The sample included is a Chapter Team Event for 2018-2019. For the 2019-2020 school year, the Chapter Team Events are becoming the Project Management Events. Please review the DECA Guide for this year’s official event guidelines.

Below is the crosswalk that most closely compares the old to new events.
- Business Solutions Project (similar to the former Creative Marketing Project)
- Career Development Project (similar to the former Entrepreneurship Promotion Project)
- Community Awareness Project (similar to the former Public Relations Project)
- Community Giving Project (similar to the former Community Service Project)
- Financial Literacy Project (similar to the former Financial Literacy Promotion Project)
- Sales Project (similar to the former Learn and Earn Project)
COMMUNITY SERVICE PROJECT

APRIL 26 - MAY 1 2019

BUILDING LITERACY

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Overview of the project:
Valley Christian DECA decided to engage in a year-long project to build a library in the Krang Skear Elementary School in Cambodia. We began by reaching out to our primary contact in Cambodia, Mr. Kann Kall, to conduct market research and compile school profiles in various regions of Cambodia. We then initiated fundraising and outreach initiatives with local corporations. From there, we began organizing committees and delegating responsibilities within Valley Christian High School. Finally, we were able to design, implement, and supply a brand new library for the Krang Skear Primary School.

SCHOOL: VALLEY CHRISTIAN HIGH SCHOOL
DECA CHAPTER: 150 MEMBERS
PROJECT MANAGERS: ABIDA DIEP, AMBER LAO, AND EVELYN TRAN
BENEFITS TO CHAPTER MEMBERS

Development of 21st Century Skills
Involvement in Global Community
Promotion of Chapter Unity

LEADERSHIP
Under Building Literacy's 5 board members, there were 3 committees. Each committee was lead by a project manager and contained 5 chapter members.

Marketing
Lead: Abida Diep

Finance
Lead: Evelyn Tran

Operations
Lead: Amber Lao

OBJECTIVES
• 85% member participation for VC DECA
• Raise at least $7,000 in funds for the construction of the library and continued maintenance.
• Equip library with furniture and books
• Teach DECA members how to run a non-profit organization
• Improve literacy rates in Krang Skear Primary Elementary School

RESULTS
• 87% member participation for VC DECA
• Raised $7,578.95 from fundraising, donations, and sponsorships
• Built a new library equipped with top-of-the-line books and supplies for Krang Skear Primary Elementary School
• DECA members learned how to apply their business knowledge to a real world project
II. INTRODUCTION

A. HISTORIC BACKGROUND OF SELECTED CHARITY

BACKGROUND OF BUILDING LITERACY

The idea of creating Building Literacy was first introduced by Amber Lao, one of the current officers for Valley Christian DECA. Inspired by her father's experiences as a refugee from the Khmer Rouge Genocide in Cambodia, Amber pitched this idea to the Director of the Business and Entrepreneurship Initiative at Valley Christian High School and thus, Building Literacy was created. Building Literacy is a 501(c)(3) nonprofit organization that aims to equip schools in Cambodia with educational resources that allow students to achieve their academic potential. Building Literacy is rooted in four guiding principles: integrity, transparency, honesty, and responsibility. This organization was officially labeled as a tax-exempt organization on July 28, 2018, by the IRS and currently has a total of 23 members. The Board of Directors is staffed with experienced individuals who come from backgrounds in education, philanthropy, finance, ministry, and entrepreneurship.

CAMBODIA'S HISTORY

Cambodia is a constitutional monarchy country. Located in Southeastern Asia, the Kingdom of Cambodia shares borders with Laos, Vietnam, and Thailand. Cambodia covers a total area of 181,035 km² (69,898 sq miles), and it is about 580 km from east to west and 450 km from north to south. Civil war, political unrest, violence, and destruction have characterized Cambodia's history. The results of the civil war were widespread and immensely affected the education system.

In early 1970, with the outbreak of civil war, Cambodia's education system drastically changed. More than 1/3 of the schools closed and almost one hundred schools were destroyed by bombs. Many educational institutions were used as barracks, ammunition warehouses, and prisons.

In April 1975, after taking over, the Khmer Rouge (KR) took action to eradicate the old elements of Cambodia's society, including the education system of the old regime. They deliberately demolished the foundations of modern education by ordering schools nationwide to be closed, classrooms abandoned, and books destroyed. People with higher education were targeted as enemies and were subjected to suspicion and harsh treatment while being forced to work in labor camps.

After the collapse of the Khmer Rouge regime, the educational system in Cambodia had to restart from scratch. Illiteracy rates had climbed to more than 40 percent, and most adolescents lacked basic fundamental education. The government soon began to redevelop the education system by encouraging survivors to collect educational resources and donate them to local libraries and schools. Since there was a shortage of teachers, the government began to recruit unqualified, inexperienced local citizens to teach students.