

# 2018 Annual Report

Building global ties locally for over 30 years.



Proud Member of

**GLOBALTIES** ➤ **U.S.**

AT THE CENTER OF INTERNATIONAL EXCHANGE

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# **CIVIC**

## Council for International Visitors to Iowa Cities

### Who we are:

Council for International Visitors to Iowa Cities (CIVIC) is a community-based, member-driven non-profit organization that creates, supports, and sustains citizen diplomacy initiatives in eastern Iowa's Creative Corridor.

### What we do:

CIVIC coordinates people-to-people exchanges between international visitors and residents of eastern Iowa's Creative Corridor. As a member of Global Ties U.S., CIVIC collaborates with the U.S. Department of State's International Visitor Leadership Program to host current & emerging international leaders who work in both public and private sectors. By programming meetings between visitors and their professional peers, hosting home hospitality dinners, and sharing the rich culture of our community, CIVIC builds global ties locally.

### 2018 Key Impacts:



**75** different volunteers gave  
**1,222** hours of service



**1,160** student-visitor interactions



**1,669** professional points of contact  
**152** professional appointments



**1,915** meals purchased locally



**28** home hospitality dinners  
**690** hotel rooms

### Mission Statement:

Through citizen diplomacy, CIVIC seeks to promote international cooperation, foster mutual understanding across national borders, facilitate the creation of global professional networks, and contribute to the global cultural education of area students and community residents.

### Vision:

CIVIC seeks to strengthen our community's commitment to and participation in cross-cultural exchanges on professional and individual levels. We believe in the inherent value of cross-cultural interactions and that people-to-people exchanges contribute to the creation of a more peaceful world for which we strive.

### Our Values:

In our day-to-day and long-term decision making, we seek to align our actions with our values. To do so, we ask: Is it globally-focused? Is it member-focused? Is it community-focused? We believe that affirmative responses support our mission and move us closer to our vision.



Azerbaijan delegation at their home hospitality dinner hosted by Don and Suzanne Kirchner



# A Message from the President and Executive Director

Greetings to our extended CIVIC family: valued members, active volunteers, hardworking staff, and professional local resources. While each year the Annual Report praises outstanding achievements, 2018 has truly been a banner year. CIVIC celebrates hosting a record-breaking 161 visitors from 68 countries. Accompanying the increase in CIVIC programming were numerous calls for help hosting. Without fail, our dedicated board and volunteers stepped up to fill escorting shifts and provide home hospitality dinners. CIVIC is most grateful to all the citizen diplomats for helping carry out our mission to promote international cooperation and foster mutual understanding. Thank you for your support!

In 2018 the Board of Directors welcomed three new members: Mazahir Salih, Emma Cole and Liz Bergeron. To them and to all who serve on the board, Jo and I would like to express our thanks.

The recent thirty-five day federal government shutdown is unfortunately a cautionary note for our non-profit organization. This is not the first time (nor the last) CIVIC will face the threat of a slowdown or shutdown that adversely affects daily operations. Having an emergency fund became critically important in 2018 when federal funding was greatly delayed and the full grant was not paid out until August. While CIVIC will likely encounter similar budget uncertainties in 2019, the Executive Director and board are prepared to meet the challenges and find creative solutions such as tapping into fee-for-service programs and enlisting corporate sponsors. Fiscal responsibility remains a priority.

Our first fee-for-service program in 2018 was the successful Brazilian Bi-National Center (BNC) ESL program in January. Another was the Mandela Washington Fellowship that we helped host for the third year with the UI Tippie College of Business. Highlights of these and other successful IVLP visits this past year are featured in our members' quarterly newsletter, *The Citizen Diplomat*.

CIVIC's Celebration of Citizen Diplomacy Dinner is now an annual event held in April to honor and award distinguished citizen diplomats. While not a major fundraiser, the special event raised CIVIC's profile in the community and recognized local recipients. Likewise, CIVIC worked to self-promote by using dedicated grant funds to sponsor IPR ads that broadcast CIVIC events and programs. The fundraising committee continued its work to identify corporate partners, sponsors, and grant support. Our application for a 2018 Community Foundation of Johnson County grant to build an endowment campaign was approved and awarded \$6236.50. The CFJC grant will aid CIVIC's commitment to long-term financial security. We are thankful to individual donors' gifts to the endowment fund and to the recent \$1000 matching challenge that has been met two years in a row!

2018 was an exciting and busy year for CIVIC. We look ahead to 2019 and anticipate the return of two new Brazilian BNC programs, a reprise of our collaboration with WorldChicago and the U.S. Embassy in Brasilia, as well as the Mandela Washington Fellowship program, and the arrival of more visits that will help build global ties locally!

**-Jane McMullen and Jo Butterfield**



**Jo Butterfield, Executive Director**



**Jane McMullen,  
Board President**

## 2018 At-A-Glance

CIVIC programmed **19** visits for **161** international delegates from **68** different countries.



### Local Economic Impact

Total Economic Impact - **\$232,895**

Retail Shopping - **\$21,252**

Transportation - **\$14,200**

Hotel Nights - **\$73,940**



CIVIC staff and interns clocked **4,171** hours securing, preparing for, and programming the Mandela Washington Fellowship Program, the Brazilian ESL Teaching & Innovation Program, and the International Visitor Leadership Program (IVLP).

### Countries/Territories:

Albania	Palestinian Territories
Cyprus	Saudi Arabia
Greece	Costa Rica
Latvia	Finland
Lithuania	Honduras
Macedonia	Sudan
Poland	China
Ukraine	Philippines
Kuwait	Kyrgyz Republic
Tanzania	Zimbabwe
Vietnam	Azerbaijan
Armenia	Germany
Cambodia	Croatia
Czech Republic	Estonia
Laos	Italy
Nicaragua	Republic of Kosovo
Russia	Spain
Algeria	Turkey
Egypt	Argentina
Iraq	Bolivia
Jordan	Ecuador
Lebanon	Mexico
Morocco	Paraguay
Gambia	Peru
Ghana	Uruguay
Guinea	Mongolia
Guinea-Bissau	Brazil
Kenya	United Kingdom
Malawi	Angola
Mali	Botswana
Mauritius	Burundi
Nigeria	Cameroon
Senegal	Democratic Republic of the Congo
South Africa	
Uganda	

### Where did our international visitors come from?





# Committee Initiatives



**Jennifer Blair,**  
Communications  
Committee Chair

This year the Communications Committee has focused on raising CIVIC's profile through social and local media.

We were delighted to welcome Emilie Wilson as CIVIC's first Communications Coordinator this past fall. Emilie crafted the newsletter and helped to redesign many of our key marketing documents.

Communications Intern Maria Kuiper has been instrumental in tracking our social media presence. Maria has helped us gather analytics on our Facebook and Twitter impressions and website visits. She and Emilie have then created more social media content, in some cases boosting our reach 500% or more compared to the same time last year.

We used special grant funds to run advertisements on Iowa Public Radio again this summer and fall (and we hope you had the chance to hear some of them!). IPR allowed us to create unique messages throughout the campaign, giving us the opportunity to share information about specific visits as they were scheduled. We also created new branded items. CIVIC volunteers with twenty or more hours will earn new citizen diplomat t-shirts and all members will be able to show off a handy tote bag.

The communications committee planned and hosted the 2018 Celebration of Citizen Diplomacy Dinner, featuring Simon Estes as the key note speaker. We're now busy planning the 4th annual Celebration of Citizen Diplomacy Dinner, which will take place on Tuesday, April 16 at hotelVetro. Our keynote speaker will be Lana Zak, an award-winning ABC Washington news correspondent and University of Iowa alumna, who will be speaking on the importance of civility in today's public discourse. We hope to see you there!



**Amy Chastain,**  
Membership  
Committee Chair

CIVIC's Membership Committee has focused this year's efforts on exploring ways to enhance member benefits within the organization and community. Recognition for volunteering 20 or more hours is just one way we are looking to communicate how much we value you, our members. Watch for more member perks as we continue to reach out to our community to help us say thank you for being a part of the important work of citizen diplomacy!

In an effort to better support you as volunteers, we have formalized opportunities for new volunteers to join veteran volunteers through our Passport Program in order to gain experience as a programming escort before taking on this role individually. We have also expanded our Citizen Diplomacy Volunteer Information sessions and are offering these in both fall and spring; our next session will take place on Saturday morning, April 13th. Please stay tuned for more information about registering for that session or see us tonight before you leave if you'd like to be sure your name is on the list.

Last year, we launched a new series of "informal" Meet & Greets. These gatherings continue to offer a relaxed environment where members and guests can enjoy an unscripted visit and really get a sense of what we as a community are all about. We have also taken the opportunity to invite other like-minded community groups to engage with us and our visitors through these events this year. Do watch your emails for these rewarding opportunities.

Thank you for your member support!

## Help spread the word by engaging with CIVIC!

- CIVIC's Twitter account made 30,353 impressions in 2018
- CIVIC's top scoring tweet from 2018 made 6,353 impressions and engaged 144 people
- In 2018, CIVIC's Facebook top viewers were from the United States, Nigeria, and Guinea
- CIVIC was mentioned by others on Twitter over 50 times in 2018



@CIVICIowaCity



@CIVICIowaCity

# Building Global Ties Locally: 2018 Highlights



Korean delegation posing with Herky the Hawk



Malaysian delegation with representatives from Cedar Rapids Police Department



Edward R. Murrow Journalism delegation at KCRG newsroom



Vietnam delegation visiting Farmers Hen House

“It was a great experience. Getting in touch with such amazing people not only made us better professionals, but also better people.”

-Viviane de Souza Bravi,  
Brazil



NGO Management, regional project for the Middle East and North Africa at Waterman Nonprofit Center



# Building Global Ties Locally: 2018 Highlights



European delegation visiting Habitat for Humanity ReStore



Azerbaijan delegation at Iowa City West High School



Mongolian librarians with 19th century printing block tablet and UI library staff

“The volunteers were truly superb and a highlight of the trip as they were kind, genuine, and very informative of the area.”  
-Yousef Albaijan, Kuwait



Mandela Washington Fellows celebrating graduation



Brazilian ESL Teaching and Innovation Program elevator selfie



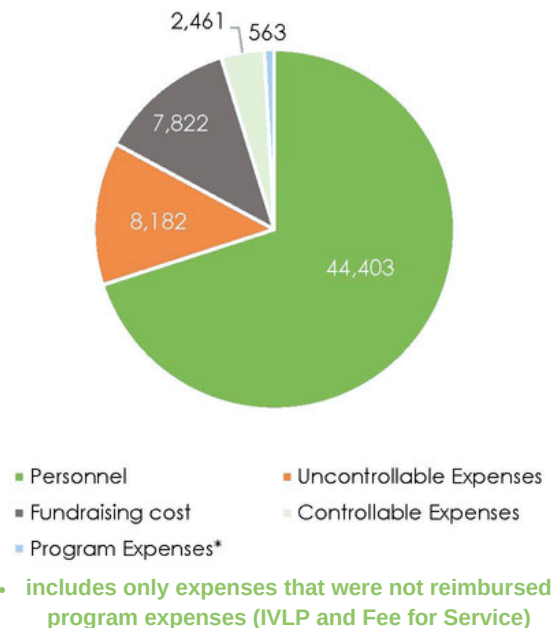
# 2018 Treasurer's Report

This year could have been an extremely challenging one for CIVIC financially. Although Congressional funding has remained consistent, the Community Partnership Grant funded by the Department of State (our principle source of income) was issued piecemeal over a period of nearly eight months! Yet, board planning, staff dedication, and the generosity of our members and community partners allowed us to not only weather the storm, but thrive. Two key areas deserve special attention: the expansion of our fee-for-service program and the growth of our endowment fund. The fee-for-service funding permitted us to operate despite the funding challenge, contribute to the endowment, and meet the board's goal to have 6-months of operational rainy day funding set aside! Thank you for your financial support—it's critical to our ability to build global ties locally!

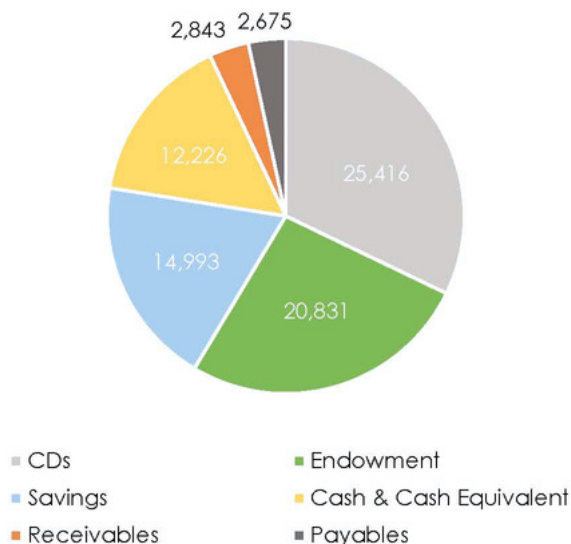


**Newman Abuissa,  
Interim Treasurer**

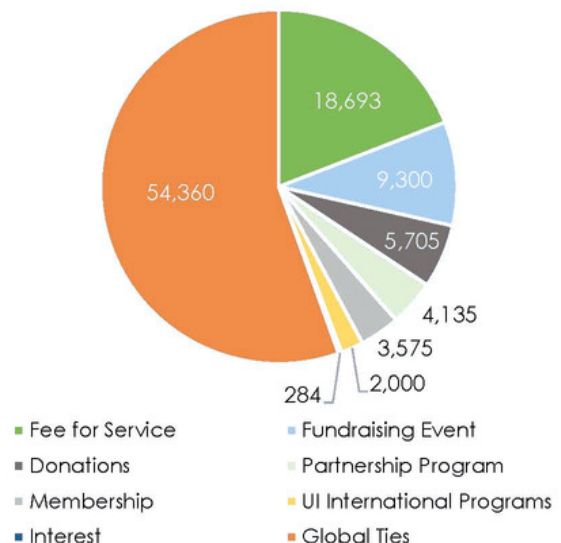
## Total Expenses FY2018 \$77,540



## Statement of Financial Position FY2018 Total \$78,983



## Total Income FY2018 \$98,052



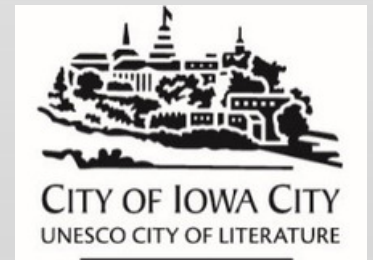
# Partnership Program

Thank you to the following organizations for their significant contributions supporting CIVIC's work.



**Hills Bank**  
and Trust Company

Member FDIC



CIVIC programs make a significant cultural and economic impact in our community. International visitor program funding is one of the shared responsibilities between our local community and the federal government.

Find out more about how businesses can demonstrate their support for building global ties locally at [www.iowacivic.org](http://www.iowacivic.org) or by contacting the CIVIC offices at **319.335.0351**.



# 2018 CIVIC Volunteer-Member Awards

**Save the Day Award:**

**Barb Stein and Joni Jones**

**Hit the Ground Running Award:**

**Pam Terrill**

**Above and Beyond Award:**

**Jane McMullen**

**Pineapple Award:**

**Don and Suzanne Kirchner**

**Flight Tracker:**

**Leo and Zinnia Lim**

**Lifetime Member Inductees:**

**Dave, Denise, and Mike Tiffany**



Jane McMullen with German delegation  
at Labor Center



CIVIC volunteers at Oktoberfest



Tiffany's at their home hospitality dinner for  
South Korean human rights activists



Barb Stein and Joni Jones hosting  
Mongolian Librarians



Don and Suzanne Kirchner at their  
home hospitality dinner



# Get involved in Citizen Diplomacy today!

- Greet and guide international visitors as they experience the people and places of eastern Iowa
- Welcome emerging leaders into your home for dinner and conversation
- Share the rich and diverse heritage of eastern Iowa with our visitors by participating in cultural excursions

## Citizen Diplomat

Student Rate: **\$10**

Individual Rate: **\$35**

Household Rate: **\$55**

## Donation Level

Attaché: **\$50-\$199**

Chargé d' affaires: **\$200-\$499**

Ambassador: **\$500+**

Show your support for a more  
peaceful and prosperous  
world by becoming a citizen  
diplomat!



2018 Celebration of Citizen Diplomacy  
Dinner registration table

## Board of Directors

### President:

Jane McMullen

### Vice President:

Newman Abuissa

### Secretary:

Christy Weitz

### Treasurer:

Martha Kirby

### Membership Chair:

Amy Chastain

### Communications

#### Chair:

Jennifer Blair

Elena Osinskaya

Ken Royar

Liz Bergeron

Dave Tiffany

Mazahir Salih

Concepcion Piragine

Emma Cole

## Staff

### Executive Director:

Jo Butterfield

### Program

#### Coordinators:

Ty Lassen

Madison Hunke

### Communications

#### Coordinator:

Emilie Wilson

### Communications

#### Intern:

Maria Kuiper

### Program Interns:

Mark Schoen

Channon Greer

### Membership Intern:

Shaoxuan Li

### Mandela

#### Washington Intern:

Brianna Messer

## 2018 Citizen Diplomacy Dinner



Dr. David Ryfe, Individual Citizen Diplomat recipient



Ken Royar and Dr. Simon Estes



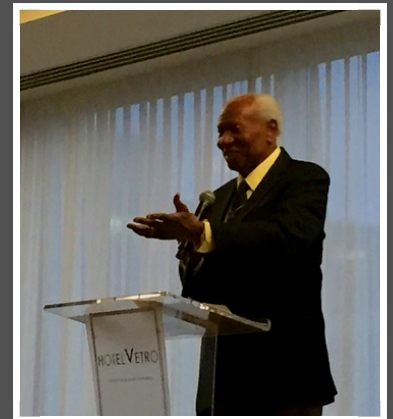
Soul Friends entertaining CCDD attendees



Iowa City Police Chief Jody Matherly, Board Treasurer Christy Weitz, and emcee Charity Nebbe



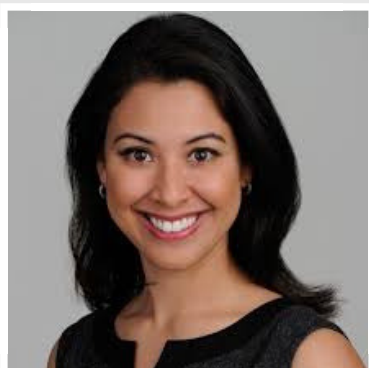
CIVIC members mingling before the CCDD dinner



Dr. Simon Estes delivering keynote address

## Celebration of Citizen Diplomacy Dinner

Please join CIVIC for the 4th Annual Celebration of Citizen Diplomacy Dinner



Tuesday, April 16, 2019

6:00-9:00 p.m.

hotelVetro

Iowa City, Iowa

Keynote speech by award-winning ABC News correspondent and UI alumna Lana Zak.

Recognition of outstanding contributions to citizen diplomacy made by an area business/industry, local non-profit organization, and individual.