students, and in 2022-23, we provided \$4,355 to local students. This support helped ensure access to participants for whom cost is a barrier.

In addition, we have attached our 2021-22 impact report, which includes an acknowledgement of Tulalip Tribes' support on page 5.

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



2021
IMPACT



REPORT
2022

THANK YOU

We are pleased to share the 2021-2022 Impact Report for Washington DECA. Although COVID-19 continued to impact some of our services, we were thrilled to transition back to in-person events for Fall Leadership Conference and State Competition. The support of our business partners, alumni and donors, helped to maintain the quality of our programs and provided access to financially challenged students.

The accomplishments of our members and advisors were admirable; In the Competitive Events Program, Washington DECA members were first in number of medal winners at the International Career Development Conference. More importantly, we celebrate the outreach and impact our students have had in communities across the state, through hundreds of service projects and educational initiatives.

Washington DECA's Mission, Vision and Strategic Plan will continue to be guiding documents as we strive to embed DEI strategies throughout our programs. We focus on equity and inclusion for all students because participation in DECA can transform a student's hard work and talent into career opportunities and a successful future.

Thank you for the support and commitment to Washington DECA's 11,000 emerging leaders and entrepreneurs.

In Gratitude,

Lori Hairston
Executive Director

2021-2022 BOARD OF DIRECTORS

*Executive Committee

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

BILL ANDERSON*
BCA Fabrication, Business Ops
Boeing

RAVEENA DAYANI
Program Manager
Microsoft

TRAVIS STRAWN
UW Board Fellow
Foster School of Business

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

BRYAN LONG*
Senior VP of Strategy & Planning
Wells Fargo

RYAN FLORES
VP PNW Area Manager
US Bank

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Microsoft

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Senior VP/Senior Client Manager
Bank of America

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Teacher/DECA Advisor
Wenatchee High School

TREVOR LAROWE
Market Director,
Executive Director
JP Morgan Chase

ARIC WEIKER
Teacher/DECA Advisor
Interlake High School

ASHLEY WILSON*
Senior Corporate Counsel
Payscale

LORI HAIRSTON*
Executive Director
Washington DECA, Ex-officio

CHRIS NGUYEN
News Anchor/Reporter
ABC Disney

RANDY WILSON
Teacher/DECA Advisor
Lakes High School

LANCE WRZESINSKI*
Business and Marketing Supervisor
CTE OSPI

JAMIE STEFANI
Human Resources Manager
Maxon

2021-2022 WASHINGTON DECA STAFF

Lori Hairston, Executive Director
Nicole Cowan, Brand & Communications Project Manager
Wendy Menchu-Lopez, Development Coordinator
Linda Andersen, Operations Assistant

Angela Kim, Administrative Assistant
Ivy Pham, Administrative & Marketing Assistant
Danielle Tuason & Dominica Chavez, State Officer Coaches
Kim Frahm, Chapter & Advisor Support



Phone: 206.285.1195



16040 Christensen Road, Suite 215, Tukwila, WA 98188

MISSION VISION

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

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



Through DECA, members learn the value of being community oriented leaders by executing community service projects within their chapters to make positive social and global impacts within their schools and communities.



We offer members the opportunity to travel and cultivate their leadership and competition skills, educational goals, and career aspirations through three annual conferences in Washington and internationally.



DECA's Guiding Principles support our mission and the outcome of polished, professional, and purpose-driven leaders which result from participation in the DECA experience. DECA prepares the next generation of leaders to be academically prepared, community oriented, professionally responsible, experienced leaders.

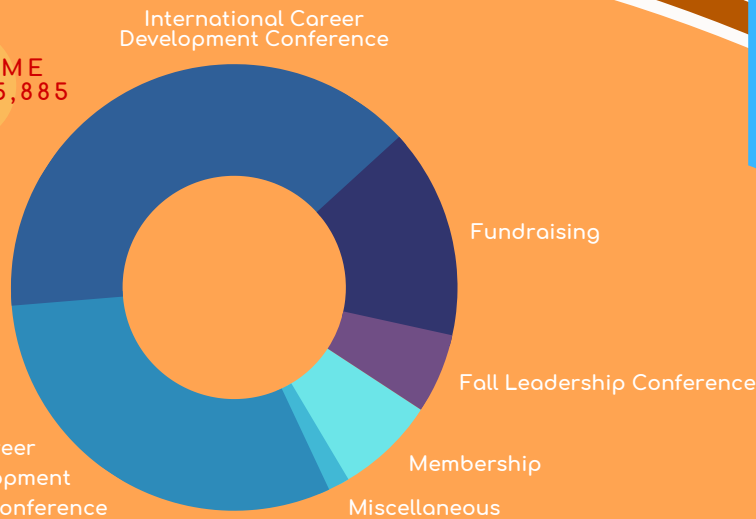


Strategic Plan

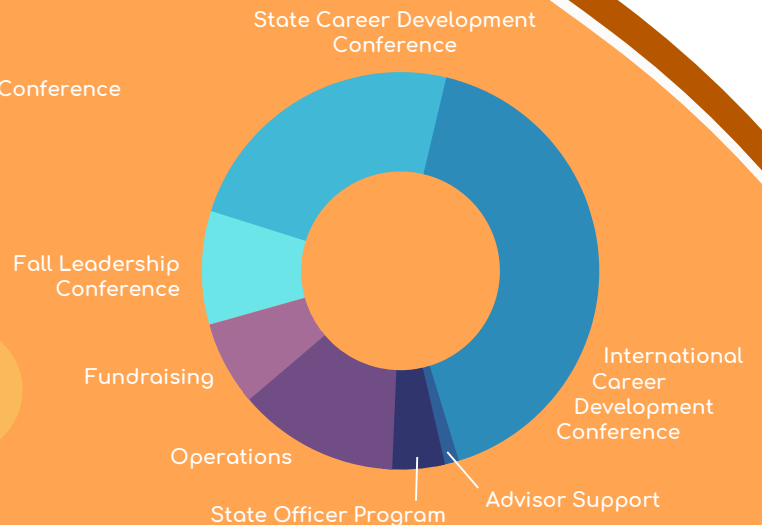
Our 2019–2024 Strategic Plan is used to guide our organization to effectively highlight and shift perspectives on key culture and values. It is comprised of four primary pillars, where each pillar includes several strategic initiatives to frame the overall Strategic Plan.



INCOME
\$1,815,885



EXPENSES
\$1,757,976



PILLAR #1 STRENGTHEN FINANCIAL FOUNDATION FOR LONG-TERM SUCCESS

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. 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.

PILLAR #2

OPTIMIZE STAKEHOLDER RELATIONSHIPS

Washington DECA works with companies, nonprofits, government agencies, and other organizations to positively impact the lives of 11,000 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 \$15,000+



Washington Office of Superintendent of
PUBLIC INSTRUCTION

LEADERS \$10,000 - \$14,999

THE *Glaser* FOUNDATION



ENTREPRENEURS \$5,000 - \$9,999



THE BELLEVUE
COLLECTION



INVESTORS \$2,500 - \$4,999



OnPoint
COMMUNITY CREDIT UNION



The Gottfried & Mary Fuchs Foundation



INNOVATORS \$1,000 - \$2,499



Florence B. Kilworth Foundation



Marco J. Heidner Foundation

EMPLOYER GIFT MATCHING



Microsoft

Thank you to our partners who donated \$7,037.23 through employer giving and matching programs.

VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2021-2022. We had 310 business professionals who volunteered 2,136 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a \$63,973.20 value.

*\$29.95 (estimated value of volunteer time as determined by the Independent Sector) x 2,136 volunteer hours.

FRIENDS OF DECA

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

- Linda Barrett Andersen
- Marie Gallanar
- Lori Hairston
- Marc Hillestad
- Angela Krohn
- Bryan Long
- Jessica & Tom Loutsis
- Devin Schain
- Lisa Tallquist
- Randy Wilson

DIAMOND AWARD WINNER



THE BELLEVUE
COLLECTION

In 2021-2022, we had the honor of recognizing one outstanding company who has made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated
\$72,234.42

worth of goods and services in 2021-2022.

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.

PILLAR #2 OPTIMIZE STAKEHOLDER RELATIONSHIPS (CONTINUED)

SUPPORTING EDUCATORS

Each day, thousands of teachers across the globe and over 240 throughout Washington use DECA in their classrooms, instructional design, and educational programming. DECA Advisors can gain access to decades of experience and expertise through our DECA Chapter Support Center.



Annual support provided for Washington DECA Advisors include a New Advisor In-Service, professional development workshops for DECA competition, clock hours during conferences, weekly advisor newsletters and Teach DECA, a website filled with helpful tutorials, templates, videos, and everything else needed to teach, DECA!

PILLAR #3

INCREASE BRAND AWARENESS & UNDERSTANDING OF DECA



Washington DECA has impacted the lives of more than 300,000 students, educators, school administrators and business professionals since founded in 1947. Our mission of providing business and leadership opportunities to high school students to succeed in school, careers, and life, shines brighter as the future of the business industry continues to expand, transform, and progress.

75 years ago, there was a rising need for high school students to develop critical skills necessary for entering the business world. Washington DECA has grown from a dozen members to 11,000 members, serving 11 geographical Areas across Washington state.

[LEARN MORE](#)



PILLAR #4

EXPAND ACCESS TO THE DECA EXPERIENCE

3rd largest DECA membership in the world

1,040 members from Washington DECA qualified for the **International Career Development Conference**

3,882 members attended the **State Career Development Conference**

971 members attended the **Fall Leadership Conference**

249 DECA advisors who are educators

166 DECA chapters across Washington state

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

\$303 Average cost per student to attend the **Fall Leadership Conference**

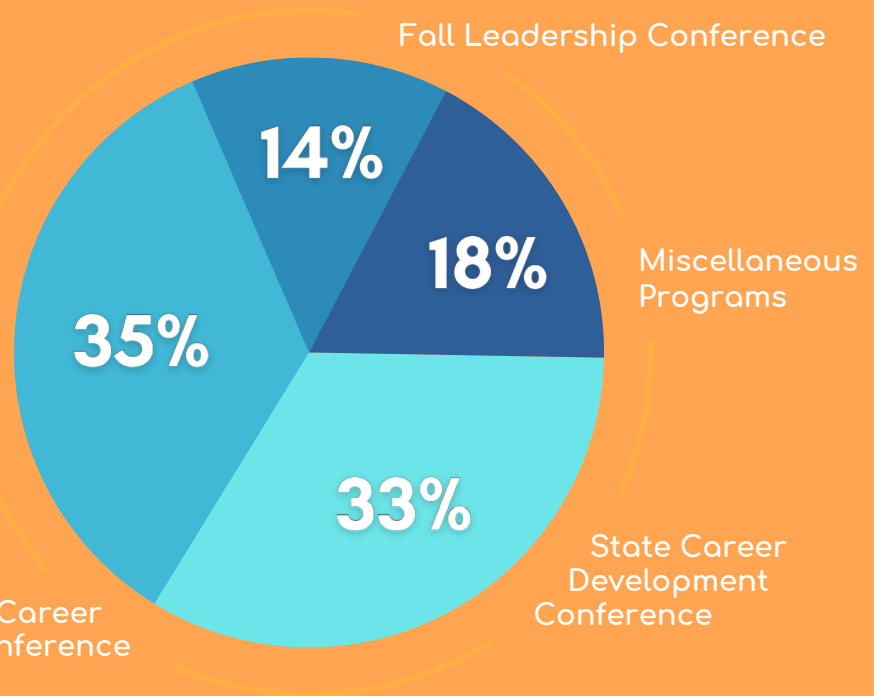
\$309 Average cost per student to attend the **State Career Development Conference**

\$1,250 Average cost per student to attend the **International Career Development Conference**

Members in Washington DECA
10,881

Washington DECA provided
\$90,689
to members in the form of DECA conference scholarships

International Career Development Conference



75+
Project Management Papers evaluated during competition

300+
Entrepreneurship Business Plans competed at the State Conference

170+
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.



Suhani Nog, *Eastlake HS*
STATE PRESIDENT

Aidan Perales, *Burlington-Edison HS*
AREA 1

Andrew Miner, *Shorecrest HS*
AREA 2

Sanjana Reddy, *Lake Washington HS*
AREA 3

Aakash Baheti, *Skyline HS*
AREA 4

Britney Ibarra, *Enumclaw HS*
AREA 5

Anika Halappanavar, *Richland HS*
AREA 6

Danielle Poulin, *Puyallup HS*
AREA 7

Dan Sunchu, *Olympia HS*
AREA 8

Akshaya Sakala, *Camas HS*
AREA 9

Kayden Delvo, *Wenatchee HS*
AREA 10

Clare Deyarmin, *University 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 1 579 members
Jaron Twitchell
Mount Vernon HS

AREA 2 1,304 members
Daniel Mills
Jackson HS

AREA 3 1,978 members
Lindsay Haney
Woodinville HS

AREA 4 1,380 members
Tammi Riggers
Bellevue HS

AREA 5 844 members
Alana Vinther
Tyee HS

AREA 6 750 members
Meaghan Callahan
Chiawana HS

AREA 7 1,108 members
Stephanie Pike
Bethel HS

AREA 8 386 members
Jennifer Fabritius
Olympia HS

AREA 9 525 members
Suzie Downs
Camas HS

AREA 10 438 members
Sierra Larkin
Wenatchee HS

AREA 11 839 members
Erin Ruehl
Shadle Park HS



PROGRAMS

FALL LEADERSHIP CONFERENCE (FLC)

The Fall Leadership Conference provides hands-on learning opportunities for a diverse group of students across Washington state. This program featured 850 members who participated in industry workshops, a business pitch competition, mock role-plays and job interviews, keynote sessions and a well-being circuit in partnership with Virtues Matter and #SharetheLOVEDECA. 104 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, 142 volunteers from the business community donated their time and talent to serve as judges. Top students from each of the 50 events qualified for the International Career Development Conference (ICDC).

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

1,040 students and advisors attended the ICDC in Atlanta, Georgia. In addition to competition, students and advisors participated in leadership training and professional development opportunities.

At ICDC, Washington DECA emerged as the top association, earning the following awards. 190 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 70 teams were honored, each as one of the top 10 competitors in their event. As the awards ceremony closed, 45 of our students had placed in the top three, earning 12 third-place awards, 6 second-place awards, and 12 first-place awards!



A YEAR OF IMPACT

As we emerged from the pandemic, engagement increased across our state as in-person events commenced again. Take a look at some of the highlights of 2021-2022.



Visit Bellevue awarded Washington DECA the first-ever **Destination Convention of the Year Award** in May 2022. Our organization was noted as being a "convention powerhouse in Bellevue bringing thousands of students to the city each year that has a combined economic impact of \$3.2 million for both the State Career Development Conference and the Fall Leadership Conference."



At our annual **Emerging Leaders Luncheon**, we heard from two outstanding individuals. **Elora Hancock** (pictured left) is a Class of 2022 graduate from North Mason High School who is accompanied by her guide dog, Macho. Elora shared the impact DECA had on her as a member and received a standing ovation for her resilience as an emerging leader who finished third place at the International Career Development Conference in Personal Financial Literacy.



Nate Miles (pictured right) is a Pasco High School DECA alumnus and former State Officer who shared his experience of a humbling background and financial barriers, in which the support from his DECA membership and advisor enabled him to become an extremely successful executive.



Washington DECA members swept DECA's International Competition by placing as the top association in the world with thirty Top 3 teams.



Our organization created the first student-led Diversity, Equity and Inclusion Student Ambassador Team who executed several initiatives in support of a more inclusive organization.



In the fall, 500+ members received the DECA Cards, a mobile-app in partnership with Virtues Matter and the #SharetheLOVEDECA initiative, aimed to help students build a culture of appreciation, connection and self-care.

WHY DECA?



In my DECA experience, I have made friendships with fellow members which has made me more enthusiastic for my future career plans. Looking at my future, I hope to pursue marketing and eventually get to a level where I can travel and make connections. **DECA has helped with my communication skills and pushed me to do well in my marketing class.** The **impact DECA has had on my life is grand and seen inside and outside of school.** Even so, it has helped me be prepared for my future job applications and interviews.

SOPHOMORE, HERITAGE HIGH SCHOOL



When I was a freshman, I was a shy and nervous wreck. I did not know how to communicate with people and how the practice of business and its many elements impact my life on a day-to-day basis. **DECA has made me break out from my shell and really explore the world and different topics that I had no confidence in.** I plan to pursue higher education, more specifically finance. **DECA has allowed me to explore different ecosystems in the business world** and I know **one day I will help people, companies, and businesses** with my financial experience to help them **achieve their goals as well.**

SENIOR, HIGHLAND HIGH SCHOOL



DECA has introduced me to a great variety of situations and events that have prepared me for the future. From role-plays to leadership conferences, **DECA has prepared me to take on scenarios with determination and professionalism.** DECA has sharpened my communication skills and has **bettered my ingenuity.** I plan to go into the field of environmental engineering, which requires a substantial amount of communication with coworkers and clients, along with a strong dedication to solve problems. **The leadership and professional social skills I have gained from DECA will aid me tremendously.** Thank you for all that you do.

SENIOR, DEER PARK HIGH SCHOOL



2022 ADVISOR OF THE YEAR
Mrs. Erin Ruehl
Shadle Park High School

SPECIAL RECOGNITION

Washington DECA has grown to be the third largest DECA association, with the help of many supporters, community members, and volunteers. In 2021-2022, we had the honor of recognizing two outstanding people who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and financial and classroom support.



2022 HALL OF FAME
RECIPIENT
Ms. Linda Andersen

91% OF DECA MEMBERS REPORT THAT DECA EXPERIENCES CONNECTED SCHOOL TO THE REAL WORLD FOR THEM

98% OF DECA MEMBERS REPORT THEY GAINED SKILLS TO IMPROVE PERSONAL AND PROFESSIONAL BEHAVIOR

73% OF DECA MEMBERS REPORT THAT DECA HAS INFLUENCED THEIR CAREER PLANS

OUR STUDENT MEMBERS LEVERAGE THEIR

DECA EXPERIENCE

TO
BE

ACADEMICALLY
PREPARED

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

EXPERIENCED

LEADERS

