



AGENCY, EQUITY & BELONGING

BUILDING AN INCLUSIVE COMMUNITY
WHERE EACH INDIVIDUAL IS SEEN, VALUED AND RESPECTED



DIVERSITY
LEADERSHIP ♦ ALLIANCE





A LETTER FROM OUR CO-FOUNDER MARION KELLY



At Diversity Leadership Alliance, our unwavering commitment has always been to create a powerful platform for transformative education and meaningful dialogue. Through invaluable learning opportunities, we empower individuals and organizations to cultivate professional growth, deepen understanding, and harness diversity as a cornerstone of innovation and success. Companies that genuinely embrace diversity don't just foster inclusive cultures, they attract top talent, drive performance, and secure a competitive edge in today's dynamic marketplace.

Our mission has never been more urgent as we navigate an increasingly complex and polarized world. At Diversity Leadership Alliance, we stand firm in championing agency, equity, belonging, and cultural humility. Our systemic and societal challenges are vast, but we know that when we come together as a collective force, we can drive transformative change.

“Companies that genuinely embrace diversity don't just foster inclusive cultures, they attract top talent, drive performance, and secure a competitive edge in today's dynamic marketplace.”

Let us be clear: Diversity, equity, and inclusion are not political issues but fundamental human rights. Our vision is to continue providing education, leadership development, and advocacy for underrepresented communities while fostering inclusive workplaces, which is as critical today as ever.

Together, we have the power to amplify voices that have been overlooked for far too long. We can build a future where every individual is seen, heard, and valued. For over 24 years, the Diversity Leadership Alliance has navigated this landscape with courage, integrity, and resilience. With your continued support, we will push forward, creating lasting impact and meaningful progress for generations to come.

Sincerely,

DLA Co-Founder Director
Community Affairs, Mayo Clinic (retired)



OUR IMPACT

DLA History

Diversity Leadership Alliance guides leaders in transforming culture to build an inclusive community where each person is equally respected and empowered.

Diversity Leadership Alliance began as a Phoenix-based diversity leadership round table in 2002. Leaders from various organizations and businesses came together to discuss organizational challenges and potential solutions for business success. Diversity Leadership Alliance was officially formed in 2003 with the collaboration of several major companies in Arizona.

Our goal is to provide a forum for diversity and inclusion dialogue and offer learning opportunities to enhance professional development, understanding, promotion, and management of diversity as an essential part of business success. Organizations that understand, recognize, and value diversity can attract and retain top talent and have a competitive advantage in the marketplace.

*Talk about it, even when its difficult because it is
the only way for the conversations to evolve."*

Myoshi Maul

Leadership & Education Consultant - COX

Our Vision

Be an inclusive community where each person is equally respected and empowered.

Our Mission

Guide leaders in the transformation of culture to build an inclusive community.

Our Strategies

Provide educational opportunities, tools, and resources to build an inclusive community.

Assist students transitioning from high school to college or work.



EDUCATION PROGRAMMING

2024 WORKSHOPS

Building Resilience and Renewed Hope for Equity and Inclusion

JANUARY

Navigating the Intersection: DEI and Leadership

FEBRUARY

Mirrors and Lenses – Unlearning Early Childhood Messages

MARCH

The Hand You're Dealt in America

APRIL

Embracing different brains in the Workplace

MAY

Creating, Maintaining, and Leading Psychologically Safe Teams

AUGUST

Doing Our Inner Work Apart to Successfully Do the Outer Work Together

SEPTEMBER

Don't Talk about Implicit Bias Without Talking about Structural Racism

A Safe Space for Critical Conversations That Drive Meaningful Change

The DLA Education Committee hosts an annual webinar series on Equity and Social Justice, featuring nine to twelve impactful workshops on timely and innovative DEI topics. At Diversity Leadership Alliance, we create forums for dialogue and professional development to make diversity a cornerstone of business success. We believe organizations that value diversity can attract top talent and gain a competitive edge. Through our monthly webinars, we provide a safe space for critical conversations that drive meaningful change. Our mission is clear: diversity, equity, and inclusion are fundamental human rights that transcend politics, and our work remains essential in fostering inclusive workplaces and advocating for underrepresented communities.



Education Committee Leadership



Tondra Richardson

Director, Office of Educational Equity
University of Phoenix



Erick T. Garcia

Advisor, Office of Belonging
Mayo Clinic



EDUCATION PROGRAMMING

SPONSORSHIP LEVELS

Monthly Education Workshop Series Sponsorship Opportunities

Support a transformative annual webinar series on Agency, Cultural Humility and Impact. Featuring 9 -12 impactful workshops annually addressing timely and critical workplace topics. Your sponsorship fuels vital conversations, professional development, and meaningful action toward building inclusive workplaces and communities.

Community Champion Sponsor – \$25,000

Lead the Future of Equity & Inclusion

- Top billing as a Presenting Sponsor for the full workshop series
- Customized speaking opportunity at one workshop to highlight your company's internal DEI efforts and commitment
- Premium logo placement on all promotional materials, website, and event slides
- Exclusive branded content (e.g., blog feature, social media spotlight)
- One in-person customized workshop hosted at sponsor location
- Recognition in all post-event communications

Catalyst Sponsor – \$15,000

Drive Meaningful DEI Conversations

- Co-branded sponsorship of five selected workshops
- Logo recognition on website, event materials, and email campaigns
- Social media acknowledgment as a key DEI advocate
- Verbal recognition during sponsored sessions

Impact Sponsor – \$7,500

Support Critical DEI Initiatives

- Sponsorship of three workshop
- Logo inclusion on promotional materials and event slides
- Social media mention as an impact sponsor
- Recognition in event closing remarks

Amplify Sponsor – \$5,000

Uplift and support DEI Initiatives

- Sponsorship of one workshop
- Logo inclusion on promotional materials and event slides
- Social media mention as an Amplify sponsor



YOUTH LEADERSHIP ACADEMY

2024 PROGRAMS

Building Resilience and Renewed Hope for Equity and Inclusion

JANUARY

Storytelling and creating your own narrative

FEBRUARY

Personal branding and emotional intelligence

MARCH

Career exploration and professional exploration

APRIL

Graduation and scholarship awards program

Programs are held at Phoenix Union High School District Schools

Best Youth Leadership Program

The Diversity Leadership Alliance Youth Leadership Academy equips Arizona's emerging youth leaders from the Phoenix Union High School District to confront the pressing challenges their communities face. We believe today's youth are the visionaries and change-makers of tomorrow, poised to shape a more inclusive and equitable Arizona. Our mission is to ignite conversations around diversity and inclusion, fostering a deeper understanding of the disparities that persist. By providing a platform for dialogue and transformative learning, we empower young leaders to think critically and take action. Together, we're cultivating a generation that will drive meaningful change and build a stronger, more unified community.



Youth Leadership Committee Leadership



Angela Salazar

Equity Programs
Manager
YWCA



Joanna de'Shay

Executive Director
DLA

2025 SCHOLARSHIP

DLA Scholarships - \$25K awarded / annually

To date DLA has awarded and contributed to over \$1 MILLION DOLLARS in Scholarships to DLA Youth Leadership Academy Students.

A special thanks to Mary Wrobel, our Phoenix Union High School District liaison.

YOUTH LEADERSHIP ACADEMY

SPONSORSHIP LEVELS

Empower Future Leaders: Invest in the Next Generation

The DLA Youth Leadership Academy is a transformative program providing non-need-based scholarships to BIPOC students in the Phoenix Union High School District, supporting their pursuit of community college, university, or trade school.

Through dynamic workshops on DEI, emotional intelligence, mental health, and leadership branding, we equip students with real-world skills to thrive as future change makers.

Your sponsorship directly funds scholarships and leadership development, breaking down barriers to education and fostering diverse, empowered leaders.

Visionary Sponsor – \$25,000

Champion the Next Generation of Leaders

- Exclusive Presenting Sponsor recognition for the full DLA Youth Leadership Academy program
- Scholarship naming rights for five students
- Keynote speaking opportunity at the DLA Youth Leadership graduation ceremony
- Premium logo placement on all materials, website, and event signage
- Feature article on website and social media spotlight

Trailblazer Sponsor – \$15,000

Inspire & Support Rising Scholars

- Co-branded sponsorship of three DLA Youth Leadership Academy workshops
- Scholarship naming rights for three students
- Speaking opportunity at one workshop
- Logo inclusion on website, event materials, and promotional emails
- Social media acknowledgment as a key program supporter

Mentor Sponsor – \$7,500

Fuel Leadership & Growth

- Sponsorship of one DLA Youth Leadership Academy workshop
- Scholarship naming rights for two students
- Recognition in workshop programming and closing remarks
- Logo placement on DLA Youth Leadership Academy materials and website
- Social media recognition as a supporting sponsor

Guidance Sponsor – \$5,000

Support Student Success

- Scholarship naming rights for one student
- Recognition on website and event materials
- Social media shoutout as a program supporter
- Acknowledgment at DLA Youth Leadership Academy graduation

Invest in the Future. Empower Young Leaders.

Your partnership in the DLA Youth Leadership Academy creates life-changing opportunities for BIPOC students to access higher education and leadership development.

ANNUAL CONFERENCE

2024 CONFERENCE WORKSHOPS

Storytelling for Transformation

Harnessing Employee Resource Groups to Foster a Cultural Momentum Shift in the Workplace

Cultivating Resilience and Preventing Burn Out for DEI Champions and Allies

Building a Culture of Trust: Creating Better Strategic Alignment and Metrics for DEIB Within Organizations

Beyond Apologies and Backlash: Charting a Clear Course for Radical Inclusion

The Power of Connection: Using DEI Strategies to Build Meaningful Connections

Annual Conference

The DLA Annual Conference fosters healing and accountability by promoting constructive dialogue that addresses critical social justice issues. Through powerful workshops and dynamic presenters, participants gain practical tools to become stronger champions, advocates, and allies in their communities. This transformative event inspires attendees to envision equity that transcends boundaries, empowering them to lead with purpose and compassion. By amplifying diverse voices and perspectives, the conference ignites hope for a future where everyone is heard, valued, and included. Together, we are building a foundation for lasting change and a more just, equitable world.



Conference Committee Leadership



Tikki CarMichael

Program & Project
Management Lead
USAA



Ashley Troyer

Administrative Assistant
Good Year Fire Department

ANNUAL CONFERENCE

SPONSORSHIP LEVELS

The DLA Online and In-Person Education and Leadership Conference covers timely, innovative and relevant topics around Social Justice, Cultural Humility and Equity building.

Change Agent / \$20,000

- Virtual Podium Acknowledgment by Moderator
- Premiere placement of company logo on digital communication
- Digital platform speaking opportunity to conference attendees
- Full-page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- Company logo on DLA website with hyper-link to company site
- 50 Virtual + 30 in-person seats for conference attendees

Partner / \$10,000

- Virtual Podium Acknowledgment by Moderator
- Inclusion of company logo on electronic promotional items
- Half page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- Company logo on DLA website with hyper-link to company site
- 30 Virtual + 20 in-person seats for conference attendees

Advocate / \$7,500

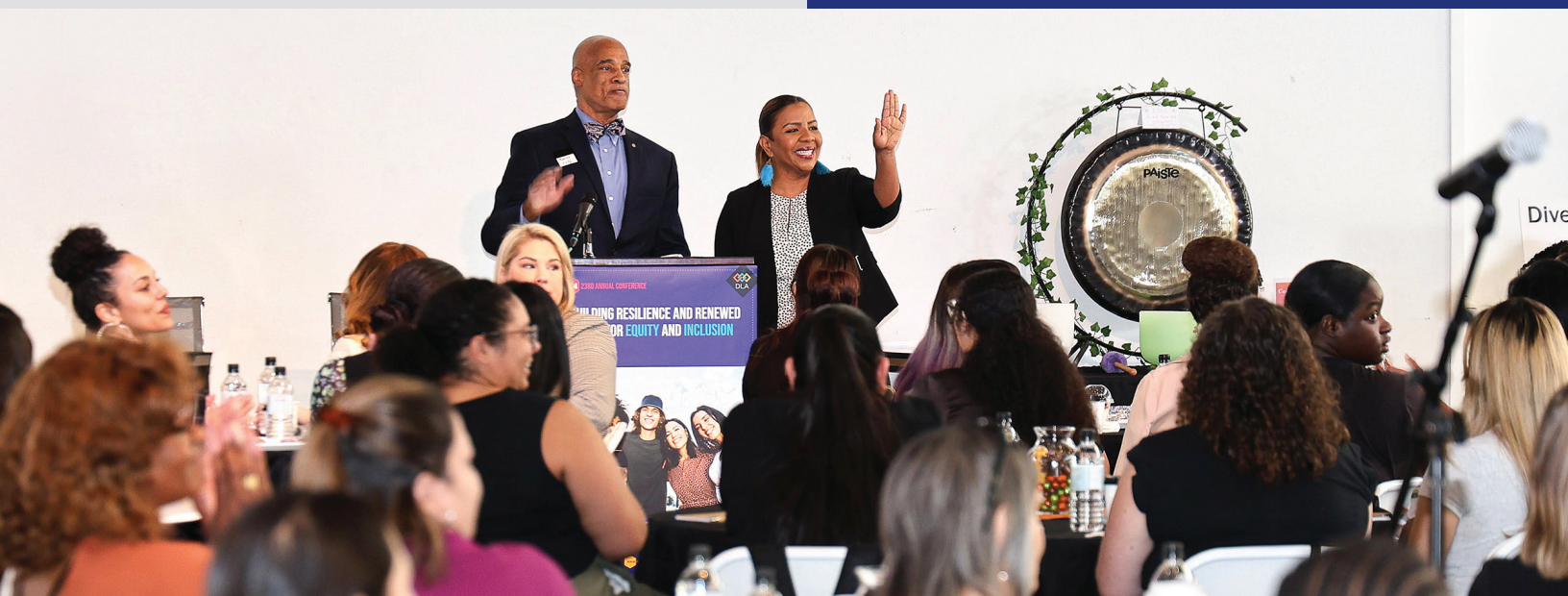
- Inclusion of company logo on electronic promotional items
- Quarter page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- 15 Virtual + 10 in-person seats for conference attendees

Supporter / \$5,000

- Inclusion of company logo on electronic promotional items
- Company Name in digital event program booklet
- Logo recognition on event Power Point presentation
- 12 Virtual + 6 in-person seats for conference attendees

Friends of DLA / \$3,000

- Inclusion of company name in conference materials
- 10 Virtual seats for Day one of virtual workshops



THANK YOU



ARIZONA
COMMUNITY
FOUNDATION



CSAA Insurance Group,
a AAA Insurer



To learn more about our Partnership opportunities, please contact
Executive Director, Joanna de'Shay at
leadership@diversityleadershipalliance.org or by phone (602) 402-7771

2024-25 BOARD OF DIRECTORS



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CEO & DESIGNER
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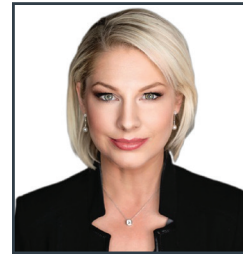
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DIRECTOR OF DIVERSITY,
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