

# LION

SUMMER 2020 LIONMAGAZINE.ORG

## United in Kindness and Diversity

International President  
Choi unites Lions in historic  
extended term



Lions Clubs International









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## United in Kindness and Diversity

Greetings Lions,

Serving as your International President for the past year has been an honor of a lifetime. Never have I been more humbled and more moved than by the compassion and hard work I saw from Lions every day.

Now, in the face of the unique challenges the world is facing, I have been asked to extend my term as your International President. I accept this honor and responsibility with the same enthusiasm and commitment as for my first year.

This year I will expand on the official theme – **We Serve** – with an additional focus on staying **United in Kindness and Diversity**. You can read more about my theme on page 19.

I also want to acknowledge that the world has greatly changed in the past six months. Nearly every aspect of our daily lives, including how we serve, has been altered. Yet Lions have responded with the urgency and care I would expect, developing innovative ways to help their communities.

I ask that even as we see signs of hope in the fight against the pandemic, that we continue to serve safely by practicing social distancing and following the health and safety guidelines where we live.

Lastly, I want to remind you that while we are in unprecedented times, Lions have a rich history of serving through all kinds of difficult moments. We know how to focus on what matters – kindness. And we know how to unite our diverse strengths so that the world can feel the compassion and support of Lions.

Let's stand together. Let's begin another great year of service.

Sincerely,

*Jung-Yul Choi*

Dr. Jung-Yul Choi  
International President, Lions Clubs International



We Serve.



# Easy Riders

The Almaguin Highlands Lions in Ontario couldn't hold their annual bike rodeo this year due to the coronavirus, but that didn't stop them from creating a vibrant bicycle course to show kids of all ages how to hone their bike handling skills.





## We Stand Together

Lions Clubs International joined Kiwanis International, Optimist International, and Rotary International to issue a joint statement to deliver hope and comfort during the 2020 global health crisis.

These renowned service organizations leveraged the strength of their combined networks of 3.2 million members and focused their collective skills, resources, and ideas to support frontline health workers and first responders as they battle this disease and save lives.

The joint statement was an effort to remind the public that, in times of uncertainty, local service clubs remain committed to meeting the challenge of finding innovative ways to take action together to help communities around the globe heal and thrive.

“Great challenges test us, but they also bring us together. Lions are finding new ways to safely serve. Our Lions Clubs International Foundation has granted over one million dollars to help communities facing extreme rates of COVID-19, and additional grant requests are being received daily. Our communities depend on service clubs, and we will be there, supporting and strengthening them together.”  
– **Dr. Jung-Yul Choi,**  
**Lions Clubs International President,**  
**2019-2021.**

“The global effort against COVID-19 depends on actions taken in every country. As people of action, this is our time to connect with each other to offer immediate help to people in need.”  
– **Mark Daniel Maloney,**  
**Rotary International President,**  
**2019-2020.**

“The scale and magnitude of this global pandemic requires our world's citizenry to heed the advice and cautions of the experts. The work and plans of our collective members and volunteers must not cease! Our immediate response after the crisis will be necessary to support local governments responding to the many social and economic challenges that will ensue in its aftermath.”  
– **Adrian Elcock,**  
**Optimist International President,**  
**2019-2020.**

“During these difficult times, we’re seeing everyday heroism across the globe. I encourage us all to recognize the health and safety professionals who are putting their own health at risk for the greater good. To the educators, grocery workers, delivery drivers and the countless professionals who can’t stay home, the Kiwanis family thanks you. We all play an important role in keeping our friends and neighbors safe. Please follow the advice of the World Health Organization, your local health agencies, and the instructions given by your Government. Please, stay safe.”  
– **Daniel Vigneron,**  
**Kiwanis International President,**  
**2019-2020.**

Read the full statement at [lionsclubs.org](https://lionsclubs.org).

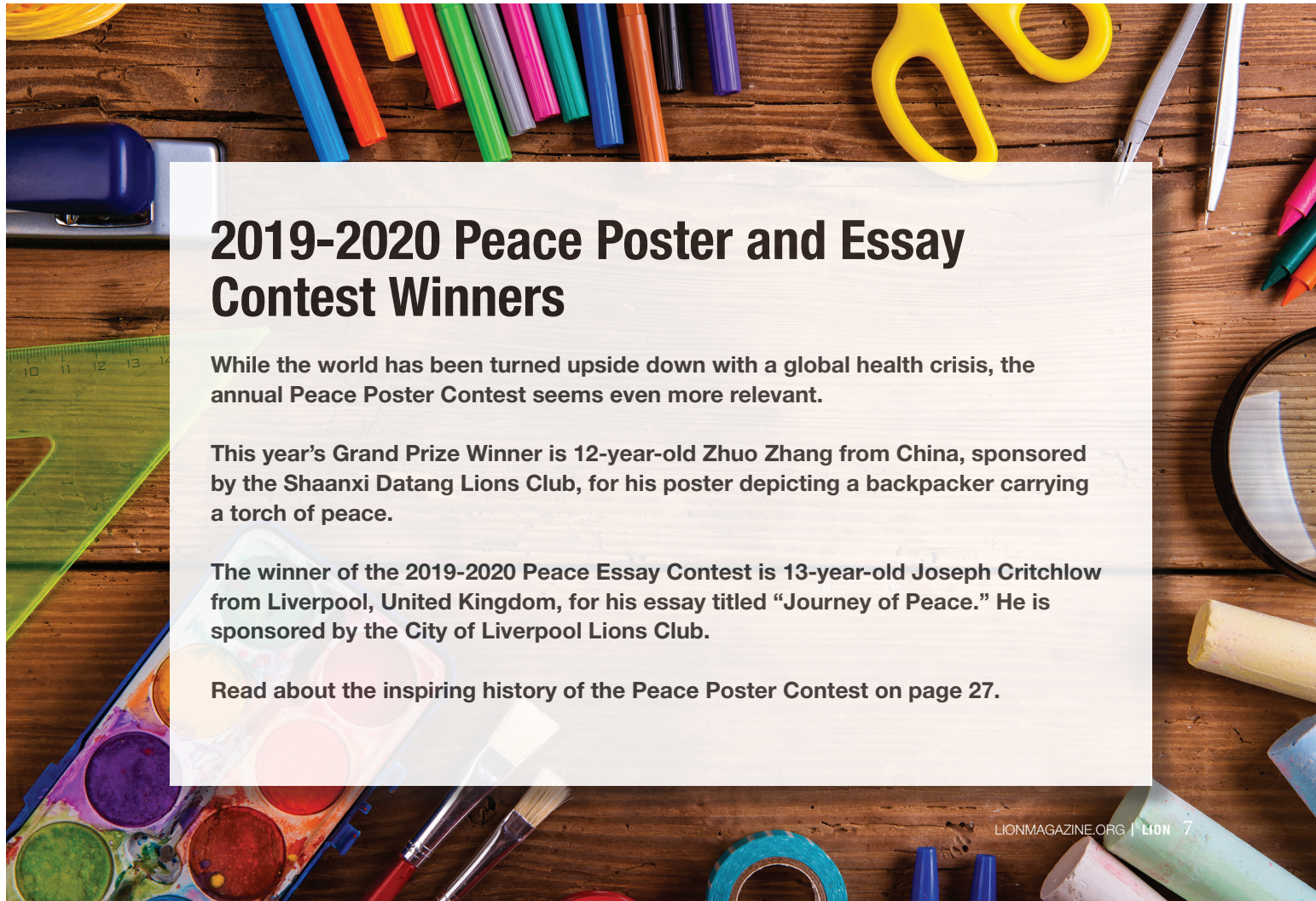
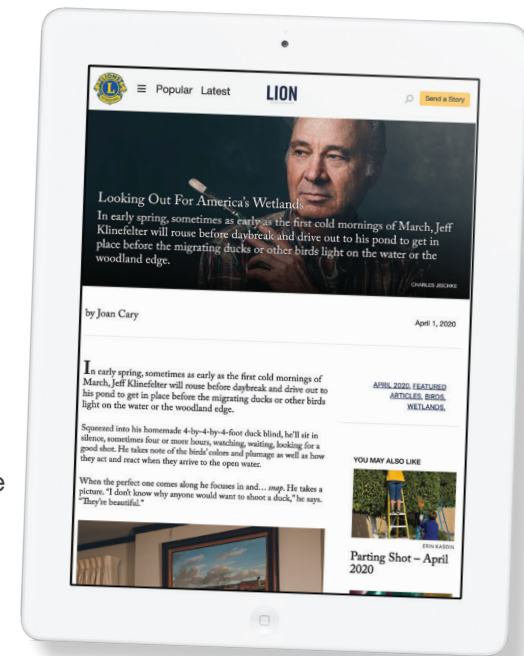
## New Digital LION

Over the past year the LION magazine publishing model has undergone some changes. We have transitioned from publishing six print issues and five digital-only issues to a rolling publishing model that enables us to publish stories regularly.

We will still send you two print issues per year, so you can get your fill of all things Lion the old-fashioned way. But we’ll also be publishing new stories weekly online.

The updated digital design makes it easier to read and share stories so that we can continue to spread the good word of all that Lions do.

We hope you like the new platform and encourage you to check it out at [lionmagazine.org](https://lionmagazine.org).



## 2019-2020 Peace Poster and Essay Contest Winners

While the world has been turned upside down with a global health crisis, the annual Peace Poster Contest seems even more relevant.

This year’s Grand Prize Winner is 12-year-old Zhuo Zhang from China, sponsored by the Shaanxi Datang Lions Club, for his poster depicting a backpacker carrying a torch of peace.

The winner of the 2019-2020 Peace Essay Contest is 13-year-old Joseph Critchlow from Liverpool, United Kingdom, for his essay titled “Journey of Peace.” He is sponsored by the City of Liverpool Lions Club.

Read about the inspiring history of the Peace Poster Contest on page 27.



## IN THE NEWS

### OVERHEARD

“This pandemic has affected our ability to serve the community in our traditional Lion way, but it has not broken the spirit of Lions in our community.”

—Ken Morgan, president of the Meriden Lions Club in Connecticut.

“Everybody loves ice cream.”

—Marianne Tremaroli, district governor for Suffolk County Lions in New York, who provided ice cream to hospital workers.

“It took off right away, and honestly this is about the least amount of work we’ve ever had to do for a project.”

—Tyler Truax, president of the Galesville Lions Club in Wisconsin, which ran a raffle to raise money for restaurants in their area during the lockdown.

“Sometimes when you drop off the groceries and you’re talking to somebody through the window, social distancing, you know, they want to give you a tip. But you tell them that this is what Lions do.”

—Immediate Past District Governor (D-5M) Joanne Ogden on serving through the crisis.

### BY THE NUMBERS

# 30

Feet from the front door Emo and District Lions drop groceries when delivering to those who cannot shop during the pandemic.

# 318

Grief kits donated to area schools by Nova Scotia Lions after a shooting spree left 22 community members dead.

# 4,088,981

Dollars in LCIF Frontline Relief Grants awarded globally to help provide support to fight COVID-19.

# 366

Pockets (15- to 22-pound bags) of onions delivered by Eden Lions in George, South Africa, as part of food donations to help needy families during the pandemic.

# 14,000

Bars of ice cream delivered to hospital staff by Lions Clubs of Suffolk County in New York.

# 67,127

Face shields manufactured and delivered to frontline workers by Lions in Brazil.



# ALL EYES ON NAMI

## How Lions Clubs International is boosting membership in North America

By Kristin DiMaggio



*In 1917, Melvin Jones laid the groundwork for what would become an international beacon of kindness and service. In a relatively short time after Lions Clubs International's founding, the organization grew beyond borders and cultural barriers, gaining members across the world. The organization today has more than 1.4 million members worldwide.*

*Like anything in life, membership ebbs and flows — growing in some areas, while declining in others. Prior to the 1980s, North American membership was strong, with nearly 571,000 members in Constitutional Area (CA) 1 and 54,000-plus in CA 2. Despite the best efforts of many Lion leaders, we've seen a steady decline in North American membership over the past 40 years.*

*There are plenty of factors that contribute to this trend, including lifestyle changes and overall levels of community involvement. Keeping all this in mind, the question still remains: how can clubs in CAs 1 and 2 grow their numbers, especially in the midst of a global health crisis? Enter the North American Membership Initiative (NAMI).*

## NAMI'S HISTORY

Dramatic change rarely comes easy, and 40 years of membership decline proved that Lions International needed to do something different to attract and retain members. That's why in 2018 International Vice Presidents Haynes Townsend and Brian Sheehan worked together to develop NAMI to help districts in North America boost their membership. The program started with nine pilot districts across CAs 1 and 2, with chosen NAMI Champions to lead and motivate their districts.

"This is something we can achieve if we have all hands on deck and become accountable," says Sheehan.

Today, International Vice Presidents Doug Alexander, Brian Sheehan, and Dr. Patti Hill lead the program with a Steering Committee selected for their proven skills in growing club and membership numbers. They also formed the Young Lions Task Force to help districts charter Lions clubs for young people and assist districts with recruitment and engagement of young Lions.

Together, the NAMI team is guided by three objectives to grow membership: rejuvenating districts with new clubs, revitalizing clubs with new members, and re-motivating existing members with new fellowships and exciting service.

## PROCESS SUPPORT

To a degree, NAMI is not "new." Clubs and districts all have access to a wide range of resources and training opportunities available to help them succeed. The difference is the depth in which NAMI requires district leaders to go to meet their goals. The process seems simple — but it takes focus and dedication to get the most out of the steps involved.



Reversing a long-term trend takes teamwork. Each team creates a shared vision of what they want their district to be, analyzes their current situation, and sets goals. Then the team develops a concrete plan to achieve their goals. This is where innovation and creativity are welcomed — doing things the way they've been done has proven to be ineffective in meeting membership goals. Once the plan is underway, communication is vital to keep momentum, enthusiasm, and overall member satisfaction up.

## SUCCESS STORIES

While some pilot districts are still overcoming obstacles, others have made great strides with the boost NAMI has offered. In Texas, Pilot District 2-S1 Champion Roger Doyle says his district is finding great success — in 2019–20, total membership has grown by 50 members. Prior to participating in NAMI, Doyle's district had a 5-year average of losing 22 members per year.

"The process and resources are structured to allow each district the ability to tailor the program to their specific needs," says Doyle. "With a firm commitment from our district team, we have been able to 'hit the ground running' and the results are evident."

By and large, Pilot Districts found the overall structure of the program to be the key in overcoming membership challenges. In California Pilot District 4-L5, Champion Rob Manning says he's seen the benefit of the planning, accountability, and information sharing that is part of the NAMI program.

"We are looking forward to implementing the NAMI program in all 15 subdistricts in MD-4," Manning says.

Other Pilot District Champions share this sentiment, finding value in the collaboration needed to achieve their goals. Northern Minnesota and Northwestern Ontario Pilot District 5M10 Champion Joanne Ogden emphasized the importance of working together in analyzing their district, creating district goals, and supporting and holding each other accountable.

NAMI participation has shown great positives for members themselves. In Alabama Pilot District 34-A, Champion Ron Seybold says that while communication and interaction within his district has improved tremendously, so too has members' involvement.

*"Lions are excited because they know they are being heard, as things they suggested are being implemented."*

"Lions are excited because they know they are being heard, as things they suggested are being implemented," Seybold says. "More Lions are becoming involved, as they see new and innovative ideas being tested to provide support for them and their club."

Seybold notes the change in mindset for his district. Rather than accepting unfavorable outcomes, he says NAMI has helped enable his members to make adjustments and take different approaches to their challenges.

## WHAT'S NEXT FOR NAMI

This year (2020–21) NAMI has been opened to all districts in North America. And as NAMI grows, so does the role of our Global Action Team, who is taking the lead in communication and support with our districts. As more districts work through this challenge, we will use our collective experience to improve the program and grow our success.

To learn more about NAMI, visit [lions-clubs.org/nami](https://lions-clubs.org/nami). To help grow membership in your district, contact your District Governor today and volunteer! 📣



BRAZIL

# Lions Mobilize to Shield Healthcare Workers

When the country went into lockdown due to COVID-19, DG Waldoylson da Silva Miranda's manufacturing facility, which he owns with his wife, Tatianna Afio, came to a grinding halt. As Miranda hunkered down with the rest of the country to wait out the virus, he watched a steady stream of news coverage reporting a lack of safety equipment for healthcare workers and others on the frontline.

Then, PDG Roberto Komatsu, a doctor and fellow Lion, asked Miranda if he could print 3D frames for face shields at his facility. Miranda found that it took three hours to print a single ring on regular 3D printers. Miranda realized they could do better and decided to develop a manufacturing system at his facility that would enable them to produce 2,800 full face shields per day. "Our factory was paralyzed by the pandemic," says Miranda, "So I decided to use our equipment, space, and few employees to start production."

He secured partners to help him build additional tools and cut acetate plates that fit in the frames to compose the face shield.

When he realized this was a way Lions could help, he put together a team and made a plan to mobilize his district.

Lions Tatianna Afio Miranda (Miranda's wife), Antonio Helio de Freitas e Silva, and Luiz Henrique Zein joined forces to put together the marketing campaign. They made a video explaining that many doctors and nurses were dying. "If we need to be hospitalized, who will take care of us?" they asked. The project was called "Face Shields Save Lives."

Donations poured in. The team opened a bank account and applied for and received a grant of US\$10,000 from LCIF.

Lion Claudio Rego provided cut acetate for the visors, and Lion Robson Perez Sacco donated 24,000 Lions-branded stickers for the face shields.

Their goal was to make and donate 50,000 face shields to help protect workers fighting COVID-19.

"The whole district cooperated," says Miranda. He and his team made the face shields available to other districts as well. "This disease has no borders," he says. "And neither do Lions."

Clubs identified the needs of the hospitals in their areas, and the factory responded according to need. Clubs made the deliveries themselves, which led to a response from the local media. The project got coverage from radio stations, newspapers, and a national television program. Soon, orders were coming in from far away.

The clubs share photos on social media of the deliveries, which has helped to further spread news of the project. Now Lions are delivering face shields to senior facilities, emergency response teams, and neighborhood health centers. All the while, they take careful measures to follow all safety precautions to ensure everyone serves safely.

Because the project has become so big, it's helped to increase awareness about Lions in Brazil. "It automatically aroused curiosity in many people who did not know about the Lions movement," says Miranda. "This is giving us the opportunity to establish relationships and bring in new members."

Miranda and his wife, Tatianna, deliver some of the protective equipment to healthcare providers and first-responders.

With the cooperation of other districts, the team has upped their goal to 80,000 face shields, and Miranda's facility now operates two molds, producing 3,600 pieces per day with capacity for more.

"The pandemic and its economic impact have created the type of situation that could lead to member loss," says Miranda. "Providing meaningful service and a sense of group is a way to prevent that."



João Carlos Ribeira, one of Miranda's employees, works on the production of face shields in the facility he's updated to focus strictly on making the protective equipment at 5 percent of current market cost.



As of mid-May Lions had made and distributed more than 67,000 face shields to 65 hospitals, 39 health centers, 38 senior care facilities, and the city of São Paulo emergency response team (SAMU).





## SOUTH AFRICA

### No More Naked Babies

When the members of the Lions Club of Tokai, in Cape Town, South Africa, learned that new mothers in poor areas were often discharged from the hospital with their newborns wrapped in just a paper towel, they knew they had to act.

Ten years ago they launched the “Naked Baby Project,” which provides baby packs filled with clothes, toys, diapers, and other essentials so that moms can focus on bonding with their new baby.

Before quarantine restrictions went into effect, they held regular baby pack events where they invited those who donated funds or items to help pack up the bags. During the last event, held in February 2020, they made a record 409 baby packs, ready to be distributed to needy mothers at local hospitals.

The club has been savvy with social media, and the project has garnered quite an international following. “Suitcases of clothes pour in from overseas supporters including from Germany, the United States, the United Kingdom, and Norway,” says Tokai Lion Jules Flanagan.

Each pack is valued at R500 (US\$30), and each year they distribute approximately 400 packs for a total of about R200,000 (US\$11,765) in goods donated per year.

Many local supporters knit blankets, booties, beanies, and toys for the project, and they’ve also involved their local senior home. Tokai Lions provide knitting wool for them, and those who can knit make baby items to contribute to the project.

During the COVID-19 lockdown, Tokai Lions created a knitting drive. They asked anyone who was interested to knit squares that would be eventually stitched together into baby blankets. News of the drive spread over social media and the response was overwhelming. “Men and women, not only around Cape Town, but all over South Africa, are busy knitting squares for us,” says Flanagan. “It’s really kept people positive and productive while in lockdown,” she says.

Items for a baby pack being prepared to go to a new mom in need.



## CANADA

### Grief Kits Help Community Hit with Violence

Over the course of 12 hours on April 18 and 19, 2020, a gunman went on a rampage in the Canadian province of Nova Scotia, killing 22 people. The quiet, rural community was devastated by the incident, and Nova Scotia Lions clubs quickly stepped up.

The Parrsboro Lions Club, which is the club closest to where the shootings took place, provided coffee and food to the Royal Canadian Mounted Police (RMCP) to help fuel them as they worked multiple crime scenes and participated in a manhunt, says District Governor Debbie McGinley.

But in situations like this, the real need comes after the traumatic event.

McGinley knew this from her recent training with Lions Quest – the social and emotional learning program developed by LCIF. Lions Quest was designed to help children and teens build important life skills and is based on the belief that one of the keys to the success of young people is bringing schools, families, and communities together.

McGinley’s district had recently received a grant to reintroduce Lions Quest in Nova Scotia, and she had taken the course to learn about the program when she learned about grief kits.

“After 9/11 there were a lot of children that were grieving, so they developed these grief kits that have the book, ‘Where is Robert?’ [by Christine Dernerland] to help them understand what happens when someone passes, and that it’s OK to have different emotions,” says McGinley.

Right away, she knew this is what her community needed. “I first called my first vice and second vice and the council secretary treasurer,” she says. “I wanted this to be a team decision, not just me.”

One of the shooting victims was a long-time teacher at the local elementary school. McGinley contacted the principal and asked if she could provide the kits.

“At first he thought I was just talking about the kids that had been in her class. So he told me he would take 27 kits. ‘No,’ I said, ‘I want to provide them for the whole school.’”

He was floored and thought it was great. “He was very thankful,” says McGinley. On behalf of the district, Nova Scotia Lions provided 150 kits for school.

However, McGinley knew the scope of the impact would not be limited to the school. “It’s Nova Scotia, we know everybody,” she says. She made it known to the RCMP and, through PR and media outlets, that the kits would be available to anyone who needed them.

The day the news story aired she had more requests come in from people asking for kits. They suddenly realized they didn’t know how to talk to their kids about this. Some of them had never heard of Lions. “We’re still the best-kept secret around,” she says.

But McGinley wants to change that. “I want the people of Nova Scotia to know we’re here for them.”

In the meantime, McGinley has ordered a second set of kits in preparation for another wave of grieving. “It’s not over yet,” she says. And when it comes, Lions will be there.



USA

## Don't Stop Believin'

The Edison Metro Lions in New Jersey first thought they could help others through COVID-19 by making non-medical facemasks for their community. But that didn't materialize, says PDG Eddie Hui, founder and director of the Edison Metro Lions Club and music group. Sewing is not their expertise.

Music is.

The club's motto is "We Serve the Community with Music," and since chartering in 2008 they have prided themselves on entertaining at local senior centers, veterans' homes, and cultural events. Some performed at Lions Clubs International conventions in Toronto, Chicago, Las Vegas, and Milan.

Now they're on YouTube performing the 1981 Journey song, "Don't Stop Believin'," in the hopes of uplifting and motivating others through the pandemic.

When the idea for a motivational video came up, past club president Linnie Hui asked for volunteers from the four Leo clubs sponsored by the Lions: Edison, East Brunswick, Highland Park, and Somerset. Clara Lee, president of the Highland Park Leo Club, already had a song in mind, and knew she could use her skills in video editing to lead the fun project.



"Many of our best activities come from team work and cooperation within the club," says Lee. "Usually this involves planning performance events at veterans' homes."

But this time was different with each Lion and Leo quarantined at home. Each member's role had to be explained and planned, and because the technology and concept of individually playing parts of a song was new to certain members, this was one of the hardest parts of the process, says Lee. Eleven of the 38 members from three of the four Leo clubs performed. Although no Lions participated in the instrumental video, they helped by organizing communication between the clubs and sending in encouraging messages that can be seen in the video.

Prior to quarantine, the Leos participated in environmental cleanup projects, food bank services, performing at senior homes, and fundraising events that support the LCI mission. Now, Lee said, they hope to also make a strong impact in the community virtually and remotely.

Watch the video here: [https://m.youtube.com/channel/UCXD1m80Xpr13nz1rtWFFN\\_Q?from=groupmessage](https://m.youtube.com/channel/UCXD1m80Xpr13nz1rtWFFN_Q?from=groupmessage)

USA

## Beds for Little Heads

The Tinley Park Lions in Illinois took a vote on how to celebrate their club's 70th anniversary. Would it be a dinner or a dance? They chose neither. They wanted to do what their small but mighty club does best. They wanted to serve.

"Instead of getting dressed up, we had sawdust in our faces," recalls Lion Kimberly Vick who with her husband, Lion Steve Vick, organized the club's anniversary activity. The Lions spent the better part of a day building beds with volunteers from Sleep in Heavenly Peace (SHP), an international nonprofit with a chapter in Oak Forest, Illinois that serves Chicago's south side.

SHP, with more than 225 volunteer-run chapters in the U.S., Canada, and Bermuda, has made it their mission to build and deliver beds to children who are sleeping on the floor. All of the beds are twin size, and all are delivered with a new frame, a new mattress, pillow, sheets, and a quilt.

There are various reasons why a child may be sleeping on the floor. Some are victims of fire or flooding; others in a family facing financial struggles. SHP only cares to help the children, says Dave King, president of the Oak Forest SHP chapter.

"Lots of times a bed is something these kids have never had. When we walk in and give them something that's theirs, they light up," says King. "If we can match the bedding to the recipient, the smiles are ear-to-ear."

Tinley Park Lions invited King to a club meeting to share information about



the organization, then donated US\$1,750 to SHP to pay for 10 beds. When work day arrived at the village public works garage, more than 80 people ages 18 to 80, including friends and Lions from neighboring clubs, showed up to do some construction with 15 volunteers from SHP, says Vick. Volunteers don't need construction skills or tools. They just have to want to help, says King. And the Tinley Park Lions enjoyed it so much they want to do it again.

The chapter tries to plan 12 build-a-bed days each year, and looks forward to their national event, Bunks Across America on Sept. 26. As of May, the Oak Forest chapter had 72 children on a waiting list for beds that were delayed because of COVID-19 public safety concerns. King said other chapters have an even longer list.

"We appreciate every minute people volunteer to help, and every dollar they donate," King says. "Without volunteers, none of it is possible."





## EXECUTIVE SUMMARY INTERNATIONAL BOARD OF DIRECTORS MEETING

Virtual On-Line Meeting  
Oak Brook, Illinois, USA  
April 2-21, 2020

### AUDIT COMMITTEE

- The committee received an update from Lions Clubs International Internal Audit and will continue to follow up and monitor action plans. The committee noted total observations decreased from a total of 18 open items to 16 open items. Total open items include Lions Clubs International and Lions Clubs International Foundation.
- The committee reviewed the Internal Audit Schedule for 2019-2020 and discussed revisions to the change in timing of audit projects. The internal audit plan year will be from September 1, 2020 to August 31, 2021.

### CONSTITUTION & BY-LAWS COMMITTEE

- The committee reviewed the pending Constitutional Complaint filed by the Beirut St. Gabriel Lions Club and requested Legal Division staff to draft the final decision for its review and approval.
- The committee received a status report on pending litigation involving the association
- The committee continued its discussion on the timing requirements for an international director candidate to submit their certification of endorsement document to the international office.
- The committee reviewed Board Policy Manual, Chapter XXIII, Area Forums and approved the Africa Forum to be held the last full week of November or the first full week of December.

### CONVENTION COMMITTEE

- Selected the city of Washington DC, USA to host the 2027 International Convention.
- Approved the exception to policy to allow time for the international president candidate(s) to speak at the opening plenary session.
- The committee agreed to keep fees for convention registration the same for the 2021 Montreal International Convention.

### DISTRICT AND CLUB SERVICE COMMITTEE

- The committee reviewed the continuation of the New Voices program to recognize the importance of diversity, younger members and Leos and women members.
- The committee approved the redistricting of MD 300 into 5 multiple districts, MD300A, MD300B, MD 300C, MD300D and MD300E to take place at the close of the 2023 International Convention.
- Appointed Coordinating Lions for the 2020-2021 fiscal year.
- Granted provisional zone status to United Arab Emirates, Somalia, Kingdom of Bahrain, Republic of Kosovo and Republic of Moldova and regional status to the Republic of Bulgaria.
- Amended Board Policy Chapter IX to provide financial support to zone and region chairpersons effective July 1, 2020.
- Amended Chapter VII, Standard Form District By-Laws, Article II, Section 7, by adding new part c. and d. relating to Zone Chairperson Qualifications.
- Amended the responsibilities of a Guiding Lion to encourage the new or rebuilding club to support LCIF.
- Contingent upon passage of an International Constitution and By-Laws Amendment, amended Chapter VII, Exhibit A, B, and C. of the Board Policy Manual concerning vacancy filling procedures.
- The committee discussed the inability of the district governor to replace non-functioning cabinet positions that are appointed and believes that the district governor should be able to replace appointed positions as needed. The committee will discuss this further to understand the impact and strategies for possible implementation.
- Amended the Standard Form District By-Laws, Article V., Section 1. to reference the definition of the voting members in the cabinet as defined in Article VI, Section 2 of the district constitution.
- Revised the Board Policy Manual by removing the process for provisional district to promote the first vice district governor before March 1st as the process is no longer needed.

- Amended the definition of immediate past club president outlined in Standard Form Club By-Laws, to open the position of club LCIF coordinator position to Lions other than the immediate past club president.
- Revised the position of the district and multiple district global service team coordinator as outlined in the Standard Form District and Multiple District By-Laws, to include advocacy champion as a responsibility of these positions.

### FINANCE & HEADQUARTERS OPERATION COMMITTEE

- The committee received an update from Merrill Lynch Bank of America, the association's investment consultants, on the Lions Clubs International Investment Fund, Retirement Income and 401(k) plans' economic and capital market overview.
- The committee reviewed the third quarter forecast and the estimated revision based on the impact of COVID-19 finding merit in the report of this forecast.
- The committee reviewed the approved budget summaries from each of the committees of the board. The fiscal year 2020-2021 budget will be updated and approved at the June 2020 board meeting.
- The committee approved a request from Multiple District 0 for relief on a 30% tax imposed on any dues payments via bank or credit card from Argentina.
- The committee approved a request from Multiple District 412 A requesting permission to open a trust account for deposit and retention of dues.
- The committee discussed the impact of the convention cancellation on the dues increase amendment as well as potential revisions to the resolution. Additional information will be provided for discussion at the June 2020 board meeting.

### LEADERSHIP DEVELOPMENT COMMITTEE

- Approved the proposed institutes schedule and grants for leadership development training in 2020-2021. For 2020-2021, the institute grant award amount will be increased to US\$1,800 (increased from US\$1,200) for single districts and US\$750 (increased from US\$500) for undistricted provisional districts, regions, or zones.
- Confirmed support for developing an alternative plan for the concluding Day 4 of the FVDG/DGE Seminar, due to the cancellation of the 2020 International Convention.
- As of December 31, 2019, access to the upgraded Lions Learning Center (LLC powered by Litmos) was provided to all Lions and Leos. As of March 31, 2020, there have been 8,067 users who have accessed the upgraded LLC.
- Apart from the FDI in Louisville, KY, USA, in mid-September 2020, all institutes next year will be scheduled starting in December 2020.
- Effective for 2020-2021, all new applicants certified through the Lions Certified Instructor Program (LCIP) must attend an in-person LCIP training. LCIP certifications will be only in official languages through June 2024.

### LONG RANGE PLANNING (JANUARY 2020 MEETING REPORT)

- The current LCI Forward plan was reviewed in its entirety. Topics discussed included increasing service reporting, progress on Campaign 100, enhanced brand visibility, Global Action Team support, and financial forecasts.
- Progress on the new version of the strategic plan was discussed and the committee acknowledged that more time would be needed to develop this plan.
- Candidates seeking the office of international president during the 2020 International Convention would need to declare their intention to run for office in writing with the Legal Division by April 28, 2020.

### MARKETING COMMUNICATIONS COMMITTEE

- PR Grant funding was increased for next year due to demand and exhaustion of current funds this year.
- Regional brand templates and PSA development were reviewed, designed to bring marketing materials, signage and

- resources direct to clubs. Global launch will be early next fiscal year online and via communications to Marketing Chairperson and GAT.
- COVID-19 marketing plans were reviewed. The committee approved the proactive work being done in this area during the time of global crisis.
- Email consolidation launch plans were discussed and moved forward. The committee reviewed the digest model for club, district and multiple district levels and approved the plan.
- PR Grant reporting was discussed, with specific attention placed on providing a comprehensive analysis of the outcomes of their LCI-funded project.
- The committee discussed new proposals for messaging in the next generation of LCI Forward.

### MEMBERSHIP DEVELOPMENT COMMITTEE

- Approved International Centennial Lions Club as a New Program Initiative to continue to engage, learn from, and engage dropped members who would otherwise be lost.
- Approved Specialty Clubs as a New Program Initiative to continue to build on momentum the Pilot Program generated.
- Approved an enhancement to the North American Membership Initiative (NAMI) Pilot Program to allow participation from all North American districts who wish to join.

### SERVICE ACTIVITIES COMMITTEE

- Revised Chapter XIII, Paragraph D of the Board Policy Manual to show the club, district governors-elect and district twinning programs have been retired, however clubs and districts are encouraged to connect and collaborate without formal oversight by Lions Clubs International.
- Recognized the achievement of Lions and their global foundation in serving 226 million people this fiscal year and discussed plans to increase service reporting in the future.
- Recognized the achievement of Lions in screening over 1 million people for type 2 diabetes in honor of World Diabetes Day 2019.
- Received an update on advocacy programs, including development of the advocacy strategy and toolkit, and LCI's partnership with the Association of Diabetes Care and Education Specialists.
- Discussed logistical details related to the upcoming launch of the Kindness Matters Service Award.

### TECHNOLOGY COMMITTEE

- The committee approved the 2020-2021 budget for the Technology Division, however noted the budget may need to be revisited should there be a material impact related to the COVID-19 pandemic situation.
- The committee received updates on privacy initiatives and ongoing steps being taken related to the General Data Protection Regulation (GDPR). The committee approved the security and privacy initiatives planned for the next three to six months, including record of processing activities, data protection training, security of personal data, and data breach notification. In addition to this, the committee was pleased to learn staff will be developing a new chapter for the Board Policy Manual for Technology policies.
- The committee received an update on the status of the digital products. The committee was pleased with recent usability enhancements made to improve service reporting in MyLion.
- The committee discussed updates related to replacing the existing financial system. The project is expected to go live in May 2020.
- The committee engaged in a comprehensive discussion on the long-term strategy for the Technology Division. The committee looked at the implications of strategic ideas related to Membership, Communication, Marketing/Awareness, Service, Operations, Voting, LCIF, and Systems.
- The committee was pleased with the demonstration of the new eCommerce website, which is expected to launch in May 2020.



**We Serve** in communities big and small. Responding to unique local needs is precisely what Lions do. It's what we've done for over 100 years. That's why when the world is experiencing hardship, Lions are there. Through the vibrancy of our global membership, innovation and hard work, Lions everywhere are providing much needed hope to so many communities. We are proud to be **United in Kindness and Diversity.**





## **Now** is the time to come together.

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It has been the honor of a lifetime to serve as the 103rd International President of Lions Clubs International. Over the past year, I experienced the overwhelming good Lions delivered to over 275 million people—more than ever before. Though I have been a Lion myself for over 40 years, it has been truly humbling to see the innovative and diverse ways our clubs serve their local communities around the world.

My experiences as International President have reminded me of just how critical our service is to people everywhere and the incredible contribution it's making to our future. And while the past year has brought with it great highs, the world, as we all know, has experienced many changes. New global challenges have emerged, impacting our everyday lives and our ability to work, play, communicate and serve in the ways we've always done.

In the face of these new challenges, Lions have responded like they always have: with kindness, passion and conviction, lifting up others through our diversity of service. I'm so proud of all our members.

In this new Lions year, I've been asked to serve another term as International President. I am honored to continue leading us through this changing landscape, and I'm grateful for the trust you've placed in me. Yet, it is the trust I have in each and every Lion that gives me hope and confidence in our ability to lead, to safely serve and to restore hope to the world in this historic moment.

Thank you all,

*Jung-Yul Choi*

Dr. Jung-Yul Choi







## Our diversity enhances our kindness.

Uniting the world of Lions to serve communities everywhere.

**Kindness is at the heart of service.** Lions have known this to be true since the first club was formed over one hundred years ago. However, in recent years, the phrase “Kindness Matters” has grown into something more—something we say, and something we live. And it fits so well with our motto, “We Serve.” Why do Lions serve? It’s simple. It’s because kindness matters.

**United in diversity.** There are over 1.4 million Lions around the world, and more than 48,000 clubs. There are Lions in more than 200 countries and regions. We are one of the most diverse and inclusive volunteer organizations on earth. We serve all people, in all places, and it’s our great diversity that enables our exceptional service. By bringing together people from different cultures, perspectives and backgrounds, we are able to approach challenges in a unique way. We literally bring a world of service to every project Lions take on.

**The harmony of service.** Through the diversity of service Lions offer communities around the globe, we are able to extend kindness to hundreds of millions of people each year. That’s a remarkable achievement. When we bring together caring men and women—each one unique, yet everyone united for the greater good—we create a very special form of harmony. It’s the harmony of service. And it can reach all people, in good times, and in times of great need.

## Serving our world safely.

### Our 2020-2021 Global Priorities

#### Our global, and local, causes

Lions clubs are built to serve their local communities. They depend on us to meet many local needs, and those needs are growing and changing due to the unique challenges we’re facing. We will continue to serve local needs, and we will also continue to build momentum around our global causes. We will provide clubs with resources, assistance and tools to serve both locally and globally through the Global Action Team and Lions Clubs International.

#### Campaign 100

This year, we will continue to support Lions Clubs International Foundation (LCIF) and Campaign 100, our effort to raise \$US300 million to empower the service of Lions. We are extending the Campaign through June 2022 due to the global challenges we’re facing. Your generosity will help ensure that Lions have access to funding to take on more substantial projects in their communities. Giving is just another way of serving, so put your generosity into action by supporting this campaign that is supporting your service.

#### Storytelling

Storytelling brings your service to life. This year, it is critical for Lions to share the stories of how we are serving in these challenging times. By utilizing social media and leveraging local media, Lions can stay

connected to their communities while promoting their clubs. Storytelling can inspire your community, and the caring men and women who are looking for an opportunity to serve.

#### Healthy Clubs

Club health is still so important, even if it looks different today than it has in the past. Today, a healthy club is finding ways to serve safely, and getting as many members involved as possible. A healthy club is still holding meetings, but they’re doing it virtually. A healthy club is engaging members through emails, social media and friendly check-ins. We will return to the incredible hands-on service that we are known for, and love. But until then, we need to create a great club experience now that makes all members feel invested and truly part of the club so we are ready to serve today and tomorrow.





## Moving forward, together.

### When Lions stay connected, our communities benefit.

In times of social distancing, it's important for Lions to find ways to stay connected—to one another and their communities. One of the greatest strengths of our clubs is that they promote real and lasting connections with other kind-hearted volunteers. Now is the time for clubs and members to find innovative and creative ways to continue to work with each other and their communities. In the face of all obstacles, Lions always find a way to serve the needs of their neighbors and the world.

**Serving safely.** The world has changed over the past year, and so have Lions. We are finding innovative new ways to serve safely, and addressing new needs that we have not encountered before. Lions International has created new resources on lionsclubs.org to help you serve safely. We have made the health and well-being of others our mission, but let's also make sure we're taking care of our members and ourselves.

**Our leaders and staff are here for you.** A huge benefit of being a Lion is the global support system provided by your international headquarters staff—all dedicated to helping you serve. Now is the perfect time to utilize the tools and resources available to Lions on lionsclubs.org and rely on your Global Action Team (GAT) to enhance your leadership, membership and service.



## Together, more than ever.

If our over 100-year history has proved anything, it's that Lions always answer the call. Now, it's time for us to continue building upon this noble tradition. Lions have shown so much courage in this past year and undoubtedly will continue to serve, united in kindness and diversity, through the coming year with the same strength and pride.





**We stand together.**  
United in Kindness and Diversity



**Lions Clubs International**

2019-20 Grand Prize Winner  
"Journey of Peace", Zhou Zhang



# PEACE IS THE PATHWAY

**Annual Peace Poster  
and Essay Contests Inspire  
Generations of Students**

BY JOAN CARY

In 1988-89, despite the bombings and the violence engulfing his hometown of Beirut, Lebanon during the height of the Lebanese Civil War, 13-year-old Mustapha El Tawokji had a clear image of peace.

He drew a soft and peaceful picture of a dove flying over a bed of roses, winning the first Lions Clubs International Peace Poster Contest, and although he had probably never laid eyes on such a peaceful scene, he could imagine it. Even in a war torn country like his was, Mustapha could believe peace was possible.

The theme of that first Peace Poster Contest was "Peace Will Help Us Grow."

Every year since, LCI has proudly continued the contest with as many as 600,000 children ages 11 to 13 from 65 countries participating. How would they, from all cultures, all corners, all lifestyles, envision peace?



“  
**THE GLOWING WALKING  
 STICK OF PEACE BRINGS  
 POWER TO THE PEOPLE  
 ALL OVER THE WORLD  
 ... THE OLIVE BRANCHES  
 GROWING FROM THE  
 WASTELAND AND THE  
 LOVELY DOVES FLYING  
 AROUND HIM REPRESENT  
 NEW POWER,  
 GIVING US HOPE  
 AND STRENGTH TO  
 THE PEOPLE SUFFER-  
 ING AND LIVING IN  
 THE SHADOWS**  
 ”

This year's grand prize winner **Zhuo Zhang**, a 13-year-old boy from Xi'an, China, imagined a colorful peace envoy carrying a backpack made up of the national flags representing the people from different countries uniting and going forward together.

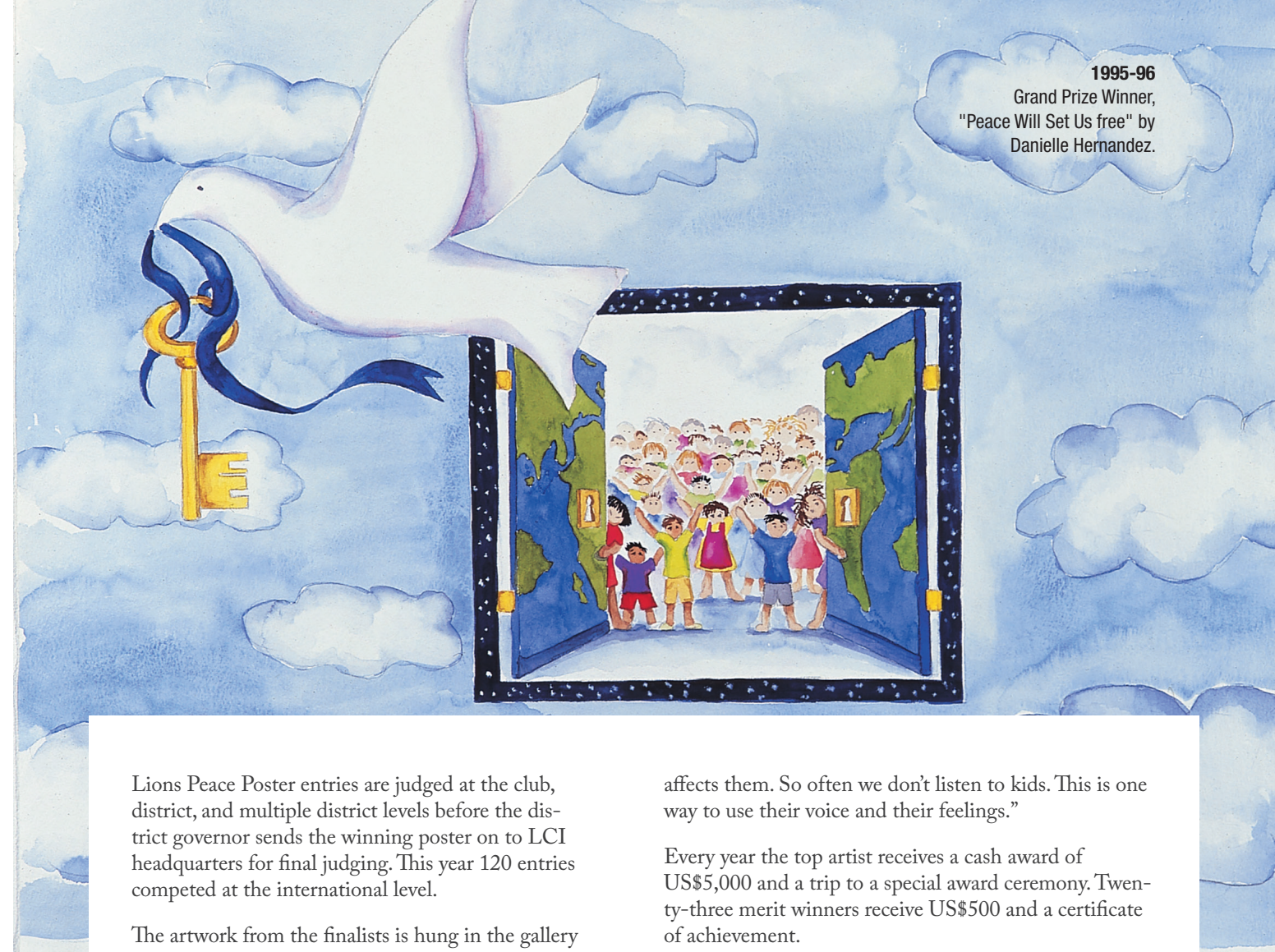
“The glowing walking stick of peace brings power to the people all over the world,” explained Zhang. “The olive branches growing from the wasteland and the lovely doves flying around him represent new power, giving us hope and strength to the people suffering and living in the shadows.”

Zhang's winning poster sponsored by the Shaanxi Datang Lions Club in Xi'an, was selected for its originality, artistic merit, and portrayal of this year's theme, “Journey of Peace.” But he was concerned most about inspiration.

**“I sincerely hope my painting may inspire more people to value peace,” he said. “Let us get together for peace and a better future.”**



2019-20 Grand Prize Winner, Zhuo Zhang, holds his winning artwork.



**1995-96**  
 Grand Prize Winner,  
 “Peace Will Set Us free” by  
 Danielle Hernandez.

Lions Peace Poster entries are judged at the club, district, and multiple district levels before the district governor sends the winning poster on to LCI headquarters for final judging. This year 120 entries competed at the international level.

The artwork from the finalists is hung in the gallery at Loyola University Museum of Art in Chicago where judges look for originality, artistic talent, and how well the artist captured the year's theme.

Jennifer Lizak, coordinator of special projects, cultural and civic engagement at Chicago Public Library, is delighted to have been one of the judges for more than 10 years now.

**“Even though people are in different countries, different cultures, there are always similarities in how the students approach the topic,” says Lizak.** “It's a nice reminder of what is really important, and how art can really provide people, sometimes in difficult circumstances, a way to express their feelings and their wishes and dreams for the future.

“We live in complicated times, and for kids to be able to not only put something on paper that is artistically beautiful but really interprets the theme of peace is always so impressive,” Lizak says. “I would encourage kids to take part because it's a way for them to express their feelings on something that

affects them. So often we don't listen to kids. This is one way to use their voice and their feelings.”

Every year the top artist receives a cash award of US\$5,000 and a trip to a special award ceremony. Twenty-three merit winners receive US\$500 and a certificate of achievement.

“  
**WE LIVE IN COMPLICATED TIMES,  
 AND FOR KIDS TO BE ABLE TO NOT  
 ONLY PUT SOMETHING ON PAPER  
 THAT IS ARTISTICALLY BEAUTIFUL  
 BUT REALLY INTERPRETS THE THEME  
 OF PEACE IS ALWAYS SO IMPRESSIVE.**  
 ”

But there's a lot more to winning than the prize money, says Danielle Hernandez Petry, who won the contest 24 years ago when she was a 12-year-old sixth grader in Arizona. Now a middle school language arts teacher in





“ I NEVER HAD CONFIDENCE, BUT WHEN THE LIONS TOOK ME IN THEY THOUGHT I WAS WONDERFUL, AND I THOUGHT MAYBE I AM SOMETHING OF WORTH. MAYBE I AM SOMETHING SPECIAL. IT HELPED MY CONFIDENCE IMMENSELY. IT WAS SUCH A HUGE IMPACT. ”

Florida, Petry holds the poster competition in her classroom, and this year 10 of her students chose to stay after school to work on their entry.

She vividly recalls the day she got the call saying her work had won at the club level. “It was really cool because I remember hearing the phone ring and just lying in bed listening, and my mom coming in and saying the Lions had called and I had passed to the next level,” Petry says. “You don’t expect to get that phone call.”

The excitement didn’t end there. Petry’s work went up the ladder to the district and multiple district level, and then to headquarters. A shy girl with little confidence, she was suddenly in the spotlight, photographed and asked to speak at Lions club meetings in her district.

“I never had confidence, but when the Lions took me in they thought I was wonderful, I thought maybe I am something of worth. Maybe I am something special. It helped my confidence immensely. It was such a huge impact,” she says.

The Lions sent her to England and to the Lions Day with the United Nations in New York. This year she



Joseph Critchlow, 2019-20 Essay Contest Winner.

spoke again at LDUN about the importance of the contest and what it did for her. **“I got to give back,” she says. “I have so much to give back to them for all they have done for me. The peace poster contest changed my life and opened so many doors for me.”**

One day Joseph Critchlow of Liverpool might look back and say the same. A student at Saint Vincent’s School for the Visually Impaired in Liverpool, he was chosen as the winner of the Lions International Peace Essay Contest for visually impaired students 11 to 13 who choose to write an essay on the same theme as the Peace Poster program.

Joseph’s 500 words about the “Journey for Peace” tell of how he journeyed through Liverpool, stopping at

the statues of prominent citizens to ask, “Where do we find peace?” Each had a different opinion on the key to finding peace.

Originally chosen a winner by the City of Liverpool Lions Club, Joseph received the Grand Prize of US\$5,000 for his international win. He hopes to use the prize money to publish a book he’s written.

Joseph’s own personal journey started soon after the announcement of his win, with an invitation to attend LDUN in New York where he read his essay, written in braille, and received a standing ovation.

**“I may not see you well, the color of your face or the clothes you wear, but I can help the world find peace by my example,” he wrote at the conclusion of his essay.** “As Gandhi said, ‘there is no pathway to peace, peace is the pathway’, let me help lead you along that path by following my voice.”

Read the winning Peace Essay at [lionsclubs.org/peace-essay](https://lionsclubs.org/peace-essay).

See all current Peace Poster Contest Winners at [lionsclubs.org/peace-poster-winners](https://lionsclubs.org/peace-poster-winners).

Winning peace posters are framed and added to the permanent Peace Poster Wall at LCI headquarters.

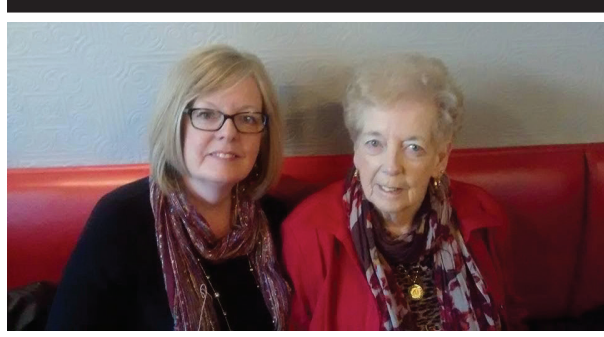
**Two of the 2019-20 Merit Winners**  
Top Right: Fu Zhu, 13, of China  
Bottom: Massimo Morato, 13, of Italy.





# Essential Lions

Lions have always known that serving is essential work. But as the global health crisis took hold this spring, many Lions found themselves as newly defined “essential workers.” It’s a surprise to no one that Lions work just as hard to help others on the job as they do on their time off.



## Louise Seaton

### OCCUPATION:

Registered Nurse in Mental Health and Addictions

### CLUB:

Grimsby & District Lions Club, Ontario, Canada

### YEARS AS A LION: 6

### WHY I'M AN ESSENTIAL WORKER:

“I provide assessment, counseling, and therapy to a variety of outpatients who require support.”

### HOW WORK HAS CHANGED:

“I have much less interaction with colleagues. We meet over Zoom, and half of the team works part of the week from home and the other half [works from home] the opposite days. This ensures if someone does become infected, the entire team is not quarantined and can still function.”

“Certainly, I have found this pandemic has caused increased stress for both me and my clients.”

### ON BEING AN ESSENTIAL WORKER AND A LION:

“I feel that my job and my role as a Lion is quite interconnected. As a registered nurse the role of service is imbedded into this profession. I enjoy helping others and finding new ways to do that is very rewarding to me personally.”

## Tracy Krueger

### OCCUPATION:

Economic Self-Sufficiency Specialist for the Florida Department of Children & Family Services

### CLUB:

Venice Lions Club, Florida

### YEARS AS A LION: 10

### WHY I'M AN ESSENTIAL WORKER:

“Our program office approves food assistance and Medicaid for families and individuals in need. I've helped clients young and old who have had their life turned upside down in the blink of an eye. These are families who, in an instant, can't afford to put food on the table. It's heartbreaking at times, but also heartwarming to know I'm making such a profound impact on the lives of others.”

### HOW WORK HAS CHANGED:

“Before the COVID-19 pandemic, we filled a critical need. Now, our role has taken on an even greater need, as the number of families and individuals in crisis has greatly increased.”

### ON BEING AN ESSENTIAL WORKER AND A LION:

“I'm proud to share that I'm also able to help my community through my Venice Lions Club. We've financially supported local food banks to help bridge the gap for those in immediate need who have not yet received assistance through DCF and other programs.”



## Dorothy Herring

### OCCUPATION:

Registered Nurse at a Private Care facility for retired nuns and their direct female relatives

### CLUB:

Valley Falls Lions Club, Kansas

### YEARS AS A LION: 5

### WHY I'M AN ESSENTIAL WORKER:

“I decided to become a nurse because I wanted to help others. I was raised in a family where my brothers and uncles are in service-related jobs (mechanics, carpenters, plumbers, farmers, electricians, truck drivers), and have always been involved in the community. I have always been called to serve, and I want to continue to do that during this time.”

### HOW WORK HAS CHANGED:

“The religious community that I work for is like a large family. The care facility that I work at is attached to the monastery (convent) and prior to the pandemic residents and the monastic sisters could go back and forth between the two facilities. Now, the entrances are barricaded.”

“I had to sign a contract stating that I would not do anything considered non-essential. I live with my mother and we don't isolate at home, but we still keep our distances in the house, and when any family members come around, I usually leave the room/house to avoid being in contact with them.”

### ON BEING AN ESSENTIAL WORKER AND A LION:

“As a Lion, I feel that being an essential worker has added more of a social awareness to my service and extends my involvement beyond just my community.”

“No matter the situation, we still have to continue to serve. There is always some need that needs to be done, and I feel that the pandemic has made us have to be more creative on how we serve.”



## Elizabeth (Liz) DiFrances

### OCCUPATION:

911 responder

### CLUB:

Oak Creek Lions Club, Wisconsin

### YEARS AS A LION: 15

### WHY I'M AN ESSENTIAL WORKER:

“I've always gravitated to helping people.”

### HOW WORK HAS CHANGED:

“We haven't changed how we respond, but we have added some steps to ensure responders don't get sick so we can continue to help.”

“There has been an increase in calls by people concerned over their flu-like symptoms; people who are scared they have COVID-19.”

### ON BEING AN ESSENTIAL WORKER AND A LION:

“There are other Lions in the club who were firemen, police officers, and stuff like that. I like helping people, and being a Lion is another way to do that.”



# KNIGHTS OF PREVENTION & EDUCATION CYBER LIONS CLUB PUTS A NEW SPIN ON OLD NICKNAME

BY ANNEMARIE MANNION

## Wakeup call

After receiving bad news about eight years ago, Lion Scott Michels was struck by a moment of clarity that changed his life.

Michels, who'd been counseling troubled youth in his community of Wilmington, Delaware, had just learned that one of those young people had been arrested again.

"I was sitting in my basement, drinking, and wondering how this kid got locked up again," he says. "It was a moment where a hand came down and slapped me in the face."

Cradling a drink in his hand, it was impossible for Michels not to recognize the irony of the situation. How could he help others without owning up to his own alcoholism?

This year Michels celebrates eight years of sobriety and he is still committed to helping young people avoid the pitfalls of addiction so that they can grow into healthy, confident adults.

## K.O.P.E calls

When Bellafonte Lion Daniel Elkins reached out to Michels and invited him to join, Michels said a whole-hearted 'Yes'. He wanted to be a Lion, but he also wanted to become involved in the **K.O.P.E. Cyber Lions Club**, which stands for Knights of Prevention and Education -- a new online club geared to helping young people live drug-free lives, make healthy choices, and value service learning.

The club's goals also include changing the stigmas associated with substance abuse disorder.

"It's an illness," says Elkins, who helped found the club. "There's a chemical change in the brain with addiction and you're not the same afterwards."

Elkins worked with Kimberly Haynes, a program development specialist for Lions Quest, which is focused on building social and emotional health for young people, to develop K.O.P.E.

"I thought it was a great way to engage Lions in an effort that hits home for a lot of people," she says.

An opioid epidemic has swept across the country in recent years, and no state or community has been untouched.

"It crosses every demographic barrier, race, and class," says Elkins. "It's a scourge in my community but it also is affecting communities with money and people who have access to pills."

Elkins, a drug prevention specialist at the Bellevue Community Center in Wilmington, specifically recruited people like Michels to join Lions because of their interest and work in substance abuse prevention.

Elkins and Haynes both recognized the potential of Lions from across the country and globe to summon their talents and knowledge to help young people steer clear of drug and alcohol addiction, and to help educate other Lions interested in the cause.

"After becoming a Lion, I thought 'What would happen if the world's largest service organization became the world's largest substance abuse prevention organization?'" Elkins asks.

The club was just chartered in March of this year and has 23 members including drug prevention educators, parents and researchers who hail from various states including Indiana, Illinois, California, and Florida.

## No more secrecy

Elkins' dedication to fighting substance abuse was inspired when he was working previously in the music industry and lost a friend to an overdose.

"That changed my life. I'd seen too many people affected by this scourge," he says.

Elkins changed his career and, like Michels, became committed to changing many of the misperceptions about addiction including the shame associated with it.

Rather than being treated as the health problem it is, addiction is often shrouded in secrecy, which both Elkins and Michels find dismaying.

Michels believes that there are many people -- parents, grandparents, spouses, or other family members -- who've experienced addiction either themselves or in their families or in their communities, and yet are reluctant or unsure about how to address it.

"It's like you're fighting a life-ending disease and you're not telling anyone about your problem. Not a medical professional, not your family or your friends," Michels says. "Meanwhile there are other people in your own neighborhood who are also fighting the same battle, and they're doing it alone, too."

## Shining a light in the dark

The Lions' overall mission of service attracted Elkins and Michels, but they also knew their community and many others have pressing issues besides vision impairment. "The overwhelming darkness in my community isn't vision impairment," Elkins says. "It's opioid addiction and substance abuse."





*Adam Underwood says being of service to others helps him stay sober.*



*Scott Michels fought addiction himself and now works to prevent young people from following the same difficult path.*

The problem in Delaware is highlighted on the state’s Division of Substance Abuse and Mental Health website, which keeps a running total of the number of deaths due to suspected overdoses. It is at 128 so far in 2020.

Delaware is a relatively small state, but its problem with addiction is significant. It is among the states with the highest rates of death due to drug overdose, according to The Centers for Disease Control and Prevention (CDC). In 2018, Delaware, with a rate of 43.8 drug overdose deaths per 100,000, was outranked by only one other state, West Virginia, which had 51.5 deaths per 100,000.

Other states with high rates of substance abuse overdose deaths include Maryland (37.2 per 100,000), Pennsylvania (36.1 per 100,000), Ohio (35.9 per 100,000) and New Hampshire (35.8 per 100,000).

### **A new kind of club, a new kind of Lion**

In the nation as a whole, the CDC reports there were 68,557 drug overdose deaths in 2018.

Elkins’ dedication to shedding light on the problem of addiction is illustrated in Facebook video posts that show him with a friendly smile on his bearded face asking people to support and get involved in K.O.P.E. He is proud of the people who’ve joined the club and who see it as an opportunity to change lives.

“When people realized that Lions aren’t just interested in eyeglasses and pancakes, we began recruiting a whole new type of Lion,” Elkins says. “They are youth advocates.”

Another K.O.P.E. member is Adam Underwood, also a prevention specialist at the Bellevue Community Center, who finds that being of service to others has had a crucial role in his own journey toward living substance-free.

“Finding positivity and being of service to others, and everything that comes with that, helps with addiction and behavioral health, and helps me maintain my purpose in life,” he says.

Underwood, 43, has developed his own coping mechanisms including meditation, prayer, and exercise that have helped him stay sober, and he wants to share those with young people.

He believes that shaming young people doesn’t work and wants to find better ways to reach them.

“What’s always been said is that ‘Drugs are bad and you’re a bad person if you use them,’” he says. “But that’s not effective because some kids will rebel and do drugs as a result.”

### **Let the youth lead the way**

Although it is only a couple months old, the club has already held virtual chats with Leos and is training young people to become drug prevention advocates among their peers.

Leos have created video public service messages that are posted on social media channels and Underwood says it’s exciting to see young people taking up the cause.

“We can give them the facts and education and they can be the messengers. They can take the message to their peers,” he says.

The club created a coordinated social outreach plan for National Prevention Week, which was held May 10 – 16 to inspire action and prevent substance abuse and mental health disorders.

The K.O.P.E. club and Leos also participated in a town hall meeting sponsored by the U.S. Drug Administration that focused on street drugs and tips to avoid them, and a webinar highlighting suicide prevention during the week.

“Suicide is sometimes taken as a way out for people deeply affected by substance abuse,” Haynes notes.

The club is dedicated to addressing all types of substance abuse disorders including alcohol, pills, vaping, and smoking, as well as mental health issues.

Mental health cannot be ignored because “you have to be aware of your own feelings to know if you might be abusing a substance because you’re depressed,” Elkins says.

### **The idea is spreading**

The idea of creating a club that can be tailored to a particular community’s needs around substance abuse is appealing to Valerie Clarke, a member of the Channel Port aux Basques Lions Club in Newfoundland and Labrador in Canada, which is working toward founding

### **“Scott Michels fought addiction himself and now works to prevent young people from following the same difficult path.”**

a K.O.P.E. cyber club of their own. It already has 14 of the 20 members it needs to get started.

While the K.O.P.E. club in the U.S. is dedicated to addiction prevention and mental health, the club in Newfoundland and Labrador is adding anti-bullying to those concerns.

As an advisor for Leos, Clarke often hears young people raising these issues. “A lot of time, kids will say to me, ‘Val, there’s so much drugs in our school or this person or that one got hurt because of bullying,’” she says.

She wants the needs of young people to be at the forefront.

“They’ll have a voice and they’ll create the direction they want to go,” she says.

She believes encouraging youth to interact with their peers is the most effective way to keep young people from falling into addiction.

“Youth talking to youth will have more of an impact than me standing at a podium making a presentation,” she says.

### **A new kind of knight**

Elkins is heartened to know what Clarke wants to do to protect the young people in her community and believes there are many other Lions who feel the same.

“There are many parents and grandparents out there who don’t know what to do to help with this issue,” he says. “Giving them this way to help their communities is so important.”

Ever since Helen Keller implored Lions to become Knights of the Blind, Lions have taken up the cause of vision. Now, Elkins hopes Lions can answer a new call.

“Lions are the sword and the shield that can protect our communities,” he says “We’re the knights of protection.”



# Let's Celebrate Our Incredible LCI Forward Success

By Madeleine Miller

Great things don't just happen. It takes a bold, forward-thinking vision, innovative planning, and flawless execution to achieve larger-than-life goals.

As we entered our second century of service, we had a vision: to increase our humanitarian impact, innovate our service, and position our organization, our global foundation and our clubs for long-term success. We needed a roadmap to successfully guide us into the future and help us reach these goals.

LCI Forward became that bold new vision in 2015.

LCI Forward was our five-year strategic plan designed to help Lions and Leos achieve our global vision for a better tomorrow. With input from thousands of members around the world, the plan focused on *enhancing our service impact, reshaping public opinion, pursuing excellence, and improving membership value*. By introducing innovative programs and cutting-edge technologies, it prepared Lions and Leos to meet the challenges ahead.

Thanks to the hard work of Lions and Leos all over the world, we achieved our goals. Here are some of our success stories:

## 1 Reached Our Goal of Serving 200 Million People Per Year

We set a lofty goal of tripling our service impact and the number of people we served per year, from 71 million to 200 million. Thanks to your dedication, we achieved — and even surpassed — this incredible milestone in 2019-20, bringing more good to the world than ever before.

## 2 Increased Our Impact through Our Global Causes

We explored which humanitarian causes would provide the most benefit to those we serve and identified and focused on the most pressing issues of the day:

Diabetes, Vision, Hunger, Environment, and Childhood Cancer.

## 3 Launched the Largest Fundraising Effort in LCIF History

To support our new global causes, we launched Campaign 100: LCIF Empowering Service in 2018 with a goal of raising US\$300 million. This was the largest fundraising effort in the history of Lions Clubs International Foundation (LCIF). With the support of Lions and Leos, we are working to achieve this goal to make sure that our members have the vital resources necessary to offer help — and hope — to those who need it most.

## 4 Welcomed New Members in a Brand New Way

New members bring new energy to our clubs. We want them to have an exceptional experience when they become part of the Lions family. That's why each new Lion now receives an enhanced New Member Kit and a series of inspirational and educational communications.

## 5 Strengthened Clubs with the Club Quality Initiative

To help Lions strive for continuous improvement in club operations, membership, service, and marketing, we rolled out the Club Quality Initiative. This program helps clubs assess their effectiveness, identify opportunities, and connect to key resources so they can set goals and create their own action plans.

## 6 Made Customer Service a Priority

We built a centralized Member Services Center (MSC) to improve member support. We trained our staff and rolled out new technology to efficiently respond to your requests. We'll continue to improve and provide more self-service options for you.

## 7 Made Service Reporting Easier

We created new reporting tools like MyLion to make it easier for clubs, districts, and multiple districts to report and track their service. This has helped shine a spotlight on the incredible contributions of Lions and Leos around the world.

## 8 Took Global Action with the GAT

In the pursuit of excellence at all levels of Lions, the Global Action Team (GAT) was established to connect Lions to the resources they need to strengthen their leadership, membership, and service. We also created new programs, products, and tools designed to better support our members and innovate our service.

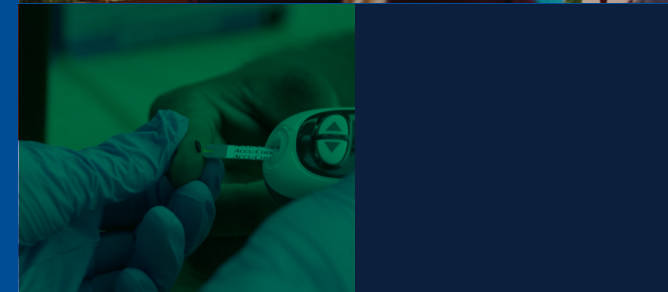
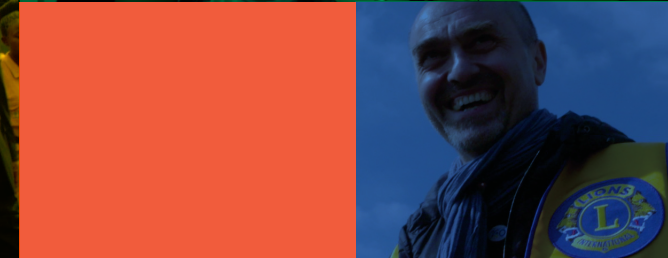
## 9 Took LION Magazine Digital

For Lions on the go, we launched digital editions and apps for LION Magazine so members could conveniently keep up with LION stories anytime, anywhere. Check out our all-new digital LION at [www.lionmagazine.org](http://www.lionmagazine.org).

## 10 Inspired the World with Kindness

To let the world know about the work we do to improve the lives of millions, we launched the Kindness Matters global advertising campaign in 2017. We told our stories of kindness on prominently displayed billboards and public transportation, and through digital advertising throughout the world, reaching more than 500 million people.

Lions have been taking on the biggest challenges facing the world for more than a century. Let's celebrate the incredible things we've accomplished together and look forward to all the great things that lie ahead. We couldn't have done this without you!







Congratulations  
on serving over

**275 million people!**

## Let's break it down.



**5,734,744**

people served through vision screening



**2,278,223**

people served through childhood cancer awareness, education, and advocacy



**4,361,416**

people served through environmental clean up and restoration projects



**1,337,746**

people served through type two diabetes risk awareness and screenings



**14,756,467**

people served through food collection and meal preparation



**5,762,256**

people served through tree planting and tree care



**2,925,727**

people served through education, literacy, and reading programs



**2,172,113**

people served through eyeglass collection and recycling



**1,377,427**

people served through clean water and sanitation



**31,410**

people served through trachoma surgeries



**600,000**

people served through Lions Quest programs



**8,500,000**

people served through river blindness treatments

**And that's just a fraction of the work our Lions have done this year.**

Together, we're making our communities and the world a better place.  
Celebrate this momentous milestone with us — we couldn't have done it without you.



For more info, please visit [lionsclubs.org/lciforward](https://lionsclubs.org/lciforward)

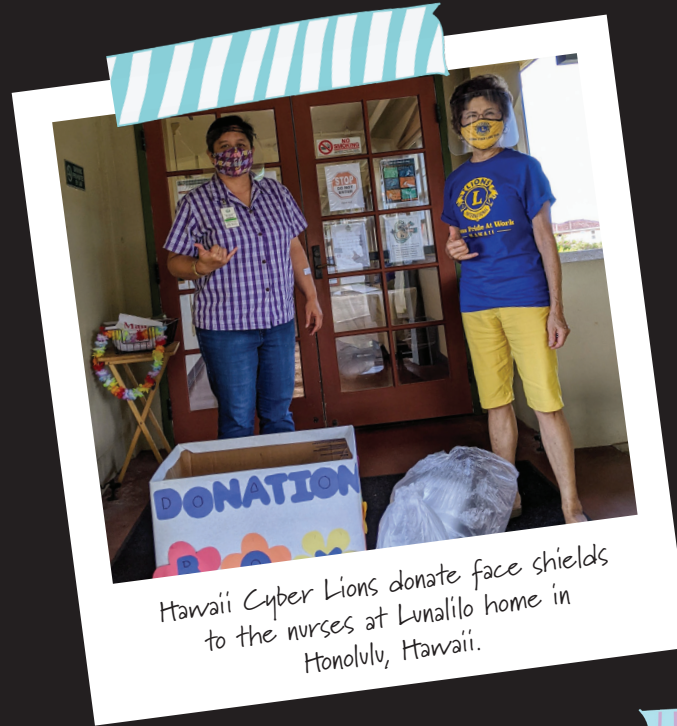


# SERVING SAFELY

## LIONS FIND WAYS TO HELP DURING THE COVID-19 CRISIS



Joining the campaign to stay home.



Hawaii Cyber Lions donate face shields to the nurses at Lunalilo home in Honolulu, Hawaii.



Portage Lions in Michigan cut fabrics and wires to make masks.



Where there is a need, Lions are finding the way.



Sandwell Lions in the United Kingdom post daily story time videos for children.





Lions check packing slips to ensure the right equipment gets to its destination.



The Kensington Lions Club in South Africa packaged antiviral, antibacterial soaps to give to those who are working outside, such as gas attendants.



Those that can, sew.



The Lions of MD 112 in Belgium teamed up to deliver medical equipment to help frontline workers.



Lions in Indonesia ensure essential workers are covered, head to toe.



Leos in Nepal help with a Lions food bank.



With masks on, Lions are still leading the way.



The Lions emblem reminds everyone that these face shields were manufactured by Lions in Brazil.





Brian Coe of the Avon Grove Lions, Ryan Coe of the Oxford High School Leo Club (in Lion attire), Abby Coe, and Gretchen Coe represented the **Avon Grove and Kennett Lions of Pennsylvania** in a 100th Birthday parade for PDG Donn Barber.

In recognition of Earth Day 2020, the **Bayse-Bryce Mountain Lions** in **Virginia** collected 95 large bags of trash from more than 10 miles of local roads. This is an annual initiative for the club.

**Leonardtown Lions Club** members in **Maryland** arranged a fundraiser to benefit Lions Camp Merrick, a summer camp providing vital services for children with disabilities. Henry Stevens, an actor/entertainer from Hamburg, Germany, brought his one-of-a-kind cabaret act to southern Maryland for the fundraising event, and the Lions raised US\$5,000 to provide 15 scholarships for children to attend the camp.

In **Georgia**, the **Columbus Lions Club** supported Sleep In Heavenly Peace with a US\$700 donation. Volunteers from the international non-profit organization build and deliver beds to children in the U.S., Canada, and Bermuda who are sleeping on the floor.

The **Aberdeen Lions Club** in **North Carolina** managed to deliver 1,912 used eyeglasses for redistribution during the pandemic. They also collected 27 cellphones and 47 hearing aids.

The **Snellville Lions Club** in Georgia now has a collection jar called "Lions Spare Change for Hunger," to collect change for their local food bank at club meetings.

**Please note: Many of these events took place before the global health pandemic required most areas to follow strict lockdown/quarantine/social distancing guidelines. At this time, Lions Clubs International still advises all Lions to follow the guidelines where they live and always keep safety first.**

In **South Carolina**, the **Greater Irmo Lions Club** presented South Carolina Governor Henry McMaster with a special clock made by blind employees in the Chicago Lighthouse Industries program.

The **Up Country 88 Lions Club** in **California** invited the community to an omelet dinner and raffle. They encouraged guests to bring eyeglasses, sunglasses, hearing aids, cell phones, ink cartridges, and pop tabs to be recycled for good causes.

The **Colts Neck Lions Club** in **New Jersey** gave the Association of the United States Army a check for US\$15,000 to provide a sight or hearing impaired soldier in Monmouth County with a service dog.

The **Lake of the Woods Lions Club** in **Virginia** is supporting the science, technology, engineering, and math (STEM) bus, a mobile high-tech classroom providing educational experiences to students throughout the Orange County, Virginia school system.

In **Idaho**, the **Boise Bench Lions** are providing reading glasses to the Boise Public Library. There are boxes of glasses in the reading areas of all the branches and the main library for patrons to use and return.

The **Dalles Lions Club** in **Oregon** sponsors four community meals each year, on warmer days grilling burgers for close to 100 people in need. Community meals are hosted by different groups each Friday, Saturday, and Sunday night.

South Carolina First Vice District Governor Judy Scott with Greater Irmo Lions Trey Dymock and Dominic Calabrese, and South Carolina Second Vice District Governor Jim Barbare, admire a clock made by the blind for the governor of South Carolina



The **Newmarket Lions Club** in **Ontario, Canada**, delivered 1,900 bottles of water, thousands of snack items, 600 tubes of lip balm, and 800 tissue packages to the nurses, doctors, and staff at Southlake Regional Hospital to relieve some of the stress brought on by the pandemic.

The **Brimfield Lions** and **Field Leos** in **Ohio** are proud sponsors of the Brimfield Community Cupboard that assists an average of 900 people each month with food.

In **Illinois**, the **Waubensee Community College Lions** sponsored a food and fundraiser at a college basketball game benefiting the Sugar Grove Between Friends Food Pantry.

The **Pigeon Falls Lions** in **Wisconsin** presented a scholarship to high school graduate Ariel Koxlien for her outstanding community service, school activities, and leadership.

The **Batawa Lions** in **Eastern Ontario** are giving welcome baskets to help new residents feel at home, and also to draw more interest to their Lions Club.

The **Virginia Lions Eye Institute Foundation** presented 29 Scholarship Grants to recipients, totaling US\$78,000 — US\$3,000 for each single recipient, and \$1,500 for multiple recipients in the same family.



Itasca, Illinois Lions and Leos served 60 families at the Itasca food pantry drive-through pickup. They help at the pantry every week.

The **Elburn Lions** in **Illinois** held a virtual fundraiser, selling raffle tickets online and drawing live for prizes on Facebook in their efforts to support an Elburn resident with medical needs.

The **Lake of the Woods (LOW) Lions** and **LOW Lioness Lions Club** in **Virginia** jointly maintain and operate the Wilderness Food Pantry for low-income residents, but due to the pandemic they have added curbside delivery to patrons' cars and have stepped up home delivery service for those without transportation.





In **Oklahoma**, the **South Grand Lake Leo Club** celebrates a year of activities that included filling backpacks for school children, assisting with the Lions' chili cook off, helping at Arbor Day festivities, and filling their share of 9,000 Easter eggs to help a local church with their community Easter egg hunt.

The **Orchard Park Lions** in **New York** presented Tops Gift Cards to the St Joe's Post Acute COVID-19 Care Facility staff.

The **Fairfax Lions, Falls Church-Annandale Lions, Burke Lions, Springfield Global Lions, Clifton Lions, and Alexandria Asian-American Lions**, along with **Lions of Virginia Foundation**, donated US\$19,525 to support Food For Others, providers of free emergency groceries in the north Virginia region, distributing food each week to more than 4,000 families. The Lions contribution helps kick-start FFO's new mobile food pantry delivering emergency food to those not able to get to food distribution centers.



The **Lemon Grove Lions** in **California** volunteered at St. John of the Cross Food Pantry during the pandemic.

The **Southern Regional Leos** sponsored by the **Stafford Township Lions** in **New Jersey** installed 18 new middle school members. The Leo club chartered in 2012 participates in community service projects and donates efforts to nonprofits in the county, state, and more. This year they provided 11 cases of school supplies to two schools in Freeport, Bahamas, destroyed by Hurricane Dorian, collected 27 pairs of new pajamas for the "Pajamas Program," donated funds from pencil sales to David's Dream and Believe Cancer Foundation, and collected hats and gloves for those in need over the winter months.

In **Pennsylvania**, the **Tunkhannock Lions** donated to Seven Loaves Soup Kitchen and assisted with preparations for the evening take outs. They also donated PPE supplies to the Tunkhannock Ambulance Association.

In **Maryland**, the **Westminster Lions Club** responded quickly when the county's main food bank closed due to inadequate staffing and space to distribute food safely. The club contributed US\$1,000 to provide emergency food and supplies to churches and community agencies. Club members drop off piles of donated food and cleaning supplies to the home of Lions Barb and Bob Hayes who make a delivery each week to various organizations that are helping the hungry.

The **Markham Lions Club** in **Ontario, Canada**, held a virtual online meeting in order to donate to the Markham Food Bank.

The **Greater Carroll Lions Club** in **Maryland** serve hot meals to elderly veterans in need.

The **Kensington Lions Club** of **Prince Edward Island, Canada**, continues support of families through the Kensington Community Food Bank.

In **Indiana**, the **Kendallville Lions Club** became bronze sponsors for the Leader Dogs for the Blind organization, donating US\$5,000 to assist the visually impaired.

Led by County Sheriff Lion Brad Nunnally, the **Powhatan Lions** in **Virginia** paraded their cars past the home of Lion Harvey Paquette in a surprise birthday salute to his 95th year. Harvey has been an active Lion since 1960.

Every year the **Discovery Bay Lions** in **California** provide a community Easter egg hunt, but this year they had ordered 7,200 eggs several months in advance of the holiday, so Lion Amanda Dove organized a way to distribute the eggs with the help of her students. They designated 10 eggs per child and put a link on Facebook for people to request the eggs. Within 48 hours, all eggs had been requested and divided into area specific routes and tagged in boxes on Amanda's doorstep for no contact pickup.

On Memorial Day the **Mount Washington Lions Club** of **Kentucky** helped unveil a new memorial plaque for all 132 residents of Bullitt County who died while in military service, dating back to The War of 1812. History Museum volunteers researched and planned for the plaque that was paid for by the Lions.

In **New York**, the **Lions Clubs of Suffolk County, District 20S**, teamed up with the Hershey Creamery to deliver more than 14,000 bars of ice cream to staff at 11 hospitals and one nursing home, bringing a little sweetness to a bitter situation.



**Westminster Lions Barb and Bob Hayes** deliver food and cleaning supplies each week during the COVID-19 pandemic.

**Tunkhannock Lions** deliver PPE supplies to the ambulance association in **Pennsylvania**.





## When Seeing Clearly is a Luxury, Lions Create Change

BY JAMIE WEBER

A mother stands in the doorway of an eye clinic and cannot help but smile, watching her child see clearly for the first time. Unable to afford eye care, she did not know her daughter was struggling to see. Far too many kids experience a similar struggle, and Lions and Lions Clubs International Foundation (LCIF) are committed to making a change.

In underserved areas of Utah, USA, eye care can be inaccessible and unaffordable. Lions, who care deeply about the welfare of their community, recognize the large number of children going without eye care and are working to provide the care they need.

Keeping their mission in mind, Lions of Utah partner with the nonprofit, Eye Care 4 Kids. Founded by optician Joseph Carbone, a Lion member himself, the operation uses a mobile vision-screening clinic to travel to areas around the Utah that need help the most. Using vision-screening cameras, Lions and other trained volunteers screen children for poor eyesight. If a screening indicates a child needs advanced care, the clinic refers them to a local doctor. The screenings have found serious health conditions like tumors and other issues that could have led to permanent vision loss.

In cases where parents cannot afford the appointment and



aftercare, the eye care services are provided at no cost. It is a massive relief for parents who once needed to sacrifice vision to put food on the table or pay the bills.

There was a problem though. The van they use was in serious need of repairs and equipment. The volunteers were unable to keep up with the amount of kids they knew might be relying on them as their only source of eye care. Knowing their foundation was there to support them, Lions turned to LCIF for assistance. LCIF awarded the Lions a US\$99,600 grant to repair and remodel the van and acquire additional exam equipment.

Today, the mobile vision screening clinic is back to serving children nearly every day. One special event, Refugee Family Night, opened up eye care to entire families. Utah is home to 60,000 refugees, who have come to the United States in search of a better life. However, poor vision can make this already extremely difficult transition even more challenging.

“These children and adults need these services,” says Joseph Carbone. “A person cannot become self-reliant if they cannot see or read.”

The amount of relief and joy is evident on the faces of the families there that night. Because of caring Lions and LCIF, they are one step closer to their dreams.

Visit [lionsclubs.org/campaign100](https://lionsclubs.org/campaign100) to learn how Campaign 100 is empowering Lions to reduce avoidable blindness and visual impairment, and improve overall quality of life of those with blindness or visual impairment.

## Past LCIF Support Prepares Sierra Leone for COVID-19

BY JAMIE WEBER

Across the world, droves of people are showing up to hospitals in need of care. The new coronavirus, which causes COVID-19, is depleting medical resources, changing the way society lives, and is setting unprecedented standards. Hospitals are running out of ventilators, protective equipment, and even beds. They do not have enough staff to handle all of the patients who need help; many medical workers are being overworked. While this pandemic may be a new reality for some, unfortunately, Koidu Government Hospital in Sierra Leone has seen this before.

From 2014 to 2016, Sierra Leone battled the Ebola virus. Being one of the countries hardest-hit, they lost nearly 4,000 lives, including seven percent of their healthcare workers. Closed schools, shutdown businesses, and overrun hospitals are scenes all too familiar for local citizens. When news of COVID-19 broke, hospital workers were shaken, remembering the horrors Ebola brought upon their country. However, this time, they feel prepared.

In the wake of the Ebola outbreak, with designated donations primarily from the Lions of Europe, Lions Clubs International Foundation (LCIF) donated US\$244,068 to nonprofit organization, Partners in Health (PIH). With LCIF’s support, PIH was able to renovate the triage area at Koidu Government Hospital and build an emergency isolation building, essential for limiting contact and providing urgent medical care.

Along with the renovations and added isolation support, LCIF’s support provided added infection control through an industrial incinerator and a laundry department, additions that allow dedicated staff to properly dispose of waste and wash linens.

In addition to increasing the hospital’s physical capacity, LCIF’s support was able to provide professional development training for the hospital’s Environmental Health Team (EHT). The EHT is vital to the safety and functionality of the hospital, especially during infectious outbreaks. They organize safe patient triage, proper sanitation, and waste management.

“A once shuttered facility and a mistrusted health system continues to transform into beacons of high-quality care where it once didn’t exist,” says Jourdan McGinn of PIH, Director of Policy & Partnerships in Sierra Leone. “LCIF played—and plays—a large role in this metamorphosis; the Foundation’s early investments in niche facility upgrades and staff support have helped produce a hospital patients feel comfortable turning to.” LCIF’s support created a sustainable infrastructure for years to come. Koidu Government Hospital was ready to respond and provide the proper treatment for COVID-19 patients in their hospital.



Lions are rising up like never before, passionate about protecting their communities and supporting their medical staff. With assistance from LCIF, Lions in every constitutional area are purchasing masks, gloves, protective gowns, medical supplies, and more and are delivering them to areas that are most-impacted by COVID-19. As of May 28, 2020, LCIF has awarded more than US\$4.1 million through 237 grants.

If you are able to make a donation for COVID-19 relief efforts, please give to LCIF by [visiting lionsclubs.org/covid-19](https://lionsclubs.org/covid-19). For those who have already joined LCIF in support, thank you for your generosity; it is deeply appreciated. Because of you, Lions are there supporting and protecting their communities through this pandemic.



# Better Together

CELEBRATING FIVE YEARS OF LIONS-ANTHEM VOLUNTEER DAYS



When the world's largest service organization comes together with one of the United States' largest health benefits companies, good things are bound to happen. For the past five years, Lions across the U.S. have partnered with Anthem Inc. employees to serve those in need through hands-on volunteer projects. Lions-Anthem Volunteer Days (AVD) builds on Lions' long history of service and Anthem's year-round commitment to community and wellness.

"Our five-year partnership with the Anthem Foundation has been a win-win for Lions and the local communities they serve," says Lions Executive Administrator Frank Moore. "The drive and enthusiasm of Anthem volunteers enhances Lions ability to tackle humanitarian needs, one service project at a time. This is smart partnering -- together our Lions and Anthem volunteers are lending a hand to lift up the most vulnerable populations across the US," he says.

Every fall, the Lions-Anthem Volunteer Days kick off a 6-week community service program that takes place across the United States with support from an annual grant awarded by the Anthem Foundation. Since the partnership began in 2015, AVD has expanded from 11 to 26 markets, allowing Lions to grow visibility in their communities and gain access to grants that support local needs.

"The Lions-Anthem Volunteer Days is now a fall tradition," says Anthem Foundation's Janice Hutchings Wilson. "It's that one time of the year when everyone gets excited to volunteer with their fellow employees and local Lions to make a difference in our communities. The collective impact we have made together is truly remarkable," she says.

The 2019 partnership brought together Anthem volunteers and Lions in 31 cities across 20 states. Nearly 200 local Lions club members joined more than 1,600 Anthem volunteers in a total of 69 service projects that promoted happier, healthier communities. "It has been a true pleasure to work with such talented Anthem volunteers" says Past District Governor Ann Ragland (District 24-I).

The Anthem Foundation has provided 6 service grants to the Varina Lions Club over the past five years, supporting projects that range from hunger alleviation to assembling disaster preparedness kits for seniors. "Like Lions, the Anthem volunteers truly have servant hearts," says Ragland.

Lions and Anthem volunteers get ready to make a difference.


Service projects in 2019 focused on hunger alleviation. More than 37 million people struggle with hunger in the United States, including more than 11 million children. Whether sorting food at food banks, packing backpacks of food for students, or serving meals to the homeless, Anthem and Lions have collectively moved nearly one million pounds of food during their five-year partnership.

Lion Virginia Lamb of the Grand Prairie Host Lions Club in Texas has participated in AVD for the past 2 years. "Parts of Grand Prairie have been labeled as food deserts due to limited access to grocery stores," she says. "We have several church-run food pantries, but they are small and have little to no fresh food. Anthem's support allows us to expand our service impact around hunger and other priority community needs by providing both funding and enthusiastic volunteers. During our first year of partnership we were painting a domestic violence shelter when the electricity went out. Anthem Volunteers didn't think anything of it and continued to paint by cell phone flashlight. I thought no

one would come back for another project, but they did -- and returned the next year too -- in such good spirits!"

Grant support from the Anthem Foundation to LCIF also spurs year-round, Lion- and community-led humanitarian and capacity building initiatives through the Lions-Anthem Foundation Healthy Heroes initiative. Aiming to improve the health of communities across the country, the Healthy Heroes initiative awards grants to Lions clubs and districts with programs that support improved health outcomes. The goal is to build up local health and wellness capacities through projects like the establishment of accessible playgrounds or upgrades to critical clinics, hospitals, and community centers.

Since 2015, Lions-Anthem Volunteer Days have contributed nearly 20,000 hours of community service, benefitting more than 1.6 million people with improved health and wellness.

U.S.-based Lions Clubs interested in hosting projects for the 2020 Lions-Anthem Volunteer Days season are encouraged to contact [lionsanthem@lions-clubs.org](mailto:lionsanthem@lions-clubs.org). 







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LANNIVERSARIES

JUNE 2020

100 Years: Cheyenne, Wyo.; Sioux City, Iowa; Fort Madison, Iowa; Laramie, Wyo.; Owensboro, Ky.; Sterling, Colo.; Newark, Ohio

95 Years: New Philadelphia, Ohio; Redlands District, Fla; Anson, Texas; Clarksville, Ark.; Tuckahoe Eastchester, N.Y.; Coquille, Ore.

90 Years: Weiser, Idaho; Potosi, Mo.; Bridgeport, W.V.; Forest City, Iowa; Saltsburg, Pa.; Rainelle, W.V.; Wakefield, Mass.; Newport, N.H.

85 Years: Mount Holly, N.C.; Grenada, Miss.; Sanford, N.C.; Carthage, Texas; Woodbury, Tenn.; Jerseyville, Ill.; Boise Host, Idaho; Aiken, S.C.; Lawrenceburg, Tenn.

80 Years: Harrisville Mich.; Jeanette, Pa.; St. Elmo, Ill.; Lorimor, Iowa; Bayard, N.M.; Mendon, Ill.; Rexburg, Idaho; Findlay, Ohio; Berlin, Wis.; Danville, Calif.; Washington, Ga.; St. Paul Midway, Minn.; Bellevue, Mich.; Carthage, Miss.; Commerce, Ga.; Littlefield, Texas; Newcomerstown, Ohio; Golden, Ill.; Keytesville, Mo.

75 Years: Trafford, Pa.; Norwood, N.C.; Carsonville, Mich.; Dinuba, Calif.; McVeytown, Pa.; Rowlesburg, W.V.; Greentown, Ind.; Hanover Township, Pa.; Jacksonville Metropolitan, Fla.; Brunswick, Md.; Fairfield, Pa.; Woodstock, Ohio; Medford Lakes, N.J.; North Webster, Ind.; Davidson, N.C.

50 Years: Chester, Ga.; Fort Jennings, Ohio; Comstock, Mich.; Quebec Nord, Quebec, CAN; Aylmer, Quebec, CAN; Pacific Palisades, Calif.; Redlands Evening, Calif.; Desoto, Ill.; Dallas South, Texas; Osakis, Minn.; Winchester Shawnee, Va.; Baie St. Paul, Québec, CAN; Michigantown, Ind.

25 Years: Honolulu Waikiki 2000, Hawaii; Hollywood, Fla.; Eston 95, Saskatchewan, CAN; Jefferson City Capital, Mo.; Spanaway Parkland, Wash.; Sacramento Golden State, Calif.; Selah Valley, Wash.; New Summerfield, Texas.

JULY 2020

100 Years: Rocky Ford, Colo.; Hamilton Central, Ontario, CAN; Dayton, Ohio

95 Years: Pendleton, Ind.; Fortville, Ind.

90 Years: Idaho Falls, Iowa; Oneonta, N.Y.; Palisade, Colo.; Moab, Utah; Gadsden, Ala.

85 Years: Luray, Va.; Great Neck, N.Y.; Belton, S.C.; Manistique, Mich.

80 Years: Clinton, Tenn.; Clay, W.V.; Seminole, Texas; Red Bank, Tenn.; Westville, Ill.; Youngwood, Pa.; South Pittsburg, Tenn.; Bexley, Ohio; Hillsville, Va.

75 Years: Levis, Quebec, CAN; Indianola, Miss.; Walhalla, S.C.; Marysville, Pa.; Centreville, Mich.; Millersburg, Ind.; Cromwell Kimmel, Ind.; Lawrenceburg, Ky.; Nelson, British Columbia, CAN; Owenton, Ky.

50 Years: Wilton, Wis.; Courtland & District, Ontario, CAN

25 Years: Minneapolis Evening, Kan.: Northville, Mich.; Warren Herizon, Manitoba, CAN; Thomson Camellia City, Ga.

AUGUST 2020

100 Years: Oak Park-River Forest, Ill.; Toledo Host, Ohio; Stockton Host, Calif.; Hannibal, Mo.

90 Years: Hermann, Mo.; Germantown, N.Y.; Mount Hope, W.V.; Guntersville, Ala.; Dumas Noon, Texas; Wood River, Ill.

85 Years: Lake Chelan, Wash.; York, Ontario, CAN; Greensburg East Hempfield, Pa.; Tupper Lake, N.Y.; Sault Ste. Marie, Mich.; Jackson County, Colo.

80 Years: St. Joe, Ind.; Oxford, Miss.; Jonesville, Va.; Rhinelander, Wis.; Brooksville, Ky.; Brunswick, Mo.; Calais, Maine; Rusk, Texas; Manning, S.C.

75 Years: Tescott, Kan.; Frostburg, Md.; Waconia, Minn.; Lineboro Manchester, Md.; Laurens, S.C.; Hamlin, W.V.; Milan, Ga.; Columbus Grove, Ohio; Crete, Neb.; Great Falls, S.C.; Humble, Texas; Camarillo-Somis Pleasant Valley, Calif.; Kenyon, Minn.; Urbandale, Iowa.

50 Years: Gray Summit, Mo. Auburn Carl, Ga.; Marion Center Area, Pa. Orleans, Ind.

25 Years: Port St. Lucie West, Fla.

Anniversaries are based on the official records of Lions Clubs International. The recorded charter date at LCI sometimes differs from local club records.





## We've Got You Covered

Clara Miller, 3, gives a thumbs up as a thank you for her mask, donated by the Fifty Quilters Group and Grimsby Lions in Ontario. Grimsby Lions are part of a large group of talented Lions all over the world who have been making and donating masks to those who need them. Thanks for keeping folks covered, Lions!

# KINDNESS IN ACTION: NO MATTER THE SIZE

**ONTARIO**  
US\$10,000 Emergency grant for flood relief

Disaster Relief

**MISSOURI**  
US\$2,500 Leo grant to "beautify" school grounds

Youth

**NEW HAMPSHIRE**  
US\$1,500 District & Club Community Impact grant to provide food for low-income community members

Hunger

**ARIZONA**  
US\$700 District & Club Community Impact grant to provide eye examinations and eyeglasses to less fortunate community members

Vision

[lionsclubs.org/Grants](https://lionsclubs.org/Grants)

## Kindness Matters for A World in Need

When caring people join, roll up their sleeves and take *Kindness Matters* action to make their community better, it's a beautiful thing - and an incredible feeling for everyone involved.

That's Lions. That's Lions Clubs International Foundation (LCIF).

### Serve with Pride

LCIF – your foundation – is the grant-making body empowering Lions to create impact – no matter the size – in their communities and around the world. 100% of all donations LCIF receives supports Lions service and programs.

[lionsclubs.org/YourDonationMatters](https://lionsclubs.org/YourDonationMatters)



Lions Clubs International  
**FOUNDATION**





Lions International

# PEACE

Poster Contest

**IMAGINE**

600,000 children sharing their visions of peace

**INSPIRE**

Youth to showcase their talent

**CREATE**

Stronger ties in your community

Don't miss your opportunity to sponsor the **33rd annual Lions International Peace Poster Contest!**

Give kids in your community a creative way to express their visions of what peace means to them. The theme for the 2020-21 Peace Poster Contest is *Peace Through Service*. Order your Peace Poster Kit to play a key role in engaging young people and promoting peace around the world. Get complete contest details at [lionsclubs.org](http://lionsclubs.org).

You and your club can achieve  
*Peace Through Service*

**Order your Peace Poster Kit today!**

[lionsclubs.org/  
peaceposter](http://lionsclubs.org/peaceposter)

[orderdetails@  
lionsclubs.org](mailto:orderdetails@lionsclubs.org)

