

2011 COMMUNITY REPORT



# A World of Good



UNDERSTANDING  
TRAINING  
DEVELOPMENT  
LEADERSHIP  
CONSULTING  
GROWTH  
DIPLOMACY

## *World Services of La Crosse, Inc.*

*Founded in 2001, World Services of La Crosse, Inc., is a La Crosse, Wis., based nonprofit organization that assists developing countries in creating the infrastructure and environment where democratic processes can be established and sustained.*

*Through international professional exchange programs and consulting services, we provide*

- professional development,*
- leadership training and development, and*
- model systems to meet community needs*

*that advance health, civil society, public administration and the environment to promote peace and mutual understanding in countries throughout the world.*

Dedicated to doing ...

## A World of Good

**World peace:** it seems like a lofty ideal, an unattainable goal. If you look closer, though, you'll see it's not so impractical after all. In fact, you'll see that world peace exists today in microcosms around the globe; and it exists because of the actions of individuals and organizations dedicated to doing a world of good. It exists because of people like you.



## Concentrating on Doing Good

When Glenn and Lila Seager first agreed to host international visitors from Dubna, Russia, they had no idea how the experience would change their world.

The Seagers, who had seen very little of the world outside of the United States, say it sparked something in them. Since then, they have traveled around the world, visiting Turkey, Russia, Fiji and many other countries, their primary interest always being in relating to other people.

"It makes sense if we go to another country, to get close to their life and their community. We want to go to the churches and the museums, but we really want to see how they live day-to-day," says Lila. "The world is tightly integrated, more and more so. What happens elsewhere affects us sooner or later."

Glenn, a retired physician, is especially passionate about sharing health care knowledge. "If we have a program such as cancer care that another country wishes to learn about, then we need to share it. Providers in other countries learn these things when they work with World Services, and they are things we take for granted," he says. "Collaboration and exploration is new for some people."

*L-R: Lila Seager, Vitalii Kovratovskiy and Glenn Seager*

Over the years, the Seagers have hosted visitors from Vietnam, China, Russia, Belarus, Ukraine, Siberia and Iraq who have been here on exchanges covering everything from women's and children's health to recreation and tourism. The Seagers enjoy introducing them to the local lifestyle and region, including shopping, kayaking, food and other American experiences.

"When they leave here, our guests are more open than when they came," says Glenn. "They have a new understanding of Americans and a new light. They look like they've experienced something that's going to enrich their own lives and others' when they get home."

They've enriched ours, too, notes Lila. "As people, we all wish for the same. We all have the same hopes and desires for family, work and fun. And they want peace as much as we do. If more people would get involved internationally, we could have a greater impact on peace.

"My dad used to say 'If we're busy doing good, we do not have time to get into trouble,'" she adds. "If we concentrated on just doing good, imagine what could happen."

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**~ Lila Seager**

# Making the World a Little Better

As manager of *Hear With the Heart*, a nonprofit organization in Kyrgyzstan that serves children and teens with hearing disabilities, Tatiana Kan was struggling to develop community support for her organization's mission.

Kyrgyzstan lacks diagnostic equipment, technology and the public awareness needed to integrate deaf people into the community of hearing people. Additionally, Tatiana notes, it has too few sign language interpreters, a shortage of cultural events and limited awareness among businesses regarding job placements.

Hoping to change all that, Tatiana sought out the "Youth Volunteerism in Community Development" Community Connections\* program, organized by World Services of La Crosse.

During the exchange, Tatiana and others in the program visited La Crosse, Wis., Lanesboro, Minn., and Chicago, Ill., where they met with universities and a variety of nonprofit organizations to learn how to integrate volunteers, technology, businesses and events and develop leadership skills.

The American way of thinking is radically different from the thinking of people of the former Soviet Union, says Tatiana. "I was particularly inspired by American attitudes toward volunteerism, philanthropy and charity."

Since returning to her native Kyrgyzstan, Tatiana has initiated several programs that are changing the way her community

views and interacts with people with disabilities. Among the most transformative, Tatiana is working with community leaders to provide sign language courses in Bishkek, the capital of Kyrgyzstan. Until now, only professionals—not parents, not friends—were trained in sign language. The course is the first step toward opening a school for sign language interpreters in the future.

She is also raising funds, recruiting volunteers and increasing awareness to support *Hear With the Heart's* mission. Drawing on the "Silent Luncheon" experience organized by Western Technical College students in La Crosse, Wis., as part of the exchange, Tatiana developed a new community event, a "Dinner in Silence." Guests socialized and dined in silence, using only hand signals, pictures and notes to communicate, and left with a new appreciation of how difficult it is to get acquainted, talk and share emotions without the advantage of speech.

Tatiana says her experience through World Services has not only exposed her to new ideas from Americans but it has also expanded her understanding of her own country's—and her own personal—ability.

"The people we met in the U.S. had a great influence on me. Many of them really make this world a little better," she says. "Thanks to them, I realized that I don't need to make any large-scale events to do a good thing. It's just enough to do something small, to make life better for at least one person."

*\*Community Connections, managed by USAID's Bureau of Economic Growth and Trade (EGAT)/Office of Education and administered by World Learning, is designed to promote public diplomacy through the exchange of cultural ideas and values among participants, U.S. families and local community host organizations.*

"A nation is only an individual multiplied."

~ Mark Twain

Tatiana Kan



Photo courtesy of Mallorie Gran Photography

## A World of Difference

Health care looks very different for people in the Republic of Georgia. Hospitals there lag behind U.S. standards when it comes to infection control, education and training, emergency planning and physician credentialing. It's a situation that affects patient safety and positive outcomes—and a situation World Services is working to change.

World Services partnered with World Learning/Georgia FORECAST, funded by USAID/Georgia, to guide the newly organized Georgia Hospital Association (GHA) in identifying problem areas and developing standards to address them—standards that will be implemented throughout the country. The new standards focus on everything from training and regulation to advocacy and lobbying.

To further support GHA in making the vision a reality, World Services connected the organization with the Joint Commission on Accreditation of Health Care Organizations. GHA has since been collaborating with the commission's international office in Europe to learn more about international standards for licensing and accrediting and how those processes may be adapted for use in Georgia. GHA now expects to have its first accredited hospitals as early as 2012, bringing a world of difference to the country's health care practices and hospitals and—most importantly—the five million Georgia citizens who rely on them.

World Services makes real, practical and measurable changes in the lives of people around the globe. Examples include:

- Developing physician and professional credentialing system to ensure best practices and optimal outcomes for patient care.
- Educating communities about the social, emotional and financial cost of domestic violence and assisting them in developing programs to prevent and assist victims.
- Expanding tourism in ways that boost developing economies and employ more local people.
- Assisting health care organizations in developing organizational structures and budgets to ensure long-term viability while providing excellent care.
- Developing child abuse prevention and treatment systems and alternative family care systems to support vulnerable families and prevent abuse and neglect.
- Implementing smoking cessation programs to decrease the number of youth and young adult smokers.

Our work not only improves the quality of life for millions, it also helps those same millions—and many more—view Americans differently.

**“Peace cannot be kept by force. It can only be achieved by understanding.”**

**~ Albert Einstein**



# More people are enjoying peace.

## Dear Friend:

At World Services, we believe that world peace is possible. In fact, it already exists wherever individuals open their homes and extend hospitality with international visitors. It exists where doctors share lifesaving treatments with their colleagues across an ocean; where communities bridge continents to share solutions to domestic violence and child abuse; and where consultants share expertise with developing neighbors to boost economies and employ more people. It exists wherever people are willing to reach across borders, cultures and ideologies to do good.

This is the work of World Services: connecting communities and building peace. We create and facilitate opportunities to improve the quality of life for people around the globe—through health care partnerships, community development and many other collaborations. We open doors for citizen diplomats do a world of good. And because of them, more communities are stable, and more people enjoy peace.

Imagine what would happen if everyone engaged, if we had a world where people saw that we have more commonalities than differences and more to share than divide. Where everyone helped in his or her own way with their own gifts to bring some good to a faraway friend. If we had a world of good, we would have a world of peace.

To those of you who are helping us create that world, thank you. To all of you who can help us further our work, please, will you?

Sincerely,



**Sandra McCormick**  
President and CEO



**Sandra McCormick, MSSW,  
MHA, FACHE**  
President and CEO

## Professional Exchange Programs

- **Open World Program**<sup>1</sup> — partnered with local hosts in 10 states to provide professional and cultural programming for over 114 delegates from Armenia, Georgia, Kazakhstan, Russia, Tajikistan, and Ukraine.
- **Community Connections Program**<sup>2</sup> — partnered with non-profit, municipal, state and academic organizations to demonstrate the importance of youth volunteerism and public awareness to build a strong sense of community and regional pride in Kyrgyzstan.
- **U. S. Department of State Summer Work and Travel Program** — facilitated Wisconsin International Student Experience (WISE) for seven students from La Crosse's Sister City, Dubna, Russia, to experience work in the U.S. and enhance English language skills.
- **Iraq Science Fellowship Program managed by World Learning** — coordinated hospitality and cultural experiences for an Iraqi scientist conducting a fellowship research project at Mayo Clinic, Rochester, Minn.

<sup>1</sup> Funding provided by the Open World Leadership Center.

<sup>2</sup> Administered by World Learning with funding from the United States Agency for International Development.

## Honors

- **Recognized as a top program** by the U.S. Center for Citizen Diplomacy and presented abstract at U.S. Summit for Global Citizen Diplomacy.

## Consultation

- **World Learning FORECAST (Focus on Results: Enhancing Capacity Across Sectors in Transition)**<sup>2</sup> — provided organizational development strategy and plan to Georgia Hospital Association in its beginning stages.
- **World Learning Nicaragua**<sup>2</sup> — provided recommendations for human and institutional capacity development, performance improvement and network management model to NicaSalud Network.
- **Bristol-Myers Squibb Foundation's Bridging Cancer Care** — partnered with Gundersen Lutheran to enhance nursing skills and role of nursing in community awareness, prevention and early identification of cancer in Balakovo, Russia.



## 2011 Highlights

### Administration

- **Gundersen Lutheran Global Partners** — entered agreement to work collaboratively with programs in South Dakota, Tanzania, and Nicaragua.
- **Sister Cities International** — renewed agreement to serve as the Open World Leadership Center national partner for U. S. Sister Cities Programs.



### Statement of Activities

<b>Grant &amp; Contract Revenue</b>	
US Government Grant Revenue	\$458,007
US Government Contract Revenue	\$160,880
Private Foundation Revenue	\$95,818
Program Services Revenue	\$25,093
<b>Total Grant &amp; Contract Revenue</b>	<b>\$739,798</b>
<b>Other Revenue</b>	<b>\$7,261</b>
<b>Grant &amp; Contract Expense</b>	
US Government Grant Expense	\$457,884
US Government Contract Expense	\$158,986
Private Foundation Expenses	\$95,819
Program Services Expenses	\$25,093
<b>Total Expenses</b>	<b>\$737,782</b>
<b>Net Income</b>	<b>\$9,277</b>

### Statement of Financial Position

<b>Total Assets</b>	<b>\$656,394</b>
<b>Total Liabilities</b>	<b>\$428,369</b>
<b>Capital</b>	
Retained Earnings	\$234,188
Net Income	\$9,277
<b>Total Capital</b>	<b>\$243,465</b>
<b>Total Liabilities &amp; Capital</b>	<b>\$671,834</b>

## 2012 Board Members



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



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



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



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



**Kermit Newcomer, MD,**  
*Past President, Emeritus  
Gundersen Clinic, Ltd.*



**John Medinger,**  
*Former Mayor  
of La Crosse, Wis.*



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



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

**“I have long believed, as have many before me, that peaceful relations between nations requires understanding and mutual respect between individuals.”**

**~ Dwight D. Eisenhower,  
White House Summit  
on Citizen Diplomacy**

## *We can do a world of good*

*The care and keeping of humanity belongs to all of us, and at World Services, we provide many opportunities for local businesses and residents to join in our mission. You can serve as a professional consultant, host international guests, volunteer or contribute financially to our efforts.*

*Please consider donating to or volunteering with World Services of La Crosse. Together, we can do a world of good.*





**World Services**  
OF LA CROSSE • INC.

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