



GA DECA ADVISORS' CORNER

This is a first in a series of communications which hopefully will keep you up-to-date about news and happenings within the GA DECA Foundation.

As many of you know, our primary responsibility is fundraising for GA DECA students, and being able to award scholarships to the winners of the state event competitions. Last year in six months, we were able to award \$15,000 to 104 students, which included both registration fees to ICDC, and individual hardship scholarships for travel to California. We were fortunate to be able to contribute and are looking forward to the coming school year with great expectations.

In preparing a plan for 2009-2010, it was evident we need to expand our potential sources for revenue generation. Our goal is to become the largest contributor to GA DECA, and to involve as many groups of participants as possible to increase overall available funds. To this extent, in late July and during the months of August and September, we initiated over 20 applications to various Foundations for grant monies. Beginning in October, we will continue to initiate 2-4 each week through the end of the year. So far we have not received any commitments and have had five declinations, which means as of this writing, we are waiting to hear from 15. This is not unusual, and we will continue to submit and will keep posted results on the website. These funds are designated for scholarships

Another potential source where the numbers are meaningful is with the students and their parents. The potential to increase DECA dues was decided against at this time, and it was decided to ask each of you to request \$5 from each student, and \$5 from his/her parent by the end of January 2010. Donations will be on a voluntary basis and will be used primarily to cover transportation costs of the winners to Louisville. Last year, 8727 students enrolled in DECA from 124 high schools, and 100% participation, applying the \$10 per household, would have resulted in \$87,270...enough to send 1st thru 3rd place winners to Anaheim. Louisville is of course much closer, not as expensive, and parents may send donations either directly to the Foundation, or donations can be collected

on a chapter basis and remitted in a batch during the period. Donations are tax-deductible as checks are payable to GA DECA Foundation.

This week, all who had judged in the competitive events during the past two years, were contacted to bring them up to date. Each was asked to also support the Foundation on a voluntary basis, and to be on the outlook for the upcoming judges' registration. This year, we are planning to hold a webinar for judges' orientation whereby we educate them as to the correlation of performance indicators, to the respective event scoring. It is recognized we do not want to hinder student scoring and we desire improved awareness of judging responsibilities.

Other potential sources of revenue involve communicating with alumni, planned events, and the selling of competitive event sponsorships. The fundraising efforts are in fact a partnership with all who participate. Depending on the level of funds collected, we hope to continue support to additional scholarships, including the popular Aspire ones for individuals having true needs and increasing the amount of the winners' awards.

Our appeal is to ask all to be aware of sources for funding, and to work as a team to increase fund availability. This is accomplished by direct participation, or by referring potential sources for follow up, i.e. in the case of event competition sponsorships. This year we are selling those on the basis of event ownership whereby businesses will be invited to classrooms to work with you, the students, judge competitions, and award scholarships.

We know it isn't any one thing that guarantees success. It IS the sum of the parts, and "Everyone Knows Someone" who can be involved to some extent. Our common communications venue will be the website which is being renovated, but we still will use this channel to keep you in the loop.

We are your partner, available anytime, encourage communications, and look forward to seeing you at Leadership, October 14 & 15.

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