2019 - 2020 Annual Report
Greetings Friends of UCCD:

As I sit down to write my annual report letter to you, to say the world has changed quickly would be an understatement.

Utah Council for Citizen Diplomacy's work is deeply embedded in the citizen diplomacy concept — that we all have the right and responsibility to shape foreign relations one handshake at a time. Yet, our work has come to a screeching halt as we face a global pandemic that is pushing us to evaluate our relevance in the world.

The exciting news is our mission of promoting respect and understanding between the people of Utah and other nations is needed now more than ever. For the first time in modern history, people from around the world are all facing the same crisis together. Now is the time to be citizen diplomats by empathizing, supporting, and engaging with one another, creating a sense of comradery and connectedness.

Before I discuss what the future has in store for UCCD, I want to highlight our 2019 successes.

Last year UCCD's programs highlighted Utah as an economic, cultural, and innovation hub for 389 leaders, 138 Fulbright students, and 99 U.S. Department of State liaisons representing 122 countries around the world. We are proud that our programs contributed more than $1 million in direct economic revenue for Utah businesses. We hosted the Diplomacy Begins Here Summit that welcomed our partners from the U.S. Department of State, Washington, D.C., and across the nation to see first-hand the power of international exchange programs in Utah. We diversified our international exchange programs. We welcomed two delegations through the Open World program, which examined renewable energy initiatives in Utah. Also, we welcomed ten high school students from Iraq through the Iraqi Young Leaders Exchange Program who engaged with young entrepreneurs and leaders in our state.

Furthermore, in 2019, our lectures, conversations, and events helped shape public discourse. We convened leading global voices who engaged Utahans to explore ideas that shape our global future and transform how we engage with the world. We also launched the Young Diplomats of Utah (YDoU) program, which empowered youth to grow as citizen diplomats, learned essential leadership skills, and engaged in a globally connected world through volunteerism and service.

As we navigate 2020 and 2021, there are both challenges and opportunities ahead. In a world fraught with security challenges, recovering from a global pandemic, and creating fundamental changes for an ever-growing wealth gap, cultivating citizen diplomacy is more critical than ever.
UCCD strives to do our part "one handshake at a time." Watch for the announcements of new initiatives that provide unique opportunities for young adults to take their global knowledge and community engagement and represent Utah to the world.

We are honored to be Utah’s civil society leader in citizen diplomacy, advancing intercultural understanding, promoting tolerance, and fostering mutual respect. We can only accomplish this paramount change because of the support of our community.

With that said, my heartfelt gratitude goes to the UCCD Board of Directors for their steady leadership, our donors for their powerful support, and our volunteers for all that they do to build and sustain our community.

Not least, I am indebted to our exceptional staff members, each of whom balances a multitude of tasks to carry out our work seamlessly.

The story of UCCD’s 2019 and 2020 work can be found in the pages that follow. We hope you’ll discover for yourself what we do in the areas that matter most to you. We also hope you will consider joining us and doing your part towards citizen diplomacy.

You can get involved in a multitude of ways, whether taking a small step or leaping into something new! From hosting an international leader for dinner or providing accommodation; to attending a world affairs lecture or conversation; to supporting one of our fundraising events – YOU can help us deliver our mission to promote respect and understanding between the people of Utah and other nations.

Globally,

Felecia Maxfield-Barrett
Executive Director
I loved the program - everything was perfect and I felt like a queen in Utah. I liked absolutely everything: the city, the people, the Mormon church, the food, the shopping centers, the landscape, everything. Even puppies are beautiful here.

Everything I was told is true: people are punctual, the city is organized and clean, there is a lot of technology. I came up with the idea that Americans are cold and unfriendly, but it took me by surprise, because it’s not like that. On the contrary, they are warm, good people and very hardworking. Thanks Utah!

Ms. Lirio Soria Mercado, International Visitor; WeAmericas Program for Women in Entrepreneurs, October 2019
FINANCIALS

Revenue
$448,233

Expenses
$379,719

Program Revenue (30%) $135,991

Management & Administration (14%) $53,520

Fundraising (4%) $16,322

In-kind Donation (7%) $32,000

Events (3%) $13,442

Foundation & Corporate Grants (23%) $102,975

Other Income (1%) $1,648

Government Grants (36%) $162,177

Programs (82%) $309,877
Thank you so much for providing an excellent program. My only regret is that I don't get to stay longer. I'm very impressed by the professionalism and great knowledge shared by the people I met. They were very nice people. All in all, a great visit. Thank you.

Ms. Anna Alskog, International Visitor; Towards a More Safe and Secure World, April 2019

* In February 2019, UCCD recruited 40 volunteers to host dinners for 138 Fulbright students visiting Utah for a conference.
Our Friends of Utah program measures the long-term impact of the international exchange programs we host in our state. Our impact report gathers qualitative data via email communication with the global leaders who participated in international exchange programs in Utah for up to two years after the conclusion of their U.S. exchange program experience.

Cumulatively, their responses indicate that the Utah segment introduced them to meaningful cultural exchanges, increased mutual understanding between nations, provided for professional and personal development, and had an expansive global impact. These outcomes support UCCD’s mission of promoting respect and understanding between the people of Utah and other nations through the practice of citizen diplomacy.

The following data is a summary of our 2019 qualitative report findings with supportive quotes.

I network more with people.

Working at Cicero Consulting Group in Salt Lake City has changed my mind-set. I have partnered with International Youth Foundation for a pilot program in Brazil and increased the partnership with GreaterGood.org for the Program Girls’ Voices.

— Shirley Schneider, Brazil

I attend more public gatherings or events and share my thoughts.

I was selected to do a presentation on behalf of all other Kenyan organizations working for vulnerable persons at the East and Horn of Africa Conference on legal aid held in Nairobi and shared my Utah experience.

— John Kariuki, Kenya

I have more respect and better relations with the people of Utah.

Utah is a perfect combination of fun, innovation, entrepreneurship, friendship, and family, emphasizing its role as an ecosystem.

— Eduardo Acosta, Colombia
AMBASSADOR JOHN PRICE & MARCIA PRICE
WORLD AFFAIRS LECTURE SERIES

Each year, UCCD hosts the Ambassador John Price & Marcia Price World Affairs Lecture Series that provides insight on critical global issues, helping shape public discourse. By convening leading global voices, our lecture series explores ideas that shape our global future and transform how people engage the world.

We proudly host our lecture series in partnership with Westminster College, and with the generous financial support of the Price Family Foundation, Salt Lake County Zoo, Arts, & Parks Fund, and Salt Lake City Mayor’s Arts, Culture, and Events Fund.

The 2019 - 2020 season presented the following topics and speakers:

**Mr. Emmanuel Jal, Actor, Musician, Former Child Soldier, and Peace Activist**  
*Story of a War Child*

**Mr. Mark Reynolds, Executive Director of Citizens' Climate Lobby**  
*Carbon Pricing, Bipartisanship, & Democracy*

**Mr. Joe Cirincione, Executive Director of Ploughshares Fund & Host of the Podcast “Press The Button**  
*Policy & Politics of Nuclear Threats*

**Dr. Patricia Kim, Senior Policy Analyst, China Programs, U.S. Institute of Peace**  
*Managing U.S. – China Strategic Competition in the 21st Century*

Panel Discussion: Jamie Margolin, Zero Hour; Saida Dahir, Poet; Karina Popovich, Entrepreneur  
*Young Women Leading Change: Three Activists Forging a New Vision*

Panel Discussion: Yasuhiro Uozumi, Executive Director Keidandren USA; Ambassador James Zumwalt; and Lee Carter, CEO & President, Rakuten  
*The Alliance Working in Utah: The Impact and Importance of U.S.-Japan Relations*

GREAT DECISIONS - FOREIGN POLICY ASSOCIATION

UCCD taught the Foreign Policy Association Great Decisions course during the spring and fall semesters in partnership with Osher Lifelong Learning Institute at the University of Utah. More than sixty students engaged in discussions with Utah’s leading experts on the topics of Refugees and Global Migration, The Middle East: Regional Disorder, Nuclear negotiations: Back to the future?, The Rise of Populism in Europe, Decoding U.S.-China Trade, Cyber Conflicts and Geopolitics, The United States and Mexico: Partnership Tested, and State of the State Department and Diplomacy.

For more than 100 years, the Foreign Policy Association Great Decisions has been America’s leading discussion course that develops awareness, understanding, and informed opinion on U.S. foreign policy and global issues.
In July 2019, UCCD, in partnership with Global Ties U.S. and the U.S. Department of State Bureau of Educational and Cultural Affairs, hosted the Diplomacy Begins Here Summit themed “Power to Make a Social Impact.”

We recognized that with the rapid change in how technology engages the world and the easy access to the global community, we as change agents need to innovate how we measure our successes and share the compelling stories behind the work we do. Our goal was to provide Summit attendees with the techniques, tools, resources, and networks to identify and measure reliable data that demonstrates the social impact of international exchange programs and tell stories that increase community engagement.

The Summit began with the Learning Lab at the beautiful Utah Valley University Wasatch Campus. Learning Lab participants represented nonprofits from around the nation and the Department of State Bureau of Educational and Cultural Affairs who work with international exchange programs. Attendees learned how to foster more support for international exchange programs by telling compelling stories of citizen diplomacy. Furthermore, the attendees explored different platforms where they could share their stories, such as creative fundraising events and various social media platforms.

At the Diplomacy Begins Here Summit the next day, Susan Crystal, Deputy Assistant Secretary for Professional and Cultural Exchanges, and Salt Lake County Mayor, Jenny Wilson, welcomed the group to Utah. Erika George, Professor of Law at the University of Utah, spoke about the power of international exchange programs to a community in her keynote speech. Attendees did a deep-dive into identifying what data should be measured and how to report results that demonstrate the impact of international exchange programs. Finishing up the breakout sessions for the day, attendees heard an emotional story from the Chairman of the Northwestern Band of Shoshone Tribe. The Chairman shared his ancestors’ experience of the Bear River Massacre, and how the tribe uses this experience to increase community awareness for indigenous rights.

For many attendees, the Diplomacy Begins Here Summit was their first time visiting Utah, so of course, we had to share some of our unique cultural experiences. These experiences included a taste of our annual Vivaldi by Candlelight fundraiser, listening to the beauty and intensity of the Jambo Africa Drummers, introducing our national partners to a donut wall and funeral potatoes, and catching a breathtaking sunrise at Arches National Park.
In 2019, 98 families and individuals volunteered with UCCD to host dinner for 545 global leaders, liaisons and interpreters, and Westminster College international students. One particular highlight of Taste of Home Hospitality was delivering the biggest night of citizen diplomacy when we arranged 40 volunteers to host dinner for 138 Fulbright students visiting Utah for a summit.

Taste of Home Hospitality creates an environment for local volunteers to participate in citizen diplomacy. It provides an opportunity to learn about cultures and customs, discuss world affairs through meaningful dialogue, and promote respect and understanding between the people of Utah and other nations one meal at a time.
UCCD is Utah’s leading civil society organization in citizen diplomacy and international engagement. Each year, UCCD welcomes hundreds of global leaders who represent their countries’ highest levels of public, private, and civil sectors. We host these delegations through the U.S. Department of State Bureau of Educational and Cultural Affairs and the congressional Open World leadership program. These high-level international exchange programs directly contribute more than $1 million to Utah’s economy.

2019 was a busy year as we welcomed 39 international exchange programs addressing topics such as government accountability and transparency, journalism, civic engagement, nonprofit management, human rights, religious dialogues, technology innovations, tourism, the environment, and entrepreneurship.

These global leaders participated in 381 professional meetings where they met with like-minded professionals, businesses, government agencies, and organizations to exchange best practices, share resources, and create networks. Furthermore, these global leaders experienced Utah’s unique culture by exploring the Great Salt Lake at Antelope Island, discovering winter Olympic sports in Park City, and listening to live performances of the Mormon Tabernacle Choir Broadcasts at Temple Square.

UCCD estimates that since 1967, more than 10,000 global leaders from more than 200 countries have visited Utah.

OPEN WORLD

UCCD hosted delegations from Serbia and Kosovo through the congressional Open World leadership program. While in Utah, these delegations met with Utah-based experts in integrating renewable energy into the mainstream power supply. Delegates were welcomed to Utah by Salt Lake City Mayor Jackie Biskupski and state elected officials serving on the Public Utilities, Energy, and Technology Interim Committee. They also met with Utah’s renewable energy leaders Rocky Mountain Power, Heal Utah, Utah Clean Energy, Citizens’ Climate Lobby, and the Energy & Geoscience Institute at the University of Utah.

More than 28,000 current and future leaders from post-Soviet era countries have participated in the Open World program. Open World is one of the most effective U.S. exchange programs to promote mutually beneficial options for depolarized engagement between future national leaders.

Thank you very much for the hospitality and for receiving us in your wonderful city, we have learned many fabulous things here and the people are very cordial. I would really come back, I take beautiful memories."

Ms. Karina Gómez Narvaez, International Visitor; Women Leaders Promoting Peace & Security, October 2019
YOUNG DIPLOMATS OF UTAH

The next generation of leaders, researchers, business owners, and decision-makers are fiercely setting the course for global politics, pushing for environmental progress, advancing technology and health, and advocating for the world’s most vulnerable populations.

Keeping up with our youth’s tenacity is one of the most significant challenges facing our state and nation. These individuals are talented young learners in Utah, eager for the chance to experience the world.

In 2019, we officially launched a new youth program – the Young Diplomats of Utah, and what an exciting year it was for this program! Our 2019 accomplishments included:

- Engaging 10 youth to grow as global citizens through our leadership certificate program
- Hosting diplomacy simulations for more than 60 high school students
- Hosting our first Academic WorldQuest competition for high school students
- Hosting 10 high school students from Iraq in Utah for a two-week program teaching entrepreneurship and leadership skills

The acronym of the Young Diplomats of Utah program is YDoU, and throughout this past year, UCCD asked the youth, “Why do you want to be a citizen diplomat?”

“What a life-changing opportunity! Even if I might not see each of my global friends again, I am forever connected to them.”

“Connecting with other youth from around the world has taught me that acknowledging and growing from my weaknesses will make me a strong leader someday, and I know I can make the world a better place!”

“I learned that the biggest tree comes from a small seed. I am that small seed, and I am unstoppable!”

These responses are profound and humbling, and we are excited about how the Young Diplomats of Utah will impact our community, enhancing citizen diplomacy.
IRAQI YOUNG LEADERS EXCHANGE PROGRAM

In July 2019, we hosted ten Iraqi students who visited Utah on a two-week exchange program. While in Utah, they developed their leadership skills and entrepreneurship knowledge and would use these skills to address a social issue when they returned home to Iraq.

We arranged meetings for the Iraqi students that afforded them foundational knowledge and understanding about entrepreneurship and innovation. Their program included workshops, networking events, and project planning support.

The Iraqi students met with and learned from youth in Utah at the Boys and Girls Club of Great Salt Lake, Spy Hop, and Salt Lake County Young Governance Council. The Iraqi students toured the National Ability Center, where they rode bikes available for people of all abilities. Furthermore, they participated in a volunteer activity with the Wasatch Community Gardens GREEN Team Farm, where students learned about this unique program that created employment assistance for women facing homelessness.

The highlight of the program was that each Iraqi student stayed with host families and created life long connections for both the students and the family who wanted to spend all their free time learning about each other.

UCCD is proud to host such an impactful program that provided personal transformation of everyone involved.

ACADEMIC WORLDQUEST COMPETITION

In 2019, we shifted our Academic WorldQuest fundraising global competition back to its original intent of being a high school competition. For this first year, five high school teams from across the Wasatch Front tested their knowledge on North Korea, Refugee & Migration, Space Policy, the World Trade Organization, NAFTA, and Peace Building Events.

Daniel Peterson, Christopher Davis, Camden Barrett, and Elliott Detjen (also a Young Diplomat of Utah), representing Lone Peak High School, won first place. They were headed to the World Affairs Councils of America in Washington, DC for the national Academic WorldQuest competition in April 2020; however, due to COVID-19, the competition was canceled. Nonetheless, we are confident this team would have done an outstanding job representing Utah.
A million thanks to the UCCD team for making our visit incredibly worth it. We liked everything about the itinerary planned. Keep up the good work. Till we meet again.

Ms. Nur Arifah MD Razif, International Visitor; School Management, December 2019
THANK YOU TO OUR DONORS & STRATEGIC PARTNERS

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The Price Family Foundation
Salt Lake City Mayor’s Arts Culture & Events Fund
Salt Lake County Zoo, Arts, & Parks Fund
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OUR MISSION

To promote respect and understanding between the people of Utah and other nations.