

WORLD SERVICES OF LA CROSSE • INC.

2015 ANNUAL REPORT

# small WORLD





## 2015 BOARD MEMBERS

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*President and Chief Executive Officer,  
World Services of La Crosse, Inc.*

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Mayo Clinic Health System-Franciscan Healthcare*

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# World Services of La Crosse, Inc.

Founded in 2001, World Services of La Crosse, Inc., is a La Crosse-based nonprofit organization that connects people and organizations in order to improve the quality of life for citizens around the globe. The organization builds partnerships and friendships to develop programming, leadership and organizations that advance health, education, civil society, rule of law, public administration and the environment—with the ultimate goal of promoting peace.



## 2015 Highlights

During fiscal year 2015, World Services hosted 24 Open World delegations from: Azerbaijan, Kazakhstan, Kosovo, Kyrgyzstan, Moldova, Russia, Tajikistan, and Ukraine. World Services partnered with volunteers in 22 Cities (11 states) to provide professional and cultural Open World programming for over 140 delegates from eight former Soviet Countries.

World Services partnered with the UW System to host Open World exchanges in Wisconsin: UW Extension Service Juneau County, Mauston; and UW Colleges in Rice Lake, Wausau, and Richland Center.

The Open World Leadership Center recognized World Services with their 2015 National Grantee of Merit Award.

### Azerbaijan

Rule of Law & Coalitions to Prevent  
& Combat Human Trafficking—  
Project to End Human Trafficking,  
Pittsburgh, Pennsylvania

### Kazakhstan

Women as Leaders: Entrepreneurship,  
UW Extension Juneau County Mauston,  
Wisconsin

### Kosovo

Judicial Rule of Law, Iowa Sister States,  
Des Moines, Iowa

Parliamentarians, Iowa Sister States,  
Des Moines, Iowa

# Dear Friends

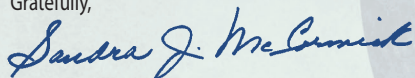
***We hear it often: It's a small world. And while we often simply agree, we don't necessarily realize the extent to which we have become globalized.***

International trade is growing faster than the world economy; world production and output and consumption is increasing; data sharing across borders through the Internet, satellites and phones is at an all-time high; and international travel and tourism have never been so rampant. All are signs marking a shrinking world.

A small world can bring advantages and disadvantages. It means enemies can more easily cross borders, infiltrate intelligence and showcase what's perceived as wrong with America (and for that matter Americans). But it also means that we have more opportunities and reasons for cultural exchanges, exchanges which have the potential to right misconceptions, build trust and illustrate the humanity in us all.

It's up to us to choose the better parts. That's why World Services of La Crosse exists: to invite collaboration, shared understanding and harmony across nations. Thank you for joining us in that mission. You represent our greatest hope for a peaceful world.

Gratefully,



Sandra J. McCormick, MHA, FACHE, MSSW, ACSW  
President and Chief Executive Officer



Sandra McCormick, MSSW, MHA, FACHE  
President and CEO

## Kyrgyzstan

Water Management and Dry Land  
Irrigation, Colorado Springs Sister Cities  
Colorado Springs, Colorado

## Moldova

Improved Produce Handling  
and Marketing at Retail Level,  
Stafford Institute  
San Francisco, California

## Russia

Oceanography Research, San Diego Sister  
Cities Int. San Diego, California

Social Issues: At Risk Youth,  
Bloomington- Normal- Vladimir  
Sister Cities  
Bloomington, Illinois

Environment Management, Colleagues  
International, Kalamazoo, Michigan

Accountable Governance: Entrepreneurs,  
Grants Pass Sister City Committee  
Grants Pass, Oregon

## Tajikistan

Health Care for Women, Boulder County  
Public Health with Boulder Dushanbe  
Sister Cities Boulder, Colorado



# The Citizen Diplomacy Philosophy

The work of World Services of La Crosse aims to establish mutually beneficial relationships between current and future leaders in nations throughout the world. It's all based in the notion that private citizens can exercise some power in achieving a more peaceful world. And when the world is shrinking, as it is now, never has citizen diplomacy been easier or more important.

Primarily, we create opportunities for citizen diplomacy through facilitating opportunities for Americans to share ideas, concepts and knowledge that will help build infrastructure and self-sustaining programs in other countries.

World Services delegates on both sides of the ocean stay in one another's homes while also sharing workplace experiences and education. When valuable, life-changing ideas are exchanged, delegates find appreciation for others' customs, friendships form and people participating at all levels come to realize they have more commonalities than differences. It's in that climate that peace can be realized.

You can become a part of that effort by becoming a citizen diplomat yourself. You can travel internationally if you choose, or you can serve as a diplomat without leaving your community. It's as easy as:

- Staying informed on international topics and seeking understanding on all sides of issues.
- Hosting international guests in your home. Whether providing a place to live for a visiting delegate or simply inviting an exchange student for dinner or cultural activity, you're serving as a citizen diplomat.
- Volunteering to help when delegates visit your area. Hosts are always looking for help with transportation and translation.
- Taking a mission trip. Working together with local people in other countries can be eye-opening and build unexpected friendships.
- Supporting World Services of La Crosse. World Services is at the forefront of citizen diplomacy efforts and provides the means for you to effect meaningful change and improve quality of life for thousands of people.



However you choose to be a citizen diplomat, you'll be helping all come to view one another more positively and peacefully in our small, shared world.



## Helping People Help Themselves

**“As a world leader,  
we have  
a responsibility  
to make a  
significant, positive  
impact.”**

Linda Lyche and her husband John have always been attracted to supporting organizations that help people help themselves. But that’s only one of the factors that initially led her to support World Services of La Crosse. The former board member is also motivated by the opportunity give locally to contribute globally.

“We all focus locally. This is where we live,” she said. “But through the years, through international travel and mission trips, we’ve seen firsthand how the world has gotten smaller. What happens in one country has a significant impact on others, and as a world leader, we have a responsibility to make a significant, positive impact.”

As for helping people help themselves, Lyche noted that the work of World Services leads to self-sustaining programs that improve quality of life for people throughout villages, regions and entire countries.

“The training programs that World Services facilitates are not only impressive on the surface but statistically are shown to be very effective. The structure and the planning—the outcomes are impressive. Our dollars have a great impact in other countries.”

All the good that World Services does has a significant influence on building positive relationships throughout the world, said Lyche. “That good promotes peace—something we all wish for.”



**Linda Lyche,**  
**Community Volunteer**





# Citizen Diplomacy Celebration

Each year World Services of La Crosse takes an evening to honor the citizen diplomacy efforts of local individuals. In 2015, we were proud to acknowledge the outstanding efforts of four people proving that citizen diplomacy can happen at many levels and in many places.

## 2015 World Services of La Crosse Citizen Diplomacy Honorees



**Sondra LeGrand**

*World Services Citizen Ambassador of the Year, Community Volunteer*



**Michael Garrity, MD**

*World Services Legacy Award, Retired Family Physician, Gundersen Health System, Prairie du Chein.*



**Gary Kirking**

*World Services Citizen Diplomat of the Year, Juneau County University of Wisconsin-Extension Community Resource Development Agent*



**Matt Squire**

*World Services Student Ambassador of the Year, Onalaska High School Senior*

## Citizen Diplomacy Celebration Sponsors

### Event Sponsor

Don & Roxie Weber

### Media Sponsor

Mid-West Family Broadcasting, La Crosse

### Major Sponsor

Mayo Clinic Health System—Franciscan Healthcare  
Dick and Sandra McCormick

### Professional Contributions

Mikat Public Relations  
Terry Tobin Graphic Design

### Table Sponsors

Mary & Jim Anderson  
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Coulee Bank  
Dr. Michael and Mary Ann Garrity  
Gundersen Health System—Global Partners  
Rev. Mark & Sharon Jolivet  
Juneau County—UW Extension

La Crosse Dubna Friendship Association

Dr. Kermit & Barbara Newcomer  
Marti & Jack Schwem

### Friends

David Skogen—Festival Foods  
Xcel Energy—Mike Herro

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Arlene Schmidt  
Brad & Lynn Sturm

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Mark & Renee Hood  
Busy Lugovier  
Eunice & Dick Reget  
Martina & Mario Skobic  
Jim & Trish Squire

## 2015 Highlights



### Ukraine

Telemedicine, Advisory Commission on Int. Relationships, Great Falls, Montana

Education Innovation, Organization Promoting Everlasting Neighbors, Newton, Iowa

Local Governance and Economic Development, Global Ties Kansas City with Prairie Village Dolyna Sister Cities, Kansas City, Missouri-Prairie Village, Kansas

Youth Development Policy, UW Barron County, Rice Lake, Wisconsin

Women as Leaders in Community Development, Great Lakes Consortium for International Training with WSOS, Toledo, Ohio

Community Services for Women and Children, Sebastopol World Friends, Sebastopol, California

Local Governance—Economic Development, Pittsfield Township, Ann Arbor, Michigan

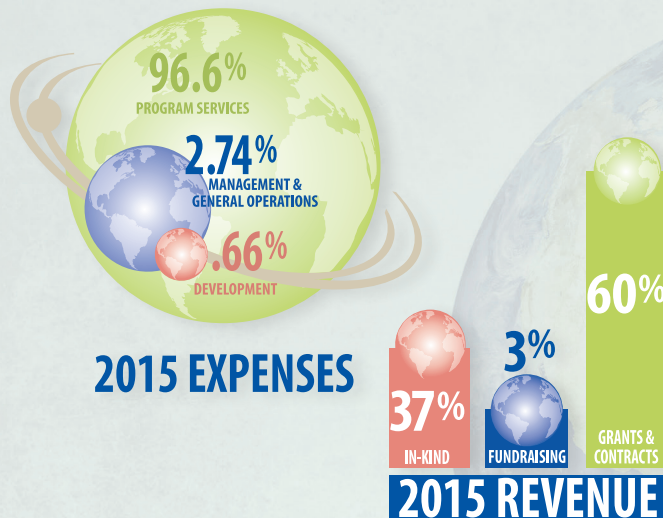
Accountable Governance—Local Government and Civic Engagement, Iowa Sister States, Des Moines, Iowa

Agriculture Development—Dairy, UW Richland, Richland Center, Wisconsin

Environment—Industrial Waste Management, Dubuque Chamber of Commerce, Dubuque, Iowa



# 2015 Financial Highlights



## 2015 World Services Donors

Mary & Jim Anderson  
 Gary & Bonnie Aubert  
 Julie and Terry Bartels  
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 Denny & Associates  
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*In Memory of David Bell*  
 Becky Post

*In Honor of Sandra McCormick*  
 Dr. Tom & Sue Zubriggen

*In Honor of Jim & Mary Anderson*  
 Kathleen A. Anderson

## Professional Exchange Partners

### Bridging Cancer Care

Gundersen Health System  
 Kelly Barton, MPH, CASHA,  
 FABC, Vice President, Clinical  
 Operations  
 Christina Flisram, RN, Quality  
 Improvement Nurse Specialist

Frances Marcus Lewis, PhD,  
 FAAN, School of Nursing,  
 University of Washington  
 Seattle, Washington

### Tanzania Nursing Initiative

Winona State University  
 Gayle Olsen, RN, MS, C-PNP  
 Lisa Schnepfer, PhD, APRN,  
 CNP, FNP-BC

**Thank You!**

## Additional 2015 Programs Include:

Environment—Waste Management,  
 Community Sister City Organization,  
 Osage, Iowa

Environment—Energy Efficiency, Great  
 Lakes Consortium for International  
 Training with WSOS, Toledo, Ohio

Environment—Energy Independence,  
 UW Marathon County, Wausau, Wisconsin

Bristol-Myers Squibb Foundation—Cancer Nursing Care Center of Excellence: With financial support from the Bristol Myers Squibb Foundation and clinical expertise provided by staff of Gundersen Health System, Western Technical College and Viterbo University, this project is designed to enhance the role of oncology and general practice nurses in the Russia. Project work has focused on La Crosse's Sister City, Dubna and the Medical College in Ramenskoye. The project involves consultation and assistance in curriculum development, nursing leadership knowledge and skills, and ambitious community awareness / prevention activities.

The President's Emergency Plan for AIDS Relief (PEPFAR) federal funds administered through the American International Health Alliance has provided support for a partnership between World Services, Winona State University School of Nursing, and the Muhimbili University Of Health And Allied Sciences School Of Nursing in Tanzania. In an effort to reduce the increase in HIV/AIDS and to enhance availability of treatment for patients, the project's goals are centered on improving curriculum and faculty development, providing skills labs for students, and increasing health workers in high risk areas.



# Your Gifts



## MAKE A **WORLD** OF DIFFERENCE

When you support World Services of La Crosse, you're helping people at home and abroad. From improving health care infrastructures to developing travel and tourism departments, World Services can stretch your gift to improve the lives of thousands of people in other nations. That's important, but you're also investing in something much bigger. You're investing in peace. Through supporting our work to create and further citizen diplomacy efforts, you're acknowledging that we all share this small world. We are all stewards for humanity.

Gifts to World Services of La Crosse are fully tax-deductible.



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