

Special Edition

# NEIGHBORS

## BEYOND THE BOX

GIFT CATALOG

A BETTER WAY TO GIVE

**Go Ahead - Give a Cow!**

Or one of 34 other unique gifts that address poverty, hunger and disease.

See pages 5 - 16



WORLD  
NEIGHBORS®

Inspiring People • Strengthening Communities

## Mission Statement

The mission of Neighbors is to inform and educate readers in an effort to foster and develop existing relationships with constituents, recognize donors, provide organizational accountability and promote involvement opportunities.



Melanie Macdonald  
President & Chief Executive Officer

Dear Friend and Neighbor,

Last year, World Neighbors proudly unveiled Beyond the Box – a Better Way to Give, our first ever alternative gift catalog. Because of the incredible response from friends like you, I am happy to introduce the newly expanded 2009/10 catalog! We call our catalog Beyond the Box – a Better Way to Give because your gifts can go far beyond the typical boxed items and instead contribute to World Neighbors programs that reach far beyond the end of the road.

The catalog, featuring 35 unique gifts like providing gender equality training, sending a child to school or even giving a herd of guinea pigs, is accomplishing exactly what we wanted.

You see, when we decided to create a catalog, we had one primary goal in mind: to give you an opportunity to do more with your gifts. And that is what the Beyond the Box Gift Catalog does. It provides gift ideas that not only bring a smile to Uncle Bill in Buffalo but also bring hope and joy to a family in Burkina Faso.

Over the past year we have heard from numerous people that have gone "Beyond the Box." There was the couple that gave clean water as presents to their wedding party... the business that sent chickens instead of the typical boxed fruit to their clients...and the grandparents who sent a goat to each of their grandchildren to help educate them about their world and the importance of giving. These are just a few examples of how hundreds of our friends used the gift catalog to purchase thought provoking, unique gifts that can provide real change in the lives of those struggling with hunger, poverty and disease in Asia, Africa, Latin America and the Caribbean.

So please take a moment right now to review the enclosed catalog and select the perfect gift today.

We'll send you a gift pack which you can then send to your loved one, friend, colleague or neighbor notifying them of the powerful gift made in their name. They will be delighted by your thoughtfulness and so will the thousands around the globe who are helped by your generosity. It may well be the most meaningful gift you give this year.

Warmest regards,

A handwritten signature in blue ink that reads "Melanie macdonald". The signature is written in a cursive, lowercase style.

Melanie Macdonald



**NEIGHBORS EDITOR** | Erin Engelke

**CONTRIBUTING WRITERS** |

Patrick Evans  
Micah Gamino

**PRESIDENT AND CHIEF EXECUTIVE OFFICER** |

Melanie Macdonald

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4127 NW 122nd  
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Learn how a family has overcome hunger with the help of World Neighbors and the planting of trees.

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**Our mission:** World Neighbors inspires people and strengthens communities to find lasting solutions to hunger, poverty and disease and to promote a healthy environment.

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# Desolate Land Turns Into Lush Forest

Could you grow enough food to feed your family year round on a dry, desolate patch of land? Bapak Anton of Indonesia tried for many years to work his barren land to produce enough food to feed his wife and four children.

Sixteen years ago, Bapak's village suffered from drought and desertification. They would only have water during the four-month rainy season and the rest of the year the river would be dry. Due to the shortage of trees, the water runoff would wash away topsoil and cause flooding, and the villagers would allow their cattle to roam free in the fields, causing further damage to the farmland.

**"Look! My family forest will guarantee that my children and grandchildren will be able to go to school and enjoy better lives."**

When Bapak heard about World Neighbors farming techniques from a partner organization, Yayasan Mitra Tani Mandir, he was skeptical, "How could these people produce such good harvests and develop forests in the middle of such barren and infertile land? But when I heard about what the farmers had done there to transform their land into fertile and productive farms, my enthusiasm returned. I felt that I had to transform my own land into a productive farm and to develop my own family forest."

That is exactly what Bapak accomplished. He began his family forest on just two acres of land and today his forest spans 17 acres. He credits World Neighbors successful terracing technique as the basis for agro-forestry since it helps to prevent soil erosion and also enhances soil fertility. Recently, water appeared in an area that used to be dry. The water level is low, but it never dries up because he diligently protects the source.

Along with his seasonal crops of rice, corn, sweet potatoes, beans and peanuts, Bapak produces seeds of gamal, gamelina and mahogany trees. Today, he has become a village leader, teaching people how to develop their own family forests. He shares his seeds with his neighbors for free, only if they promise to plant them and not sell them. The village is seeing positive results throughout the land. Where they could see only grassland before, now there are woodlands. ▲



Special Edition

# BEYOND THE BOX

GIFT CATALOG

A BETTER WAY TO GIVE

Choose from 35 unique gifts that address poverty, hunger and disease.

This gift catalog contains items that symbolically represent aspects of World Neighbors work. You are not purchasing the actual items listed in the catalog, but instead you are making a contribution that supports all of World Neighbors integrated work, not one specific thing or project. Your donation will be used where the need is greatest.

What a Gift!

Show where your heart is and help a father stay at home.

All over the world fathers are being forced to leave their family farms to find work in cities. Your gift can help these men better utilize their resources, create meaningful livelihoods on their own land and stay with their families in the process. **So hang your hat on a gift that your father is sure to love.**  
Item #1 - Help Fathers Stay at Home \$45





## Provide the seeds for change by supporting a local seed bank.

By giving this gift, you are empowering a community to invest in themselves, not just today, but for years to come. A seed bank preserves native seeds so that a community will not only have enough for the future planting seasons but can also ensure that the local seed varieties are not lost and are not replaced with "exotic" seeds from distant lands. **Sow, help a farmer reap the benefits of this great gift!**

**Item #2 - Seeds \$35**

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## Clear the air

with the gift of a smokeless stove. All over the world, rural people suffer from poor lung and eye health, both related to the smoke emitted from cooking stoves used in their homes. With this simple gift, you can help World Neighbors deliver the knowledge and support needed to build and use smokeless ovens, a simple solution that results in dramatically improved health! **Nutritious food without any side effects, now we're cooking!**

**Item #3 - Smokeless Cooking Stove \$125**



## Plant a Future!

Plant a future of improved health and diet by helping rural people learn how to select, plant and care for a variety of native vegetables and fruits in a home garden – lots of different colored fruits and vegetables mean lots of different vitamins and minerals! Along with planting, family members learn how to prepare their bounty so that they maximize the nutritional value of what they produce and they and their families get the most from their harvest. **So give the gift that keeps growing and help plant a kitchen garden!**

**Item#4 - Kitchen Garden - \$25**



### Give the gift that *leaves no doubt that you care.*

The planting of trees on rural farms around the world not only helps the air quality and overall health of our environment, it can also yield fruits to help feed a family and to sell at market. In addition, trees are used by World Neighbors participants to produce fodder to feed their animals, as well as help stop erosion and enrich the soil, in order to grow a diversified crop. **Now that is the root of change!**

Item #5 - Plant a Tree \$15

Item #6 - Start an Orchard \$100



### Just add water and watch hope grow!

Your gift can provide people access to clean, safe water in their own communities, rather than have women and children walk miles to fetch water. Clean water not only leads to improved health but the newly found time that was once spent walking for water can now be used on other income generating activities or be spent with family and can lead to a renewed sense of hope. **So watch the praises pour in when you give the gift of clean water.**

Item #7 - Clean Water for a Home \$50

Item #8 - For a Village \$250



### Help farmers brush insects—a-side using earth friendly methods.

Your gift can help farmers end the use of pesticides that are harmful both to their families and to the environment. Through World Neighbors programs, farmers – both men and women – learn about the dangers of using toxic pesticides, as well as learning alternative methods to effectively manage their crops and reduce pests – without dangerous pesticides. **Start bugging your friends today about this great green gift.**

Item #9 - Stop the Use of Harmful Pesticides For a Family \$30

Item #10 - For a Community \$300

### World Neighbors Works!

**"This water has changed my whole life. Now, I have enough time to work in my kitchen garden, to look after my children and livestock."**

**Man Kurmari Rai**  
*India*

# Clearing the Air in Honduras

## The Impact of a Kitchen Makeover

by Micah Gamino

Many years of illegal logging practices and slash-and-burn agricultural methods have left the Honduran landscape degraded and thus many of its communities lavished in poverty and poor health.

With a gross national income just over \$1,600, Honduras is one of the poorest countries in the Western Hemisphere. As of 2007, 38 percent of the Honduran workforce was considered unemployed or underemployed.

In the last few years, however, hundreds of Honduran families have made great strides to improve their health and economic livelihoods since the arrival of World Neighbors in 2006.

In several small, rural communities such as Piedras Coloradas, local citizen organizations working with World Neighbors successfully developed loan programs which were used to fund a number of structural improvements to homes and local farms.

Among the home improvements were smokeless, adobe stoves with improved ventilation, cement floors and new limestone walls.

In the past, poorly ventilated stoves filled living spaces with harmful smoke, leaving residents vulnerable to a variety of respiratory illnesses. The dirt floors, meanwhile, often were left littered with the droppings of farm chickens and whatever could be tracked in from outside.

The new stoves use piping to properly ventilate to the outside air while also burning up to 40 percent less firewood. This saves families money and valuable time while also improving their overall health and self-esteem.

The new floors were inexpensive to make, consisting of a small amount of cement, limestone, bound soil and water, and can easily be cleaned and polished. The clay and limestone walls, meanwhile, are easily whitewashed weekly to clean and seal them from the elements. The improvements have allowed for more sanitary living and have made homes a more effective escape from the elements.

As of October 2008, more than 200 of the 600 new families to join the World Neighbors program had adopted and practiced sustainable farming methods proposed by World Neighbors staff two years earlier.

**The improvements have allowed for more sanitary living, and have made homes a more effective escape from the elements.**



*Thanks to World Neighbors, families in Honduras now cook with smokeless stoves, saving them money and time and improving their overall health.*



Farmer-to-farmer training has successfully passed on sustainable techniques to turn the sharp slopes of the Honduran landscape into vibrant, profitable farms. By developing methods of contour plowing to control erosion and learning how to compost farm waste for use as a fertilizer, farmers are able to supplement coffee – a staple cash crop – with plantains, fruits and other food crops. Diversifying crops not only has added to the communities' food supplies, but has also given farmers more diverse income streams which helps them to weather hard times.

On the first day World Neighbors visited the community of La Esperanza in 2006, local community leaders expressed a strong desire to build a community center. Efforts to raise the money to construct the building to that point dated back 10 years and consisted mostly of sending letters asking the Honduran government for the necessary funds. A hefty stack of letters was sent, but to no avail. The community had all but given up on the project.

By late 2008, the center was nearly complete thanks to funds pooled by the community over the previous two years. New revenue streams generated by the community's sustainable agricultural practices, as well as from local organizations which learned to manage their debts, and other activities produced \$17,000 – enough for the center's construction.

Next on the list for La Esperanza:  
bringing in electricity. ▲



## WOW! What a Gift for Women around the World

Help women and their families living in developing countries by giving a WOW! gift membership to someone you know.

Members of World Neighbors WOW! (Work of Women) program work to raise awareness of the issues that women face in poor, rural communities in Asia, Africa and Latin America. While supporting World Neighbors entire mission, WOW! members focus particularly on those central aspects of World Neighbors work that involve and benefit women. WOW! supporters are committed to improving women's lives in poor, rural villages throughout the world and help fund programs such as nutrition, reproductive and community health, women's savings and credit groups, income producing opportunities, clean water access and literacy education.

Gift memberships are a great way to introduce others to the important work supported by WOW! membership fees.

**Item #11 – Give a WOW! Work of Women Gift Membership \$35**



Do you know someone who wants to stand up for women's rights?

Give them the gift that could help villagers participate in workshops and training sessions designed to educate them about gender equality. World Neighbors work helps both men and women of a community see the importance of women's roles as leaders, citizens and income earners. **Help once silent women lead their villages toward a hopeful future!**

**Item #12 – Provide Gender Equity Training \$50**

**Mom was always there for you; now give a gift that helps mothers around the world care for their kids, too.**

Your gift can help World Neighbors trained community health workers educate women about ways to improve their health and nutrition. With a healthy body, women can find the strength to not only lead their families but also to lead their communities. **Your gift can transform the world one mother at a time.**

**Item #13 – Address Maternal Health \$75**



**WOW!**

**WORK OF WOMEN**

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### Help a penny saved lead to much more than a penny earned.

Your gift could help extremely poor women form and maintain savings and credit groups. These groups help women start household businesses, learn important skills, and in the end, participate in an empowering process that contributes to their family's well-being. **Give the gift that can help women take that first step toward a better life.**

**Item #14 – Help a Women's Savings Group \$50**



### Be a rainmaker or at least help capture rain.

All around the world, farmers are in search of water for their crops and livestock. Your gift can help rural communities better utilize erratic rainfall by implementing simple techniques that capture and store this much needed natural supply of water. **Don't let your gift be another drop in the bucket, help harvest the whole cloud!**

**Item #15 – Harvest Water For a Family \$75**

**Item #16 – For a Community \$375**



### Your loved one will be soaking up this great gift.

Help supply rural farmers with simple solutions in the ongoing battle to keep their fields watered by using innovative irrigation techniques. **So pipe up and let the world know how a small gift today can yield a fruitful tomorrow.**

**Item #17 – Irrigate a Farmers Land \$100**



### Make it your business to help a family improve their future.

World Neighbors programs not only help people meet their basic needs today but can help create opportunities for tomorrow. Your gift can help program participants get the skills and support they need to start their own small businesses and save for the future.

**Take this opportunity and share an enterprising gift with someone you care about.**

**Item#18 – Invest in Starting a Small Business \$100**



Go ahead –  
have a cow!

Better yet, have  
that cow teach  
a child.

No, the cow won't be in front of the chalk board but it can play an important role in a family's journey to self sufficiency. You see, a cow's milk not only provides a great source of vitamins and protein but also brings rural families extra income when surplus milk and offspring are sold at local markets. The extra income can be used to make home repairs, purchase life-saving medicines and pay for a child's education. **So help a family earn some extra Moo-ola while your friend or loved one cashes in on a very meaningful gift!**  
Item #19 - Cow - \$500  
Item #20 - Share of a Cow - \$50



Stop butting heads about what to  
get Uncle Larry this year and look  
no further.

Goats can play a vital role in the lives of families found in many of World Neighbors program areas. A goat not only provides nourishing, fresh milk but it can also supply an extra source of income when the offspring and additional dairy products are sold at market. But, the benefits do not stop there. Goats – like many animals – can also provide families with an organic fertilizer that can reduce the need to use expensive chemical fertilizers and can lead to dramatically improved crop yields. **So stop Kid-ding around and give the gift that no one will soon forget!**  
Item #21 - Goat \$150  
Item #22 - Share of a Goat \$15



"I'm not just a pretty face!"

Yes, there is nothing cuter than a little chick but it is high time that we look past that adorable exterior and see the more important attributes of these feath-ered friends. Just one hen can provide hundreds of eggs a year to a family in one of World Neighbors program areas. Those eggs can provide added protein to a family's diet and extra income when sold at market. **And because they need little food or space, these little dynamos make an egg-cellent gift for just a little scratch.**  
Item #23 - Flock of Chicks - \$25



## Looking for a spit-acular gift? Well, look no further!

Easily maneuvering through the rough terrain of World Neighbors programs in the Andes, llamas can be a wonderful partner in a family's fight against poverty. Llama fleece can be woven into warm clothing for villagers to wear or sell and since they do not need a lot of pasture, they are great for small family farms. **So take back the perfume and get mama a llama!**

Item #24 - Llama - \$200

Item #25 - Share of a Llama - \$20



## Big gifts come in small (furry) packages.

Here at home, guinea pigs can be a friend that greets a child as they come home from school, but in some countries where World Neighbors works, they can actually be the means that allow a child to go to school. Guinea pigs reproduce quickly and are in high demand at the market making a small investment go a long way. In addition to adding income directly through their sale, guinea pigs also provide manure, rich with nutrients, to help maintain the family farm and ultimately create the financial stability needed to pay for a child's education. **So stop spinning your wheels looking for that perfect gift and un-cage the power of the guinea.**

Item #26 - Guinea Pig - \$10

Item #27 - Herd of Guinea Pigs - \$40



## Feeling fleeced by department stores?

Give a gift that could help women start their own business and feed and clothe their children in the process. Sheep are used by families in World Neighbors program areas to provide milk that is high in much needed nutrients, meat for special meals and wool that can be used to make durable clothing for both the family and to sell for extra income. **Have you ever herd of such a warm gift?**

Item #28 - Sheep - \$150

Item #29 - Share of a Sheep - \$15

## World Neighbors Works!

**"Sustainable agriculture has become a golden key to open my luck."**

**Sita Buthathoki  
Nepal**



## You can do so much more than just feed a child.

Your gift can empower parents around the world to not just feed their children but to give them the variety of local foods that will allow them to resist disease, grow and flourish into adulthood. Whether it is Toledo or Timbuktu, every mother just wants her children to be healthy and happy. **Help another mother with this simple goal today.**

**Item # 30 – Child Nutrition \$45**

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## Be a teacher's pet!

Your gift can help mothers and fathers around the world learn the necessary skills that lead to improved livelihoods. By training parents, they are better able to meet the family's basic needs and can then work toward other income generating activities that can help pay the fees for their children's education. **So don't miss the bell – help a family send their child to school.**

**Item #31 – Help a Child Go to School \$60**



## You can have a healthy impact on lives all over the world.

By giving this gift, you could be helping thousands improve their health through the support of a community health worker. Throughout Asia, Africa and Latin America these health workers supply the knowledge and care that would otherwise not be available for the people living in such remote areas. **So take two of these and your friends will thank you in the morning.**

**Item #32 – Train a Community Health Worker \$60**

## Give hope to those who need it most.

Your gift can help those living with HIV/AIDS gain strength, health and empowerment found through active participation in World Neighbors programs. These programs help those afflicted and their families live prosperous lives while educating others about the prevention of HIV/AIDS. **Give this wonderful gift of compassion to someone you love.**

**Item #33 – Improve the Lives of Those with HIV/AIDS \$50**

### World Neighbors Works!

**"Status of women has gone up markedly in the village. They are more empowered than before. Husbands no more prevent their wives from going out of home and attending meetings. Rather, they are found helping their wives in their household works."**

**Mathura Kunwar**  
*Nepal*

### Help Prevent AIDS

Your gift can help World Neighbors trained community health workers carry out a vital mission to stop the spread of HIV/AIDS. Through innovative training and support programs, World Neighbors is doing its part to stop the spread of this terrible infection but there is much more to do. Give this gift to someone who dreams of a better, healthier future for our world.

**Item #34 – Help Prevent AIDS \$30**

### A great gift for those who love children,

it can help orphans who have lost one or both of their parents to HIV/AIDS build a better future. Your gift can help the children plant fruit trees, pine trees for reforestation, own and care for dairy goats or raise chickens. This helps the children generate an income to pay for school fees, contribute to their adopted families' income and provide for their own future as they enter adulthood. **Give your friends or family a gift that can supply smiles even in the bleakest of circumstances.**

**Item #35 – Give HIV/AIDS Orphans a Better Future \$100**



## Donors from last year talk about their gifts



Carol Blackwood

**"We were pleased to give our children and grandchildren meaningful and educational gifts which they received with enthusiasm. Secondly, some friends that received our gifts from the catalog liked the idea so much they gave gifts from it also."**

Carol Blackwood



Bob Harper

**"The Beyond the Box Gift Catalog gave me a chance to do so much more with my corporate gifts. Amidst all the boxes of fruit or candy they received, my colleagues truly appreciated the unique gifts I bought for them through World Neighbors. These are gifts of hope that truly exemplify what it means to give and receive."**

Bob Harper

Chairman and CEO of New Regency Productions

### What is a symbolic gift?

This gift catalog contains items that symbolically represent aspects of World Neighbors work. You are not purchasing the actual items listed in the catalog, but instead you are making a contribution that supports all of World Neighbors integrated work, not one specific thing or project. Your donation will be used where the need is greatest.

In other words, there will not be a family in a remote Peruvian village unwrapping a box with a llama inside!

When you buy a goat for a friend or loved one, you are not actually buying that goat. Although goats and other animals are important in many of World Neighbors program areas, we know that animals are only part of the solution to the global problems of hunger, poverty and disease. Animals can provide many things to people and communities, including food and income, but other issues such as health and sanitation, access to clean water, farming and preserving the natural environment must also be addressed. Also, to truly create change that will last for generations, we must not simply give things away (food, animals, technology or money), but instead provide people the knowledge they yearn for to change their lives for themselves. However your gift is used, you can rest assured that your generosity is going to change lives forever.

### What will your gift recipient receive?

For every unique item that you purchase, you will receive a gift pack for you to send to your recipients announcing the special gift you've given in their honor. This gift pack includes an envelope, card and insert with a picture representing the symbolic item purchased and a description of how that item helps those in World Neighbors programs fight global poverty, hunger and disease.

So whether it is assisting a woman to plant a kitchen garden, or helping a family increase the productivity of their crop fields, you can rest assured that your gift recipient will get a wonderful, unique gift that will help our neighbors around the world build brighter futures for their families and communities.

#### What a Gift!



# Gift Order Form

ORDER BY PHONE  
1.800.242.6387

To place an order, please fill in the information below, tear off this form and mail it with your payment information or check, in the envelope provided, to:

World Neighbors  
4127 NW 122nd  
Oklahoma City, OK 73120

Item #	Description	Quantity	Cost Each	Total
1	Help Fathers Stay at Home		\$45	
2	Seeds		\$35	
3	Smokeless Cooking Stove		\$125	
4	Kitchen Garden		\$25	
5	Plant a Tree		\$15	
6	Start an Orchard		\$100	
7	Clean Water for a Home		\$50	
8	Clean Water for a Village		\$250	
9	Stop the Use of Harmful Pesticides For a Family		\$30	
10	Stop the Use of Harmful Pesticides For a Community		\$300	
11	WOW - Work of Women Membership		\$35	
12	Provide Gender Equity Training		\$50	
13	Address Maternal Health		\$75	
14	Help a Women's Savings Group		\$50	
15	Harvest Water For a Family		\$75	
16	Harvest Water For a Community		\$375	
17	Irrigate a Farmer's Land		\$100	
18	Invest in Starting a Small Business		\$100	
19	Cow		\$500	
20	Share of a Cow		\$50	
21	Goat		\$150	
22	Share of a Goat		\$15	
23	Flock of Chicks		\$25	
24	Llama		\$200	
25	Share of a Llama		\$20	
26	Guinea Pig		\$10	
27	Herd of Guinea Pigs		\$40	
28	Sheep		\$150	
29	Share of a Sheep		\$15	
30	Child Nutrition		\$45	
31	Help a Child Go to School		\$60	
32	Train a Community Health Worker		\$60	
33	Improve the Lives of Those with HIV/AIDS		\$50	
34	Help Prevent AIDS		\$30	
35	Give HIV/AIDS Orphans a Better Future		\$100	

I've enclosed an additional tax deductible gift in the amount of: \$ \_\_\_\_\_

## TOTAL GIFT

Donor Information	Gift Payment Options
name _____	<input type="radio"/> Check (payable to World Neighbors)
address _____	<input type="radio"/> VISA <input type="radio"/> Mastercard
city _____ state _____ zip _____	credit card# _____
phone _____ email _____	expiration date _____ CVV _____
	name on card _____
	signature _____

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[www.wn.org/gifts](http://www.wn.org/gifts)





## How about the gift of travel? – with World Neighbors Journeys



There is a remarkable opportunity for you to experience the powerful work of World Neighbors first hand by participating in a Journey in 2010. These trips give you the chance to meet the people we reach and to experience the incredible cultures, foods, natural wonders and resiliency of the villages touched by our work. You will be able to learn the challenges and triumphs of the people in these communities as they share their personal stories and growth through their involvement with World Neighbors.

Journeys planned for 2010 include Peru in March, Nepal in April and Kenya and Tanzania in August. Accommodations are modest but comfortable during these one-to-two week trips. Groups are kept small so you have the opportunity for closer interaction with communities.

To learn more, please contact Gregg Biggs, associate vice president resource development, by calling him at 415-648-9577 or by emailing him at [gbiggs@wn.org](mailto:gbiggs@wn.org).



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4127 NW 122nd

Oklahoma City, OK 73120

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