

January 1, 2019 through December 31, 2019.
A look back at 2019 and a look ahead to 2020.

2019 ANNUAL REPORT

WASHINGTON BUSINESS WEEK

Washington Business Week's (WBW) mission is to provide a dynamic real-world, immersive business experience that builds confidence, sense of purpose, and leadership.

43 Years of Developing Leaders

We are pleased to present our Annual Report for 2019. Washington Business Week empowered yet another class of the future workforce, mentored by current business professionals. Whether in the classroom during the academic year or at one of our summer programs on college campuses, WBW was once again able to reach thousands of high school students in Washington, Alaska, Poland, Italy and a brand new program in Belarus.

At Washington Business Week, students and advisors go through a transformation. Our programs equip students with key financial and business skills. WBW students understand and develop profit and loss statements, balance sheets, marketing plans, and business strategies. Their view of business expands greatly in just one week. A future of working at a large corporation, such as the Boeing Company or PACCAR, or becoming a business owner or entrepreneur becomes more attainable. Also, at each of our summer programs, participants receive two college credits upon completion!

Since 1976, we have been in the business of educating and empowering future business leaders. Our success would not be possible without the support of our donors, volunteers, community partners, alumni, and staff. We hope you will join us in 2020!

On behalf of Washington Business Week,

Thank you for your support.



Karen Hansen
President,
Board of Directors



Andrea Keikkala
Executive Director

"I feel like WBW has made me more prepared for the future – for continuing my education, and for being successful in my life beyond college." – Allie Vorley, Eastside Preparatory, 2019 Renton Tech Business Pathway

"I have learned so much and have been motivated to work harder in everything I do" - Paul Kwon, Thomas Jefferson High School, 2019 Seattle U Business Pathway

Our Programs

Washington Business Week (WBW) is a week-long educational program where high school students learn business fundamentals while building leadership, teamwork, communication, public speaking, and critical thinking skills. At WBW, students use a computer simulation software which takes them through quarterly business decision outcomes over a two-year period. Every decision the team makes, from pricing to production, affects their bottom line. The students also receive workshops and seminars on financial literacy, business planning, marketing, emerging technology, business ethics, and other life-skills. Students are challenged to act professionally, to step out of their comfort zone and take on new challenges.

WBW has served over **61,000 students and 6,000 business professionals** over **43 years**.

In 2019 alone, WBW served **1,590 high school students** and had the support of over **155 community volunteers**.

 <p>330 Students</p> <h3>Summer Programs</h3> <ul style="list-style-type: none">Advanced Business WeekBusiness WeekHealthcare WeekTechnology Week	 <p>Over 900 students</p> <h3>In-School Programs</h3> <ul style="list-style-type: none">AberdeenCentraliaWillapa HarborOmak & OkanoganWenatcheeHoquiam	 <p>Over 360 Students</p> <h3>International Programs</h3> <ul style="list-style-type: none">Boleslawowo, PolandGdansk, PolandGdynia, PolandFoligno, ItalyMinsk, Belarus
		

“It actually changed me! I didn’t think a week would make a difference, but WBW proved me wrong.” – Meha Shah, Eastlake High School, 2019 Seattle U Healthcare Pathway

We are already registering students for 2020, but here is a look at what we did in 2019!

Thanks to the generous contributions of our donors, we were able to subsidize the summer program tuition and offer them at the reduced rate of \$895/student for residential programs and \$395/student for the day program. The true cost that WBW incurs for the summer programs is \$1,620/student for residential programs and \$1120/student for the day program. This fee covers all on-site and administrative costs. WBW offers additional financial support to students with exemplar academic performance and/or from low-income and underserved communities. The 2019 summer week-long programs were held on three university/college campuses: University of Washington—Tacoma, Seattle University (SU) in Seattle, and Renton Technical College (RTC) in Renton. In 2020, camps will be held at Renton Technical College and the University of Washington - Tacoma. **The overnight camp is still being planned, as well as two more in school programs for this year!**

Tuition covers:

- Two college credits
- On-campus housing
- Dynamic expert speakers
- Leadership training
- University campus living
- Networking with professionals



With the additional support of our sponsors, we were able to scholarship more than 130 students for our 2019 summer programs, totaling over \$70,000 in direct aid to students in need. That's over 40% of all the students who attended our camps!

Our Students

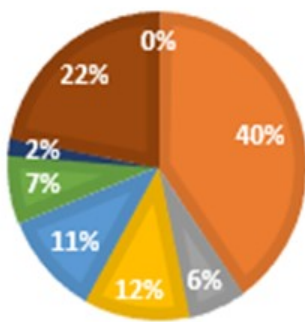


52% Female

48% Male

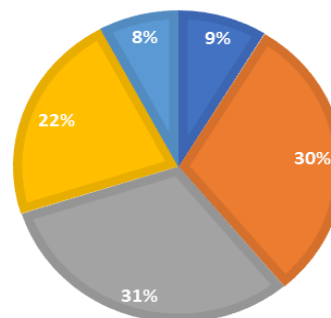
OVERALL

- American Indian
- Black/African American
- Not Listed
- Pacific Islander/Hawaiian
- Asian, Indian
- Latino/Hispanic
- Other
- White/Caucasian



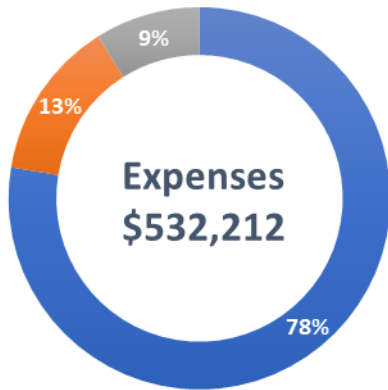
Grades of Students

- 8th grade
- 9th grade
- 10th grade
- 11th grade
- 12th grade

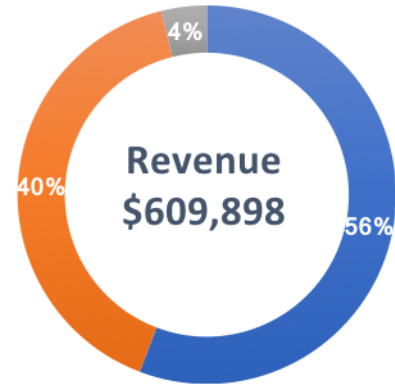


Financial Summary

Fiscal Year: January 1st, 2019 to December 31st, 2019



■ Programmatic ■ Management and Operation ■ Fundraising



■ Contributed Income ■ Earned ■ Fundraising Events

Programs for 2020

- Foligno, Italy
- Boleslawowo, Poland
- Gdansk, Poland
- **UW-Tacoma**
- Minsk, Belarus
- **Renton Technical College**
- Gdynia, Poland
- **2 New In School Programs TBA**
- **1 New Overnight Program TBA**
- **1 New International Program TBA**



RENTON
TECHNICAL
COLLEGE®





We are incredibly lucky to have some major donors throughout our history. We could not build this robust foundation and offer the programs without their financial partnership.

In 2020 we are focused on community and business partnerships and have put in place some new and exciting opportunities for businesses, service organizations & individuals to support WBW.

We hope you will invest in the next generation of future leaders by supporting the Washington Business Week experience for students.

Sponsor Benefit	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Recognition on WBW Website	★	★	★	★	★
2019 WBW Shirt Branding (Higher Sponsorship levels receive greater prominence on back of shirt)	LOGO ★	LOGO ★	LOGO ★	NAME ★	
Branding on Company Student Materials	★	★	★		
Branding on Company Advisors Materials	★	★			
Physical advertisement at every camp –recruit your next employee, build brand loyalty	★	★			
Quarterly Social Media awareness of support	★				



"I can honestly say that this camp has been life-changing. I have never been more motivated to do well and more excited about college and my future." – Clara Sun, Shorewood High School, 2019 Seattle U Business Pathway

2019/2020 Board of Directors

Karen Hansen Wyman & Associates, President
 Robert Bleu True World Group, First Vice Chair
 Denise Mitchell PEMCO, Secretary/Second Vice Chair
 Kevin Conefrey First Choice Health, Treasurer
 Alyssa Norwood Starbucks, Executive Committee
 Eliot Brimage Jostons, Executive Committee
 Dr. Jeff Wolff-Gee Swedish, Board Member
 Jeff Mallula Raymond James, Board Member
 Kris Johnson Association of WA Business, Board Member
 Tom McReynolds Walmart, At Large
 Raegan Berry Boeing, Board Member
 Staci Sume Centralia Schools, Board Member
 Andrea Keikkala Washington Business Week, Executive Director



*Anonymous * Loeb Family Foundation * Ben Bridge*
Sequim Association of Realtors
King County Councilmember, Dave Uptegrove
Lewis Greenwood Foundation

**Thank you to all of our
 2019 Donors**

Vision Statement: *Washington Business Week unleashes passion for entrepreneurship and leadership, empowering business teams of tomorrow.*

Mission: *Washington Business Week provides a dynamic real-world, immersive business experience that builds confidence, sense of purpose, and leadership.*

