

2013 Annual Report

Diplomacy

Partnership

Giving

Change



# Finding Peace



## WORLD SERVICES OF LA CROSSE



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.



"Finding peace begins with each of us, *within* each of us."

~ Sandra McCormick

### 2013 HIGHLIGHTS

During fiscal year 2013, World Services worked with 37 local hosting partners in 17 states to provide professional and cultural programming for more than 220 Open World Leadership Program delegates from eight former Soviet countries.

Within the region, World Services directly managed Open World delegations in La Crosse and St. Paul, Minn., and served as the logistics manager for the U.S. District Court of Minnesota Judicial exchange with Kyrgyzstan Supreme Court judges. Six Open World delegations visited Wisconsin cities: Mauston, Manitowoc, Appleton, Stevens Point, and La Crosse.

### KAZAKHSTAN

Strengthening Local Government—UW Extension Juneau County, Mauston, Wis.

Agricultural Diversification—Advisory Commission on International Relationships, Great Falls, Mont.

Judicial Rule of Law—Tucson-Almaty Sister Cities, Tucson, Ariz.

### KYRGYZSTAN

Vocational and Continuing Education Administration—Colorado Springs Sister City International, Colorado Springs, Colo.

Investigative Journalism—International Center of Syracuse, Syracuse, N.Y.

Judicial Rule of Law—World Services/Minnesota Court, Minneapolis and St. Paul, Minn.

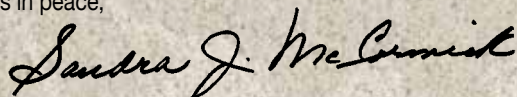
## Dear Friends

Finding peace seems like a vast, overwhelming concept. That's perhaps why it also seems unachievable at times. But finding peace begins with each of us, within each of us. It begins with an acknowledgment that there is power in one—one person, one friendship, one partnership, one community.

That's what citizen diplomacy is all about, and it is the faith upon which World Services of La Crosse is built. In the past 12 years, we've seen time and again that real peace begins with real people working together for a common cause, whether it's healing a city, educating a community or bolstering a fledgling economy.

We hope this report will help you respond to the question of what peace means to you and how you can impart it to change the world. We hope it will help you see the power within you to create international friendships of your own, improve the quality of life for citizens of the world and connect with others who share our common goal of finding peace.

Yours in peace,



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



Sandra McCormick, MSSW,  
MHA, FACHE  
President and CEO

### MOLDOVA

Energy Policy—Great Plains Energy Corridor, Bismarck, N.D.

Empowering Youth—IDEAco, Appleton, Wis.

Urban Revitalization & Business Attraction—Stafford Institute, Kernersville, N.C.

### RUSSIA

Education and Innovation—Cincinnati—Kharkiv Sister City Partnership, Cincinnati, Ohio

Environment: Oceanography—San Diego—Vladivostok Sister Cities, San Diego, Calif.

Education and Innovation—City of Enid, Enid, Okla.

Environmental Management—Stevens Point Sister City Association, Stevens Point, Wis.

Environmental Management—Sanford Health, Bemidji, Minn.

Local Governance—Iowa Sister States, Des Moines, Iowa

Local Governance—Tallahassee Sister Cities, Tallahassee, Fla.

Local Governance—Economic Development, Manitowoc County Economic Development, Manitowoc, Wis.

Role of Legislatures (double delegation)—Iowa Sister States, Des Moines, Iowa

Health Care—Grants Pass Sister City Committee, Grants Pass, Ore.

Health Care—World Affairs Council of St. Louis, St. Louis, Mo.

Health Care (HIV/AIDS)—World Services of La Crosse, Minneapolis and St. Paul, Minn.

Social Services—Kotlas Waterville Area Sister City Connection, Waterville, Maine



## PEACE THROUGH PARTNERSHIP

Natalia Biryukova believes that impressions pave paths, whether to discord or collaboration. Natalia, a resident of Balakovo, Russia, is a director at Balakovo Secondary Medical College working with World Services to strengthen cancer care in her community through a program called Bridging Cancer Care funded by the Bristol-Myers Squibb Foundation.

Too often, people view other countries through the lens of mass media or government, she says, but citizen diplomacy, engaging with people of other countries directly, allows people to develop their own opinions through their own experiences.

And the experience through the Bridging Cancer Care has provided that opportunity for her and colleagues in Balakovo. She says many entered the partnership with less than positive opinions about Americans.

“The things people don’t know make them uncomfortable,” but when you work together with people from other countries, you can see the sincerity, the openness, she says through an interpreter. “Everyone’s impressions now are most positive.”

These exchanges provide a unique opportunity to spend time with ordinary citizens and the way they live, from the inside, she says. And it’s that firsthand, personal insight that paves paths toward friendship, cooperation and mutuality.



**Natalia Biryukova, MD,**  
**Director, Balakovo Secondary**  
**Medical College**

## 2013 WORLD SERVICES OF LA CROSSE CITIZEN DIPLOMACY HONOREES



**Cheri Olson, MD,**

*Citizen Ambassador  
of the Year, Mayo Clinic  
Health System–  
Franciscan Healthcare*



**Pete Keffe,**

*Citizen Diplomat  
of the Year, Long-time  
Volunteer with  
La Crosse-Dubna  
Friendship Association*



**Landon Kramer,**

*Student Ambassador  
of the Year, Logan  
High School*

## PEACE THROUGH GIVING

"I truly believe it is our purpose in life to reach out and make a positive difference in the lives of others."

~ Don Weber

For six years, Logistics Health Founder and CEO Don Weber has been helping find peace in the world by supporting World Services of La Crosse. Whether employing international students or sponsoring the annual Citizen Diplomacy Celebration, Weber believes that change begins with the individual.

"Any change has to start with one person. And while one person can't do it all, if we share the responsibility of carrying the burden, together we can change the world. Together we can make a difference. But it starts with one. It starts with you. It starts with me," he says.

Weber, a supporter of many worthy causes, finds World Services' mission especially timely, noting that technology has engaged nearly every citizen with the world at large.

"I truly believe it is our purpose in life to reach out and make a positive difference in the lives of others, whether it's our next door neighbor or a visitor from the other side of the globe," he says.

"Peace germinates in the soil of cooperation. When we open ourselves to others, when we embrace opportunities to share our knowledge and learn from them as well, we weed out misconceptions and hate-based thinking. We fertilize mutual respect, understanding and compassion. And the harvest benefits us all."



**Don Weber, Logistics Health  
Founder and CEO**





# 2013 FINANCIAL HIGHLIGHTS

## Statement of Financial Position

### ASSETS

Cash & Investments	\$462,345
Property & Equipment	\$2,040
Prepaid Expenses	\$14,087
<b>Total Assets</b>	<b>\$537,825</b>

### LIABILITIES & CAPITAL

Accounts Payable	\$28,986
Accrued Salaries & Benefits	\$7,739
Deferred Compensation	\$130,642
Advances from Grant Agencies	\$77,235
Deferred Revenue	\$26,231
Compensated Absences	\$109,517
<b>Total Liabilities</b>	<b>\$303,115</b>
<b>Net Assets</b>	
Unrestricted	\$234,708
<b>Total Liabilities and Net Assets</b>	<b>\$537,823</b>

## Statement of Activities

### Sources of Support

### GRANT & CONTRACT REVENUE

U.S. Government Grant Revenue	\$584,537
Contributions/In-Kind	\$841,586
Interest	\$1,703
Other Income	\$148,00
<b>Total Revenue &amp; Other Support</b>	<b>\$1,448,804</b>

### GRANT & OTHER EXPENSE

U.S. Government Grant Expense	\$1,271,697
WISE	\$7,775
Private Foundation Expenses	\$116,234
Development	\$7,748
Supporting Expenses	\$37,188
<b>Total Expenses</b>	<b>\$1,440,642</b>

<b>Net Assets</b>	<b>\$234,708</b>
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## 2013 HIGHLIGHTS



### RUSSIA (continued)

Local Governance—International Institute of Buffalo, Buffalo, N.Y.

Youth Parliament—World Services of La Crosse, La Crosse, Wis.

Women as Leaders: Economic Development—Iowa Sister States, Des Moines, Iowa

NGO Services for Juveniles—Santa Clara Moscow Sister City Association, Santa Clara, Calif.

### SERBIA

Victim-Witness Assistance—Colleagues International, Kalamazoo, Mich.

Youth Entrepreneurship—IDEAco, Appleton, Wis.

### TAJIKISTAN

Young Entrepreneurs—Iowa Sister States, Des Moines, Iowa

Ecotourism—Stafford Institute, Kernersville, N.C.

# 2013 BOARD MEMBERS



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



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



**Rev. Mark Jolivet,**  
*Pastor, Our Savior's  
Lutheran Church*



**Linda Lyche,**  
*Community  
Volunteer*



**David J. Allen,**  
*Vice President  
Director of Payer  
Relations,  
Winona Health*



**Cheri Olson, MD,**  
*Board Secretary  
Associate Director,  
La Crosse-Mayo  
Family Medicine  
Residency, Mayo  
Clinic Health System—  
Franciscan Healthcare*



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



**Gifford Collins,**  
*Attorney,  
Johns, Flaherty  
& Collins*

## TURKMENISTAN

Mass Media—International Center  
of Syracuse, Syracuse, N.Y.

## UKRAINE

Young Women Professionals—  
Santa Cruz Sister Cities, Santa  
Cruz, Calif.

Transparency, Accountability, and  
NGO partnerships—Cincinnati-  
Ukraine Partnership, Cincinnati,  
Ohio

Economic Development—Pittsfield  
Township, Ann Arbor, Mich.

NGO Development—Santa Barbara  
Sister Cities, Santa Barbara, Calif.

NGO Development—Sebastopol  
World Friends, Sebastopol, Calif.

## ADDITIONAL 2013 PROGRAMS INCLUDE:

Bristol-Myers Squibb Foundation—Bridging Cancer Care in Balakovo, Russia,  
with professional support from Gundersen Health System

American International Health Alliance – Tanzania Nursing Initiative: a partnership  
with Winona State University's College of Nursing and Health Sciences, the Tanzania  
Ministry of Health and Social Welfare, and Muhimbili University of Health and  
Allied Sciences.

## PEACE THROUGH YOU



Finding peace begins with individuals—individuals who acknowledge the power of personal relationships and professional partnerships, individuals who host international visitors or become international visitors themselves, individuals who willingly share expertise, time and resources to improve quality of life for others. Finding peace begins with you.



One of the easiest ways to promote world peace is to support World Services. We gratefully accept gifts of all sizes and volunteers from many backgrounds. Will you please consider how you may partner with us to advance peace? To learn more, visit [wslax.us](http://wslax.us) or call us at 608-781-4194.



1601 Caledonia St. | Suite B | La Crosse, Wisconsin 54603 | 608-781-4194 | [www.wslax.us](http://www.wslax.us)