

# ICA INITIATIVES



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## MESSAGE FROM THE CEO



Dear Colleagues,

I hope that you will agree with me that being part of the Institute of Cultural Affairs family is a distinct advantage because we can see and seize possibilities. Not only do we have the skill and privilege of inspiring wisdom and commitment, but also we are able to do so in amazing and faraway places. On our journey, we are fortunate to have caring colleagues who sustain, encourage and nurture us.

As I meet many new and former colleagues it never ceases to amaze me how much alike we are. Regardless of how long ago we took RS-1 or if we just attended our first ToP Facilitation Course, ICA colleagues are creative, focused and caring. We know our experience empowers us to fulfill our life's passions and positively influence the lives of others.

Sandra True, who died in January, was such a woman. She was a friend of mine and a friend of many ICA colleagues during her 40 years of leadership and generous support of the ICA. She helped many good things evolve, transform and flourish at ICA. She will be missed.

I once asked her what aspects of serving as the ICA-USA Board chairperson she found most satisfying. Sandra said, "I agreed to come on the Board to learn more about and participate in healing the perceived break in values and mission ICA seemed to be suffering. And, I wanted to assure the safety and

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## MIDWAY IN A CENTURY OF CARE—2012

The 50th Celebration Planning Committee has been formed to mark the beginning of the Ecumenical Institute and the Institute of Cultural Affairs (ICA) in 1962. The age of an organization says nothing about the strength of its origin, its vitality in terms of service innovation, or even its culture at any special moment in time. ICA is *Midway in a Century of Care*. There is certainly much to consider when preparing for such a landmark occasion.

A celebration logo will highlight our current environmental focus and movement toward the future. As ICA progresses into the next 50 years, it cannot ignore what is being called for today, in terms of interrelated issues requiring the need to promote Peace, limit Poverty and preserve Planet Earth.

ICA would not be where we are today if it weren't for the commitment of others. Terry Bergdall, President and CEO, recently told the 50th Celebration Planning Committee on February 1, 2011, "As we look at the 50th Anniversary with gratitude and a good dose of humility, let us honor and remember those former Guardians, Board members, staff and volunteers who came before us as ICA looks forward to launching its second 50 years. Those early colleagues put into action the vision that ordinary people can transform communities. ICA has enabled thousands around the world to see and seize



possibilities for their lives, neighborhoods, communities and the world." Bergdall added, "Clearly, there is much work yet to be done. It is a tall order, but one the Institute of Cultural Affairs enthusiastically embraces. Because changing lives... then, now and in the future... is what we do."

The 50th Celebration Planning Committee Members, chaired by board member, Alan Gammel, include Pam Bergdall, Steve Harrington, Cheryl Kartes, Judy Lindblad, Paul Noah, Richard Sims, Jim Wiegel and Donna Ziegenhorn.

There will be 50 celebrations, dialogues and events around the world in 2012. Sign up for email event updates on the website [www.ica-usa.org](http://www.ica-usa.org)





use of the Archives for the future. Both of these are now firmly on the road to recovery. This is very satisfying.”

I am very pleased to announce that Sandra’s husband, Bob, contacted ICA-USA to inform us that the True family made a commitment to *match contributions to The Sandra True Memorial Fund up to \$60,000*. This is a generous gesture by a thoughtful and compassionate family. It actively continues a promise claimed by Sandra, when she joined the Board, to oversee a powerful resurgence of ICA-USA’s mission and programming for a new time. While we are humbled by her family’s decision, we are also confident that results rendered from these matching donations will fittingly honor the woman in whose name they are made.

Before she died, Sandra was heartened and delighted as 2010 shaped up to be a year of successes and new beginnings for ICA. This issue of *Initiatives* tells of many of those successes. We have created a Service Learning Program for local and national universities. Our award-winning facilitation methods helped transform flood devastated Cedar Rapids. Our remarkable colleagues teach Technology of Participation (ToP)<sup>®</sup> around the world. The 4750 N. Sheridan Road building is the largest nonprofit center in the Midwest. Our tenants and community partners are some of the innovative leaders in social service in the country. ICA’s commitment to creating a “green culture” in the 4750 building heralds a renaissance and rebirth of a historic building. ICA is planning a 50<sup>th</sup> Anniversary Celebration in 2012 that will commence with 50 meetings around the globe.

I hope you find this issue informative and inspiring.

Sincerely,

Terry Bergdall, Ph.D.  
President and CEO

P.S. Please do not underestimate the value of your individual contribution to the Sandra True Memorial Fund. You can double your gift today! Use the enclosed return envelope to mail your gift, or go to the [www.ica-usa.org](http://www.ica-usa.org) to make your gift now.

BOARD PROFILE: RANDY WILLIAMS



**What first attracted you to EI/ ICA-USA ?**

Whether serving on the board, contributing financially, or participating in program opportunities, involvement with the ICA is one significant way in which I fulfill my personal vocational commitment.

**What social issues are you currently most passionate about?**

Indigent health care, the gap between the very rich and the very poor, and business social responsibility. They are all interrelated.

**What aspects of serving on ICA-USA’s board do you find most satisfying?**

The opportunity to engage with former and new colleagues to address issues and concerns that are having an impact on the future of the planet, and in the process, to be a learner.

**How would you briefly describe ICA?**

A caring organization with a small, dedicated professional staff and a growing network of committed volunteers and partners, collaborating to promote a sustainable, just society.

CEDAR RAPIDS PROJECT RECEIVES NATIONAL RECOGNITION



Downtown Cedar Rapids after the flood

The American Planning Association’s (APA) National Planning Excellence, Achievement, and Leadership Awards honor the best planning efforts and individuals that create communities of lasting value. The 2011 award recipients were honored at a special luncheon held during APA’s National Planning Conference in Boston. ICA’s work in Cedar Rapids in 2009 enabled the city of Cedar Rapids, Iowa to win the Practices in Hazard Mitigation and Disaster Planning Award for its River Corridor Redevelopment Plan.

The City of Cedar Rapids started 2008 by naming it the "Year of the River," a title meant to reinforce the connection between the city and the Cedar River that runs through its core. This name earned an unfortunate meaning in June of that year when the river crested 11.5 feet higher than any previous measure, and flooding forced thousands to evacuate their homes and businesses. The water caused more than \$6 billion in damage.

Within days of the flood, city officials, business leaders, and citizens mobilized to develop and implement two phases of the *River Corridor Redevelopment Plan*. The collaborative planning process introduced by the Institute of Cultural Affairs-USA and its team of ToP facilitators created partnerships between community members, multiple city departments, the city council, and agencies ranging from the federal to the local level.

Two phases of reinvestment and revitalization planning have been completed. Phase one was a four-month public process to develop a flood-management strategy. Phase two focused on creating plans for reinvestment in the flood-affected neighborhoods, including the downtown area. An action plan was then drafted to guide reinvestment over the next 10–15 years.



## CALLING PEOPLE OF FAITH TO ACTION

Responding to the call of Latin America's poor and indigenous majorities, Chicago Religious Leadership Network on Latin America (CRLN) is a tenant in the 4750 N. Sheridan building. CRLN is a grassroots, interfaith education, action, and advocacy network. The agency equips and mobilizes religious leaders and congregations to advance peace, justice and human rights in our hemisphere. Through speakers, workshops, advocacy action initiatives, delegations to Latin America, and meetings with U.S. policy-makers, CRLN mobilizes religious communities, leaders and individuals. Founded by Gary Cozette in 1989, its current Managing Director is Jim Vondracek.

Mr. Vondracek says he is "called by his faith to advocate for justice. It is so rewarding to see CRLN's core network of 1,300 individuals truly put their faith into action." Their six program areas are:

- 1.) **Columbia** is the U.S.'s closest ally in Latin America and is also a human rights violator.
- 2.) **Emerging Popular Democracies** in Latin America are new models focused on improving the lives of the poor and excluded.
- 3.) Lobbying to **close the School of the Americas** because it is linked to ruthless military and paramilitary forces trained by the U.S.
- 4.) Striving to **Build Just U.S./Cuba Relations** that include ending restrictions on travel and trade that have caused the current food crisis.
- 5.) **Promoting Fair Trade** that doesn't lead to record corporate profits and deep poverty for the indigenous farmers.
- 6.) **Immigrant Justice** through a revised U.S. immigration policy which respects the human rights of all people. For membership information see the CRLN website at [www.crln.org](http://www.crln.org).

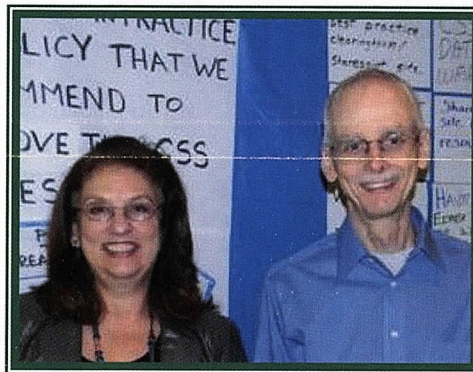


As part of the national Days of Prayer and Action for Colombia, CRLN members present Senator Richard Durbin's staff with photos of victims of violence.

## TECHNOLOGY OF PARTICIPATION (TOP)<sup>®</sup> IN ACTION ACROSS THE WORLD

Judy Weddle and Dennis Jennings contracted with The International Union Against Tuberculosis and Lung Disease (The Union). For the past year they have been part of an instructional team focused on delivering valuable management skills to national program managers and healthcare administrators who provide health solutions in poor and middle income countries. This took them to Mexico, France and Singapore to conduct facilitation training.

They serve as a part of the core faculty for the International Management Development Programme (IMDP) where participatory facilitation training is integrated into the curriculum and ToP Methods are used in key Strategic Planning events within departments of the organization. Each of the courses focuses on different aspects of running a comprehensive health program including Management, Finance and Logistics, Leading Management Teams, Project Management and Budget Planning, Human Resources Management, and Mass Media and Communications.



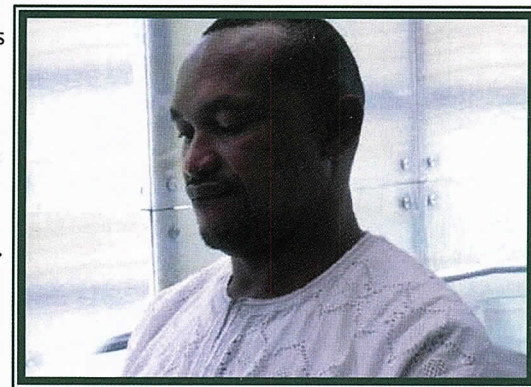
Judy Weddle and Dennis Jennings

Judy and Dennis have been actively engaged in two new courses: Influencing, Networking and Collaborating, and a course on Strategic Planning and Innovation where they deliver customized applications of the ICA's Technology of Participation (ToP)<sup>®</sup> approach.

For example, The Influencing, Networking, Collaborations course, part of a Facilitative Leadership Series, guides participants through conflict management, relationship management, and coalition building in order to train participants to create networks that can ensure a health program that meets its goals.

In today's world of public health, program managers need to balance many different roles and responsibilities in order to fulfill the changing needs of a national health program. To do this, the leader has to work in an environment that is not only complex, but also requires working with many different individuals who often have opposing interests, expectations, and goals. To keep a health program running smoothly, managers must learn to build consensus within groups and across organizations.

In order to help countries improve the management of their health programs, The Union has designed a series of courses that address challenges faced by national program managers and healthcare administrators in limited-resource settings. The Union's International Management Development Programme (IMDP) strengthens health systems by training health professionals in specific areas that are critical to the success of health programs.



Dr. Enang Oyama

Dr. Enang Oyama works with the World Health Organization focusing on TB and leprosy control in Nigeria. He attended the IMDP's course on Influencing, Networking and Collaboration. Dr. Oyama shared how his IMDP training has influenced outcomes in his work.

"One of the challenges I face in my work is coordinating the interests of various organizations while implementing TB control activities in the country. The action plan I developed during the course was to build consensus among different key partners for successful implementation of TB activities. The meetings are now facilitative and follow the Objective, Reflective, Interpretive and Decisional technical approach and the outcomes of the meetings have improved."

The Union, headquartered in Paris, has six regional locations globally where it carries out its mission to promote lung health in low and middle income countries. It began 90 years ago with its focus on addressing the devastating impact of TB and has expanded its focus to other current concerns related to lung health, including tobacco control.



CARE AND CREATIVITY  
IN A BASKET

The Learning Basket® program is an individualized educational program for infants and toddlers, their parents, and their teachers. Developed in 1990 by K. Elise Packard, Ph.D., it has been implemented in over 40 locations, in the U.S., Mexico, Peru, and Haiti.

We are pleased to announce that Elise is back on the ICA staff. With the support of a local foundation, the Learning Basket has been able to expand from one part-time staff member supporting the work to three part-time ICA employees.

The Learning Basket's fundamental concepts include:

- ⇒ Parents and caregivers are a baby's first teachers
- ⇒ Children learn through play
- ⇒ The first three years are extremely important in a child's brain development
- ⇒ Any simple object can be a teaching and learning tool.

The approach begins with an actual basket, filled with simple and appealing hand-made toys and household items. These baskets are woven by a local church group and donated to the ICA. "Play to Learn," the accompanying curriculum, provides examples of what to do with children ages 0-3 at each stage of development. Materials are available in many languages.

The easily implemented approach provides participants with a number of concrete parenting skills and activities. It also develops literacy and leadership abilities. In addition, the approach teaches parents the basics about child development and motivates parents to spend time in quality interactions with their children.



A parent using Learning Basket tools to teach her children

For more information about the Chicago Learning Basket program contact Walter Brown at [wbrown@ica-usa.org](mailto:wbrown@ica-usa.org).

GREEN RESILIENCE AT  
4750 N. SHERIDAN ROAD

Throughout its nearly 50 year history, ICA has always been about social transformation and systemic change. Today one manifestation is creating new ways for people to live and work with self-awareness and to be environmentally conscious.



Hydroponic Garden in 6th Floor Board Room

ICA's historic eight story building at 4750 N. Sheridan Road in Chicago serves as a demonstration and learning-lab for creating a "green culture". The combination of nearly 30 nonprofit service organizations, city agencies, religious congregations, and co-housing residences in the building is an excellent mix to illustrate a sustainable and green lifestyle. These programs serve more than 1,000 clients each week. Work focused on the facility this year is intended to make it a powerful model for sustainability as the largest nonprofit center in the Midwest.

The "green culture" being created at the 4750 location includes upgrades in high efficiency lighting, energy management systems, HVAC, geo-thermal heat transfer, and renewable energy technology of wind and solar. Check all the details on the website at [www.ica-usa.org](http://www.ica-usa.org).

An example of ICA's commitment to sustainability was the Summer Youth Green Advocates Program. The participants proved they had a passion to support the green culture. ICA provided them with the necessary skills, resources and relationship. They took the initiative and helped to bring about change in the ICA building and in the Uptown community. One visible result of their efforts is the window farm of cherry tomatoes shown in the photo above.

LETS GET CONNECTED!  
VISIT WWW.ICA-USA.ORG

The Institute of Cultural Affairs is committed to enhance our electronic communications as we move closer towards a sustainable and paperless communications model. In 2010 we shared the 2009 Annual Report online instead of printing it and sending it through the mail. In 2011 we will do the same.

ICA is heralding a new, dynamic and fresh look for the website ([www.ica-usa.org](http://www.ica-usa.org)). It has been designed with softer, more inviting colors and a simple, clean style. The blue and green colors symbolically convey community, global thinking, and sustainability.



The homepage on the new website

The website will post the monthly e-Newsletter that will also be sent by email. Colleagues will be able to click on Flickr, Facebook and Twitter and read specific discussion boards for each of the program areas. There are convenient and safe ways to donate online with opportunities to have gifts deducted from a checking account or charge card.

It is very important that we ensure colleagues and friends are successfully receiving e-mails. Please send your current email address or any changes to [Plamena.Panayotova@ica-usa.org](mailto:Plamena.Panayotova@ica-usa.org) at [development-assistant@ica-usa.org](mailto:development-assistant@ica-usa.org).

The Institute of Cultural Affairs is excited about the new potential the website offers as a channel of communication. We believe it will help you stay connected to the many events of the 50<sup>th</sup> Celebration. It will ensure you learn about the latest ToP facilitation training dates, programs, events, and symposiums. Why not share your ideas by joining a program chat group? ICA wants to stay connected with you. Please, visit the new website soon and often at [www.ica-usa.org](http://www.ica-usa.org).

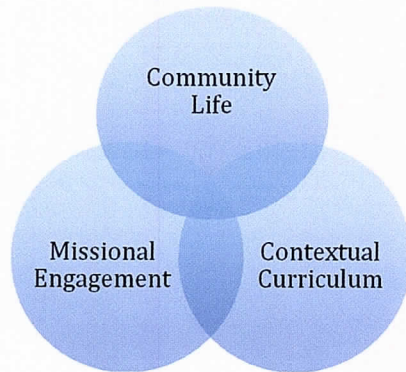


## DEVELOPING LEADERSHIP FOR A TIME OF TRANSITION

We have entered one of the most critical decades of human history. Though tools and technology are available to respond to the challenges, the collective national will might be in doubt. Addressing this dimension of the human factor has always been a strength of the Institute of Cultural Affairs-USA (ICA). An important question is: how do we prepare young adults with the leadership skills and tools for the social challenges of the 21<sup>st</sup> century?

The ICA is currently developing a new Service Learning Program in response to interest from several local and national institutions of higher education. There are many creative programs already linking higher education and civic engagement. Service learning has been an integral part of the post-secondary educational journey for many years. What is ICA's particular contribution to service learning?

The Institute of Cultural Affairs envisions a new generation of leaders who reflect the contemporary realities and have the practical knowledge to lead. Therefore, the intent of the program is to develop a curriculum that emphasizes leadership development. This requires enhancing the conceptual tools and life skills that prepare students from diverse academic and social backgrounds to actively participate in the challenges and changes of our time. We are also interested in creating a program that fosters a creative connection between higher education and local community efforts.



The program time design will be segmented into academic work, community action projects and life in a learning community.

For every academic hour, students will participate in two hours of community involvement.

The academic exploration will consist of three main components:

- ⇒ Creating a just and equitable society
- ⇒ Shaping a green and sustainable society
- ⇒ Building foundations for peace.



Lindsey Wilson College students at the ICA

These curriculum modules will meet the academic requirements of participating colleges and universities. Students will receive academic credit from their institution for participation in the program. The curriculum draws on ICA trademarked facilitation methods and will provide conceptual tools and applied skills. Students will gain leadership skills that equip them to: recognize and honor contributions of all; help a group deal with more data in less time; pool individual contributions into larger and more informative patterns; welcome diversity while minimizing polarization and conflict; and deliver information and insights in a compelling, professional manner.

Participants will be directly involved in ICA's on-going programs or will be engaged with other community-based agencies. Students will have the opportunity to do meaningful service that meets a wide-ranging variety of local social needs.

ICA envisions a program that will have optional time designs: a two or three week intensive experience; a semester/term experience; and a one week experience that works well as a "between semesters" opportunity.

## INTERNATIONAL INITIATIVES MOVING FORWARD

In June of 2010, ICA-USA held a Think Tank to discuss creative ways to re-engage in global work, and the International Initiatives program was reestablished. Since then, International Initiatives team of Seva Gandhi and Dick Alton have accomplished a great deal in collaborative efforts with former and new partners around the world.

Seva and Dick have been in dialogue with over twenty national ICAs on possible ways of collaboration and exploration of methods to increase ICA's peer-to-peer network. The reorganization of ICA International (ICAI) has led to greater communication between the national ICAs. Dick Alton is now serving on the Board and Leadership Development Team of ICAI.

Recently, ICA-USA, along with seven other organizations, was part of a proposal that was tendered by InDevelop, a Swedish consulting company that provides policy support, project management, and training services for sustainable social development initiatives to the Swedish International Development Cooperation Agency (SIDA). The proposal was the winning bid, and ICA-USA and colleagues are now part of a select pool of individuals who will be conducting evaluations for SIDA in the future.

### Work in Africa

In December, colleague Louise Singleton, along with the International Initiatives team created and distributed a report documenting the past ten years of the Institute of Cultural Affairs HIV/AIDS work in Africa. The report, along with information on ICA partners, and the HIV/AIDS peer educator toolkit will be available on ICA-USA's new website [www.ica-usa.org](http://www.ica-usa.org).



Zimbabwe students after taking the Living Well with AIDS course

ICA-USA has signed a license agreement with Stanford University Medical School to provide Chronic Disease Self Management Courses (e.g. Living Well with AIDS) in the United States and in Africa. Officially registered as a Private Voluntary Organization with USAID, ICA is able to collaborate on RFPs with other global ICAs.



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Marjorie Philbrook  
4750 N Sheridan Rd  
Chicago IL 60640-7528

## IRA CHARITABLE ROLLOVER EXTENDED

The Sandra True Memorial Fund is matching, dollar-for-dollar, contributions to the Institute of Cultural Affairs in 2011 up to \$60,000. Are you looking for a simple, convenient way to make a gift to the ICA this year without dipping into your checking or savings accounts? Then this is particularly good news for you and the ICA if you are over 70½ years old.

The Federal Government allows you to donate funds from your IRA to charity without increasing your taxable income or paying any additional tax. Gifts made to charity under this law count toward annual minimum distribution requirements. These tax free rollover gifts can be \$1,000, \$5,000, or any amount up to \$100,000 this year.

This is an enormous benefit for anyone who has the desire to support the Institute of Cultural Affairs but could not access their IRAs without paying taxes on distributions.

When Joe Ayres' wife, Audrey, died he wanted to honor her decades of service to ICA through work in Fifth City and the Global Archives located in the 4750 building. He looked to his IRA for a simple way to make a three year pledge to support the Archives. "It was very easy to tell the IRA custodian to transfer a gift to ICA. Karen Sims gave me the wording for the transmittal and it was done."

Like Joe, your gift can be made by notifying your IRA plan custodian of your intent to make a current transfer to ICA or another charitable organization. Karen Sims can email you a

form. Contact her at [ksims@ica-usa.org](mailto:ksims@ica-usa.org). You will feel good knowing that you were able to make a gift from your IRA this year.

### What good things happen with an updated will?

With an updated will, you can transfer property or assets. You will be able to direct the residue of your estate. For those with larger estates, there could be substantial estate tax savings. In addition, you know that the executor or personal representative that you select (not the one a probate judge chooses) will be managing your assets. A good will is able to carry out your plan and save thousands of dollars while transferring assets quickly and inexpensively to your loved ones.

In considering your plans for the future, you may not only be thinking about how to help your family and save on estate taxes, but also how you might leave a legacy of service to the world. A simple cash bequest, IRA or insurance policy bequest permits you to leave a lasting legacy and can provide valuable tax savings.

If you have included the Institute of Cultural Affairs in your estate plans, please let us know. We would like to invite you to be part of the *Legacy Society* as it is launched in 2011. If you would like more information about planned gifts visit the new website. Click the "Donate" and then the "Planned Gifts" tabs. To speak to someone who can provide additional information about how to include ICA in your will or estate plan, please call Karen Sims, Director of Resource Development and External Affairs, 773-769-6363 x232.



Audrey and Joe Ayres