



**CHARITABLE
CONTRIBUTIONS**

8802 27th Ave NE
Tulalip, WA 98271

TulalipCares.org

Funds Distribution Report

Recipient Organization:

Washington DECA

Address:

15215 52nd Ave S, Ste 105
Tukwila, WA 98188

Contact:

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

Organization's General Goals:

Washington DECA is on a mission to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management.

Date of Award:

2022 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 2022 14.2

March 27, 2024

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

Dear Ms. Sheldon,



Everett High School DECA running their school store

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.

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 2022-23 school year, we provided \$4,355 in scholarships to Snohomish County students. This support helped ensure access to participants for whom cost is a barrier. This assistance had a significant impact in ensuring that students facing financial barriers could participate in DECA, as seen by the following quote by a Snohomish County scholarship recipient:

“My mom works two jobs 5 out of 7 days in the week and it's mostly just to make rent. We get food from the food bank every Thursday. All this is to say, we don't really have a lot of cash to spend on extracurricular, even if it would help me on my pathway into the future.”

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@wadeca.org



WASHINGTON



IMPACT REPORT 2022-2023

THANK YOU

The achievements Washington DECA celebrates are a testament to the support we receive from our volunteers, business partners, alumni, and to the educators who empower and guide our students throughout their journey in Washington DECA.

The 2022-2023 fiscal year was marked by significant milestones and remarkable growth for our organization. We reached new heights this year in both membership and engagement. Along with our stakeholders, 13,000 dedicated students and advisors, worked tirelessly to ensure Washington DECA continues to thrive and provide valuable learning experiences. Through our diverse range of programs, competitions, and conferences, students were able to enhance their business acumen, develop critical leadership skills, and forge lifelong connections.

I am proud to share that Washington DECA's commitment to community remains at the forefront of our work. Our students organized over 250 impactful service projects and volunteered their time and talents to make a difference in their communities and the lives of others. From raising funds for local charities to working on sustainability projects, they showcased their commitment to positive social and global impact.

Looking ahead, we are excited about the opportunities the future holds as we develop a new strategic plan. With your continued support, we can build upon our achievements and further expand opportunities in Washington DECA. We remain committed to an inclusive, collaborative, and innovative environment for all students, allowing them to reach their full potential and become the business leaders of tomorrow.

Thank you,

Lori Hairston
Executive Director

2022-2023 BOARD OF DIRECTORS

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

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

SIERRA LARKIN*
Board Secretary
Teacher/DECA Advisor
Wenatchee High School

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

ASHLEY WILSON*
Senior Corporate Counsel
Payscale

BRYAN LONG*
Senior VP of Strategy & Planning
Wells Fargo

CHRIS NGUYEN*
National Correspondent
CNN Warner Media

RANDY WILSON*
Teacher/DECA Advisor
Lakes High School

TOM ROBINSON*
Teacher/DECA Advisor
West Valley High School

BRYCH ANCHETA
Broker
Better Homes and Gardens

CHASE SIMONDS
Producer/Freelancer
Live Event Production

HOLLI KALALEH*
Business and Marketing
Supervisor
CTE OSPI

JAMIE STEFANI
Human Resources Manager
Case Works

KARTHIKA SHANKAR
Sr Diversity Program Manager
Amazon

KEVIN DRAZIC
Retired
Microsoft

LORI HAIRSTON*
Executive Director
Washington DECA, Ex-officio

MACEY McGOVERN
UW Board Fellow
Foster School of Business

RYAN FLORES
VP PNW Area Manager
US Bank

TEHZEEB VERSEY-PATEL
Sr, Product Marketing Manager
Microsoft

TREVOR LAROWE
Market Director,
Executive Director
JP Morgan Chase

*Executive Committee

2022-2023 WASHINGTON DECA STAFF

Lori Hairston, Executive Director
Aidan Perales, Digital Content Creator
Angela Kim, Operations Manager
Chontelle Mackner, Development Manager

Linda Andersen, Operations Assistant
Nicole Cowan, Brand & Communications Project Manager,
State Officer Leadership Coach



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 school chapters to make positive social and global impacts.



We offer members the opportunity to cultivate their leadership and competition skills, educational goals, and career aspirations.

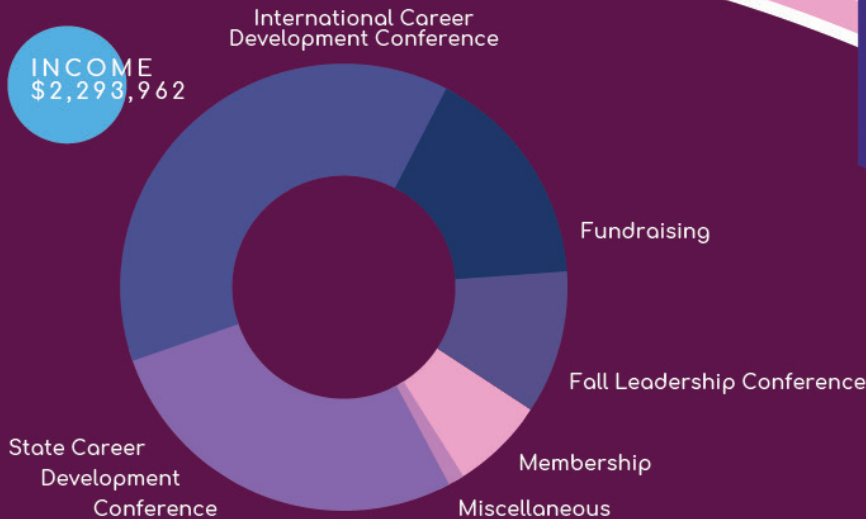


DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

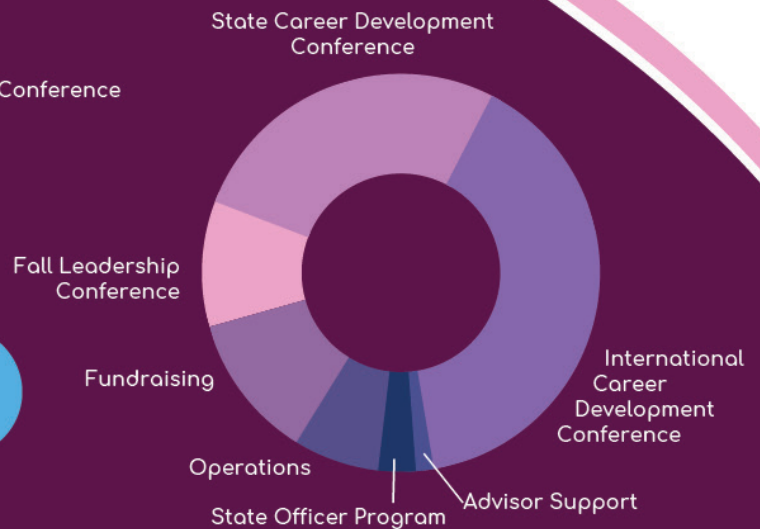


Strategic Plan

Our 2019–2024 Strategic Plan is used to guide our organization and is comprised of four primary pillars.



EXPENSES
\$2,226,284



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 13,000 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 OF CHANGE \$15,000+



Washington Office of Superintendent of
PUBLIC INSTRUCTION



Washington State
Department of
Commerce

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

THE *Glaser* FOUNDATION

**Barrett Family
Foundation**



ENTREPRENEURIAL SPIRIT \$5,000 - \$9,999



**Bamford
Foundation**



THE BELLEVUE
COLLECTION



**Paul Lauzier
Foundation**

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



**Chris
McCoy**



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

**Florence B Kilworth
Foundation**



**Marco J.
Heidner
Foundation**



VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2022-2023. We had 615 business professionals who volunteered **4,274 hours** to evaluate written projects, judge competition and work special events. This level of engagement represented a \$135,913.20 value.

*\$31.80 (estimated value of volunteer time as determined by the Independent Sector) x 4,274 volunteer hours.

FRIENDS OF DECA

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

Lisa Tallquist
Marc Hillstead
Lori Hairston
Nicole Monroe
Alana Vinther
Bryan Long
Bryce Ancheta
Marie Gallanar
Jamie Stefani
Randy Wilson
Chris Nguyen
Ryan Roulier
Kandice Herndon

DIAMOND AWARD WINNER



In 2022-2023, 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
\$130,481.51

worth of goods and services in 2022-2023.

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

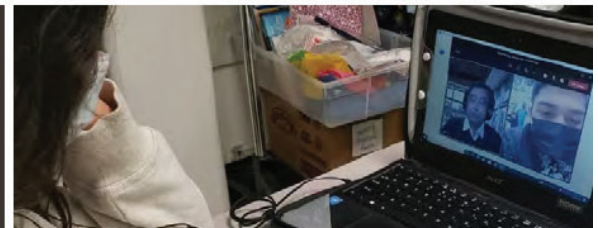
OPTIMIZE STAKEHOLDER RELATIONSHIPS

Washington DECA annually graduates over 2,500 members each year. In an effort to sustain their involvement as official DECA alumni professional members, we offered the following networking events during the 2022-2023 year.

- To celebrate our 75th anniversary, the State Officer Alumni Reunion gave former state officers an opportunity to reconnect, hear about the latest happenings within Washington DECA, and VIP seating and recognition at our Fall Leadership Conference Opening Session.
- In the winter, our Alumni & VIP Topgolf Tournament event welcomed past members to our state's newest indoor driving range facility! This event was a push to increase our state professional membership.
- To close out the school year, we welcomed alumni to join us at our Lucky Strike Alumni Reception after a full day of judging competitors during our State Career Development Conference.



We thank Microsoft for hosting a Speed Mentoring virtual event for members! Employees shared their professional insight to help students become high-quality leaders and professionals as they jump into their educational aspirations and careers. Over 25 students created questions and met individually with mentors who provided guidance in succeeding in their schools, careers and life.



During Career and Technical Education (CTE) Month, we joined forces with Washington Career and Technical Student Organizations (CTSOs) to stress the importance of legislative support for CTE. 120 CTSO Officers advocated for and represented 275,000 Washington CTE students.

Washington DECA State Officers met with legislators, showcasing the success DECA and CTE provides. Our visit to the Capitol was an opportunity to continue developing positive relationships with legislators to ensure their continued support of Career and Technical Education and DECA members in Washington.

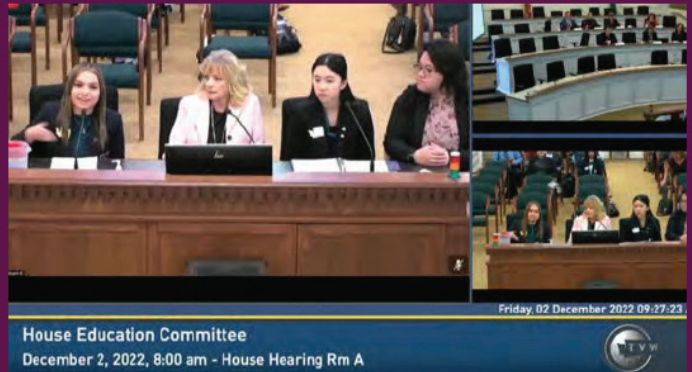


PILLAR #3

INCREASE BRAND AWARENESS & UNDERSTANDING OF DECA



Our Executive Director, Lori Hairston, and Area 5 State Officer, Akhil Srinivasan, advocated for DECA and Career and Technical Education (CTE) during CTE Month on New Day Northwest by King 5 News, one of the most trusted local news sources in the country. The segment reached over 3,400 views.



Our Area 8 President, McKenzie Waters, passionately spoke to the State Education Committee about the importance of Career and Technical Student Organizations and integrated work-based learning alongside our Executive Director and Future Business Leaders of America (FBLA) State President. 4,205 accounts were reached after posting online.



Both the Bellevue Breakfast Rotary and Rotary Club of Kirkland invited members to their meetings, allowing students the opportunity to receive feedback on their DECA competitions and the chance to present their International Championship projects! We are grateful for both Rotary clubs for their continued support in developing emerging leaders and entrepreneurs.

As we bounced back from the pandemic, we strived to make an impact where it matters most: food justice. Because it takes more than food to end hunger, we partnered with Northwest Harvest, orienting nearly 13,000 DECA members to become a champion and advocate for those struggling to access nourishing, adequate food. Food drives were implemented into chapter activities and our State Conference.



PILLAR #4

EXPAND ACCESS TO THE DECA EXPERIENCE

3rd largest DECA membership in the world

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

3,818 members attended the **State Career Development Conference**

1,499 members attended the **Fall Leadership Conference**

257 DECA advisors who are educators

180 DECA chapters across Washington state

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

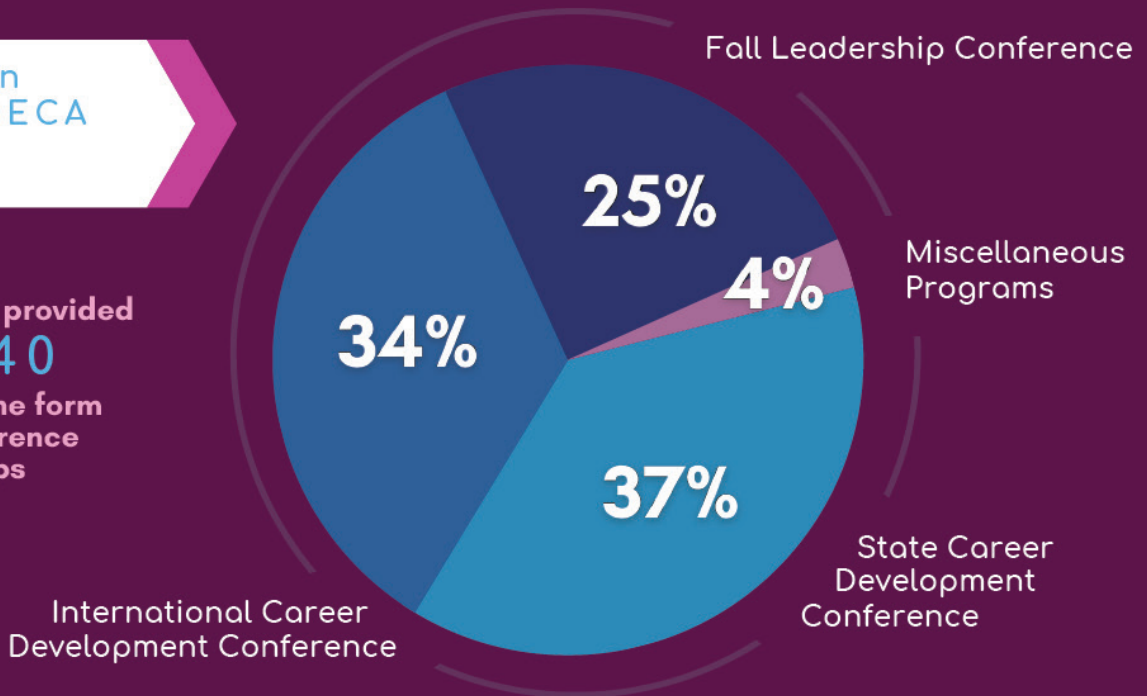
\$382 Average cost per student to attend the **Fall Leadership Conference**

\$436 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
13,006

Washington DECA provided
\$98,740
to members in the form
of DECA conference
scholarships



86

**Project Management
Papers evaluated
during competition**

328

**Entrepreneurship
Business Plans
competed at the State
Conference**

208

**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.



Anika Halappanavar, Richland HS
STATE PRESIDENT

Lujain Abushhiwa, Marysville-Getchell HS
AREA 1

Abhyudai Tandon, Jackson HS
AREA 2

Kiera Foley, Eastlake HS
AREA 3

Kartik Arora, Skyline HS
AREA 4

Akhil Srinivasan, Hazen HS
AREA 5

Christopher Kim, Richland HS
AREA 6

Isabelle Welch, Puyallup HS
AREA 7

McKenzie Waters, River Ridge HS
AREA 8

Kirra Anderson, Kelso HS
AREA 9

Sophie Henderson, Clarkston 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
647 members
JD Twitchell
Mount Vernon HS

AREA 2
1,532 members
Daniel Mills
Jackson HS

AREA 3
2,328 members
Lindsay Haney
Woodinville HS

AREA 4
1,647 members
Tammi Riggers
Bellevue HS

AREA 5
1,274 members

AREA 6
1,222 members

AREA 7
1,319 members

Amy Hobson
Kentlake HS

Adrian Ochoa
Richland HS

Betsi Feider
South Kitsap HS

Tanya Torres-Steen
Graham Kapowsin HS

AREA 8
483 members
Bruce Brewer
River Ridge HS

AREA 9
526 members
Suzie Downs
Camas HS

AREA 10
535 members
Sierra Larkin
Wenatchee HS

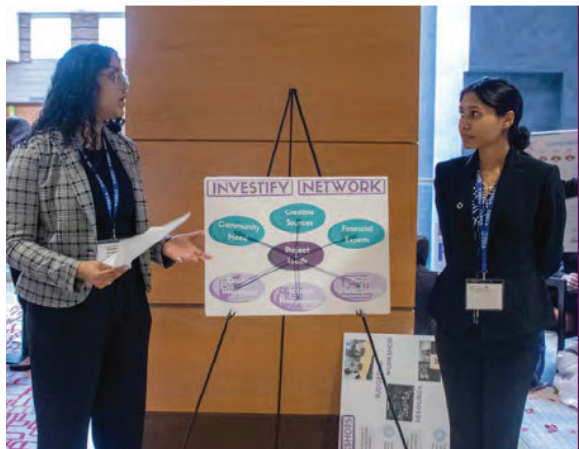
AREA 11
1,247 members
Erin Ruehl
Shadle Park HS



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 1,650 members who participated in industry workshops, a business pitch competition, mock role-plays and job interviews, keynote sessions and an advanced student leadership academy. 201 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 and largest event in Bellevue, WA outside of sports.

In addition, 316 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). This year, we had a record number of state conference attendees at 4,311.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

The Washington DECA delegation attending the international DECA conference reached a recording-breaking 1,040 students and advisors. In addition to competition, students and advisors participated in leadership training academies and professional development opportunities over the 5-day conference in Orlando, FL.

Washington DECA members earned the following awards: 211 Washington participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 71 competitors were honored, each as one of the top 10 competitors in their event. As the awards ceremony closed, 34 of our students had placed in the top three, earning 7 third-place awards, 3 second-place awards, and 12 first-place awards!

Overall, every 1 in 4 Washington competitors were a finalist (Top 20 team) and of those 52 Top 20 teams, 41 teams placed Top 10 in their event!



A YEAR OF IMPACT

2022-2023 continued to be a year of growth as we reached a record of 13,000 members. Take a look at some of the programs developed and award received.



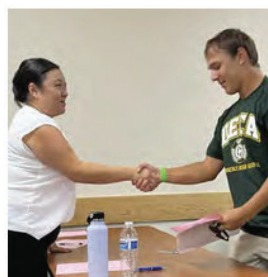
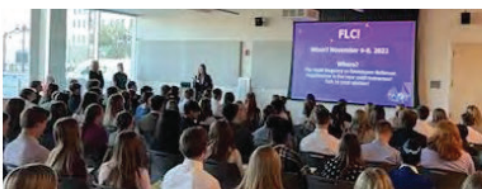
INTRODUCING NaSHUNTAE'S GIFT

Supported by State Officer Alumni and DECA chapter advisors, NaShuntae's Gift is an annual scholarship to honor Washington DECA members with outstanding achievements and perseverance who plan to attend a post-secondary school.

NaShuntae Pleasant-Miles was the deeply respected and influential 1999 Washington DECA State President from Pasco High School. She passed away from a brain tumor in 2003. NaShuntae's Gift is an annual scholarship to honor a Washington DECA member with outstanding achievements through perseverance. NaShuntae's Gift was founded by her father Nate Miles (1978 WA DECA President), Chris McCoy (2001 WA DECA President), and Washington DECA.

BRIDGING THE COMPETITION GAP

Our organization serves 11 geographical Areas across our state. **Competition Bootcamps** provide the opportunity for students facing financial challenges to receive competition guidance through additional support by participating in mock competitions, testing and workshops. These events embodied our commitment to serving every member this year, regardless of location or opportunity.



WHY DECA?



I gained so many opportunities and learned a lot of new information from being a part of the DECA community. It not only prepared me academically, but by applying the new skills I learned from my experience I now believe I am even more capable of greatness in my future. This is my third and final year of DECA and participating in the State Conference, I am even more excited about what is to come. I am extremely thankful for what DECA has offered in my years in high school, with lifelong friends, new knowledge about financial and marketing strategies, and skills on how to be professionally responsible that will continue to be of use throughout my entire life.

SENIOR, KENNEWICK HIGH SCHOOL



The value I have gained from my DECA experience has come in many different ways. From being able to practice leadership as my chapter president, having the opportunity to run for state office, traveling in DECA and flying across the country for nationals. My favorite was competing in DECA where I have been able to pick up many real-life skills, including making a business plan. These skills will help my future as I want to be an entrepreneur and work in upper end management.

SOPHOMORE, JOHN R. ROGERS



I've never been very vocal, but DECA helped improve my speaking skills. I have been pushed to go out of my comfort zone and speak about what I think. Although I will not be going into a business field, being able to effectively communicate my thoughts is necessary for everyday life, regardless of career.

SOPHOMORE, TODD BEAMER 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 2023, we had the honor of recognizing one outstanding person who has made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and financial and classroom support.

**Congratulations to our 2023
Advisor of the Year!**



Shawn Perez
Heritage High School



Heritage DECA collaborated with non-profit, The EPIK Project, to spread awareness on the exploitation of minors.

92% OF DECA MEMBERS REPORT THAT DECA EXPERIENCES EMPOWERED THEM TO BECOME AN EFFECTIVE LEADER

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

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