



We are one.



2014 ANNUAL REPORT

World Services of La Crosse, Inc.

*“The golden way
is to be friends
with the world
and to regard the
whole human
family as one.”*

~ Mohandas Gandhi

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.



2014 Highlights

During fiscal year 2014, World Services hosted 30 Open World delegations (180 delegates) from: Republic of Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Serbia, Tajikistan and Ukraine. World Services partnered with volunteers in 14 states.

Within the region, Mauston (2 delegations), Appleton (2), Madison, Wausau, and Sparta/La Crosse (1) citizen diplomat volunteers hosted Open World delegations. Thanks to the hundreds of volunteers in cities across the country who welcome Open World delegations into their communities and homes.

Republic of Georgia

Civil Service Reform—World Services of La Crosse, La Crosse, Wis.

Equality Under the Law—Santa Cruz Sister Cities International, Santa Cruz, Calif.

Civic Education—Greater Savannah International Alliance, Savannah, Ga.

Kazakhstan

Civil Service Reform—UW Extension Juneau County, Mauston, Wis.

Regional Economic Development and Investment—UW Extension Juneau County, Mauston, Wis.

Education Innovation: Vocational Education—University of Wisconsin Marathon County, Wausau, Wis.

Dear Friends

As we watch turmoil unfold on the other side of the world, it's tempting to dismiss. It's not in our backyard. But we know things can be done. We know that citizen diplomacy can be an effective intervention.

Dismissal isn't reasonable in our world today. Whatever affects one directly—be it discrimination or sublimation—affects all indirectly. Citizen diplomats know this truth. They understand that when people of different cultures, different political and belief systems meet, problem solve, share meals and hopes with one another, distinctions fall away. There is no more us and them; we realize we are one—one humanity to rise together or fall together.

Connecting individual people and communities to form a stronger, healthier and more peaceful whole is the mission of World Services of La Crosse. We exist to facilitate programs where one's actions can affect all in positive, constructive ways. We create opportunities for real people—fathers, mothers, children, neighbors—to dream together and build a better world together.

Thank you for dreaming and building with us. Together with you, we will continue to become friends with the world.

Yours in peace,



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



Sandra McCormick,
MSSW, MHA, FACHE
President and CEO

Kyrgyzstan

Entrepreneurship—Boulder
Chorale, Boulder, Colo.

Moldova

Equal Employment Opportunity
Enforcement—Stafford Institute,
Kernersville, N.C.

Cultivating a Vibrant Media
Environment—International
Center of Syracuse,
Syracuse, N.Y.

Blogging for Democracy—
Greensboro Rotary Clubs,
Greensboro, N.C.

Russia

Social Work Education—Sanford
Health of Northern Minnesota,
Bemidji, Minn.

Higher Education and
Innovation—IDEAco, Appleton,
Wis.

Women Business Entrepreneurs—
O.P.E.N. (Organization
Promoting Everlasting
Neighbors), Newton, Iowa

Cancer Care—International
Institute of Buffalo, Buffalo, N.Y.

Pediatrics—St. Louis Samara
Sister Cities, St. Louis, Mo.

Surgery—Fox Valley Technical
College, Appleton, Wis.

HIV/STD/TB—San Diego Sister
Cities International, San Diego,
Calif.

Nurse Case Management for
Cancer Care—World Services of
La Crosse, La Crosse, Wis.

Women and Family Health—
Magee Womancare International,
Pittsburgh, Pa.

Rural Health—Community Sister
City Organization, Osage, Iowa

One Community

While HIV/AIDS has virtually vanished from American headlines, it's a healthcare issue still plaguing African nations. In Tanzania specifically, about one in 16 people were living with HIV in 2012, with an average of 400 new infections each day in recent years. Making matters worse, Tanzania has one of the biggest gaps in physician-to-patient ratios in the world, according to the World Health Organization.

To help address the issue, World Services of La Crosse partnered with Winona State University's College of Nursing and Health Science to improve nursing education, particularly in the context of HIV/AIDS. With grant funds from the American International Health Alliance, the two American entities further partnered with Muhimbili University of Health and Allied Sciences School of Nursing in Dar es Salaam, Tanzania.

Since the five-year project began in 2012, a Tanzanian delegation has visited the U.S. and an American delegation has visited Tanzania, each time providing peer mentoring and "best practice" instruction to explore solutions to common problems. The objective is to overhaul technical school nursing education in the fledgling democracy (through curriculum development, clinical and competency-based education, expanded professional development and advanced training), so nurses may play a bigger role in providing patient care.

Tanzanian officials expect the partnership can provide leadership in better defining task-sharing between physicians and the nursing profession while also increasing health education and medical access at village and community levels.

Citizen Diplomacy Celebration

Each year World Services of La Crosse takes an evening to honor the citizen diplomacy efforts of local individuals. In 2014, we were proud to acknowledge the outstanding achievements of three people proving that citizen diplomacy can happen at many levels and sometimes without ever leaving home.

2014 World Services of La Crosse Citizen Diplomacy Honorees



Charles Hanson

*Citizen Ambassador
of the Year, Attorney at
Hale, Skemp, Hanson,
Skemp & Sleik*



Lee Rasch

*Citizen Diplomat
of the Year, President
of Western Technical
College*



Chad Seitz

*Student Ambassador
of the Year, Senior
at West Salem
High School*

One Person

“There’s strength in the cumulative power of individual acts. It’s that cumulative overall effect that actually moves the needle.”

~ Brad Sturm

Brad Sturm knows the power of one — one community, one business, one individual.

“There’s strength in the cumulative power of individual acts. It’s that cumulative overall effect that actually moves the needle.”

He says that’s the reason he supports World Services of La Crosse — because with its countless relationships around the globe it is uniquely positioned to empower individuals to act. “We know our gifts to World Services have significant impact.”

As president of Coulee Bank in La Crosse, Wisconsin, Sturm has participated in a World Services program that brings Russian students to work in the United States during summers, and his bank has helped sponsor World Services’ Citizen Diplomacy Celebration since its inception. Equally important, he and his wife Lynn Sturm also provide financial support for the mission.

“I know that I’ve benefitted personally from the experiences I’ve had,” he says. “It’s hard to visualize others as enemies when you have met them, shared a meal and talked with them. It’s much more difficult to visualize that person as some stereotype or concept you have put together based on nothing other than innuendo and misleading facts.”

It’s about one person meeting another, and another and another. “Once you shake hands with that person and find your commonness, you elevate the meaning of community to a global level. That’s where we ultimately will find peace — when we recognize ourselves as part of one world community.”



**Brad Sturm, President,
Coulee Bank**

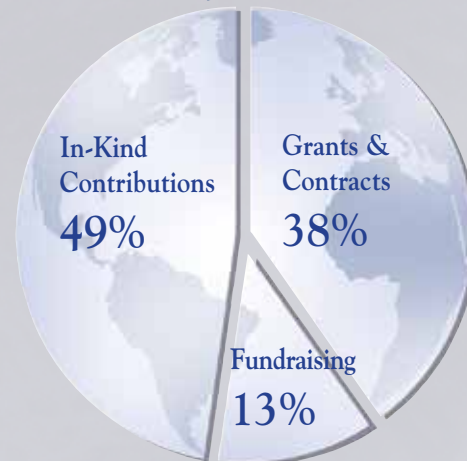


2014 Financial Highlights

2014 Expenses



2014 Revenue



Cities Touched in 2014	24
All Time	94
Delegates Traveling to US in 2014	204
All Time	2,213

2014 Highlights



Russia (continued)

Autism—Colleagues International, Kalamazoo, Mich.

Leadership Development and Entrepreneurs—Dubuque Chamber of Commerce, Dubuque, Iowa

Pollution Mitigation—Chattanooga Sister Cities, Chattanooga, Tenn.

Natural Resource Management—Maryland Sister States, Annapolis, Md.

Entrepreneurship—Albany Tula Sister Cities, Albany, N.Y.

Serbia

Domestic Violence for Criminal Justice—International Institute of Buffalo, Buffalo, N.Y.

Media Coverage: LGBT Issues—SOONCH, Tega Cay, S.C.

Tajikistan

Volunteerism and Service Learning, Boulder Dushanbe Sister Cities, Boulder, Colo.

NGO Development—SOONCH, Tega Cay, S.C.

2014 Board Members



Sandra J. McCormick
Board President
President and Chief
Executive Officer,
World Services of
La Crosse, Inc.



Mary Anderson
Treasurer
Nursing Consultant,
World Services of
La Crosse, Inc.



Rev. Mark Jolivet
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Lutheran Church



Linda Lyche
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Family Medicine
Residency, Mayo
Clinic Health System—
Franciscan Healthcare



Donald Jobe
President and Chief
Executive Officer,
Asia Resources, Inc.



Gifford Collins
Attorney,
Collins Law
Firm, LLC

Ukraine

Higher Education and
Innovation—Madison Area
Technical College, Madison, Wis.

Additional 2014 Programs Include:

Bristol-Myers Squibb Foundation—Cancer Nursing Care Center of Excellence: Russia (in Partnership with Gundersen Health System). World Services and partners in Balakavo Secondary Medical College Russia have been recognized as a Center of Excellence. Health clinics in Dubna, Ramenskoye, and Saratov, Russia, will replicate lessons learned from the four-year project in Balakavo and then serve as training centers. The updated cancer nursing curriculum and nursing care coordination role have been introduced. Health promotion activities increase public awareness of cancer risk factors and prevention strategies.

World Services hosted ten family physicians from Tajikistan October 7 – 26, 2013. The USAID-sponsored Community Connections exchange focused on best practice in family medicine. The Mayo Family Medicine Residency Program professionals hosted delegates, demonstrating best practice and organization of primary care in the U.S.

One Humanity.

As government works on high-level accords, real change happens one-on-one. It happens when you invite an international guest into your home, share knowledge and resources with professional counterparts and develop a network of friends and colleagues around the globe. That's when true change takes root and moves us all toward a safer, more peaceful world.

Will you please join our efforts to create that change? Visit us at wslax.us and select volunteer or donate to see how you can become part of our peace-building, life-changing mission.



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