

LION



Lions Clubs International

WWW.LIONMAGAZINE.ORG MARCH 2013

A photograph of four young girls of South Asian descent standing together outdoors. The girl on the far left is wearing a bright pink long-sleeved shirt and has her arms crossed. The girl next to her is wearing a light blue button-down shirt and is holding a small white object. The girl in the center is wearing a pink and white striped shirt and is smiling. The girl on the far right is wearing a yellow and white patterned dress and is also smiling. They are standing in front of a yellow wall and a dark, weathered door.

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A Message From Our President



Wayne A. Madden
Lions Clubs
International President

LCIF: The Lions Lifeline That Pulls Millions to a Better Life

In 1943 a U.S. bomber crashed into the Pacific Ocean. Louis Zamperini survived the crash, but his ordeal had just begun. Adrift in the vast open sea, he fought off sharks, dodged the strafing of enemy airplanes and ingeniously patched his deflating life raft. Captured and cruelly tortured, he was driven to the limits of endurance. His incredibly inspiring story is told in the best-seller “Unbroken” by Laura Hillenbrand.

Zamperini’s story is so captivating because he was extraordinarily tough, gritty and resourceful. He was one-of-a-kind. We know that we could never do what he did. We probably don’t even know anyone who could. We are human, not super-human. Zamperini survived through his own wits and courage, but unless we have help, we probably are no match for disaster, misfortune and maladies.

Watch a video on how donating to
LCIF changes lives.

I was reminded of our shared vulnerability when I visited the World Health Organization last year and met with groups dedicated to curbing measles, a virus microscopic in size but powerful enough to cause blindness, brain damage, hearing loss and death. LCIF has partnered with the Bill & Melinda Gates Foundation and others to shield millions of children from measles. LCIF is Lions’ worldwide foundation, and it takes a village of Lions to fight diseases and other calamities. Lions working together through LCIF bring sight to the blind, help victims of disasters get back on their feet, empower youths with life skills and perform countless other good deeds on a large scale.

As you know from reading or watching the news, the world is a dangerous place. Poverty leaves people powerless and in pain. We Lions are a brilliant antidote, a force for good. LCIF is the best way for us to pool our resources and to channel our good will. The most effective way to confront major problems in society is for people to band together and marshal resources. LCIF represents Lions at their best and at their most effective.

In this issue we celebrate the achievements of LCIF. Thank you, Lions, for supporting LCIF, and bringing help, hope and healing to so many. Please continue to support our Foundation. There is only one Louis Zamperini. But there are 1.35 million Lions. Please continue to be a great Lion, zealously helping your own community and just as selflessly serving neighborhoods across the world through our remarkable Foundation.

A handwritten signature in dark ink that reads "Wayne A. Madden".

Wayne A. Madden
Lions Clubs International President



Children in the Philippines at a school with Lions Quest, LCIF’s life skills program, work on a project.

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Children in Nepal smile through the pain after getting inoculated against measles.



WE SERVE

MISSION STATEMENT OF
LIONS CLUBS INTERNATIONAL:

"To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs."

CONTACTING THE LION

For change of address, non-receipt of the magazine and other subscription issues, contact 630-468-6982 or stats@lionsclubs.org. For all other inquiries call 630-571-5466. Have a story idea or photo? Want to comment on a story or make a suggestion for LION editors? Contact the LION at lionmagazine@lionsclubs.org or at 630-468-6909 or 630-468-7023.

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Convention Countdown

Hamburg, Germany
July 5-9, 2013



IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CHANCE MEETING THROUGH LIONS

Two 55-year-old Lions who were best friends as young boys but had not seen each other in 51 years met by chance through Lions. Last year Michael Smith briefly met Anthony Goodman at a district meeting in Tennessee and invited him to a meeting of his Jackson Old Hickory Lions Club. At the club meeting Goodman mentioned that in 1961 when he was 4 he lived at the Parkview Courts in Jackson. He said his best friend was a Michael Smith, who was astonished and then confirmed with his mother he had been pals with Goodman. "Our paths crossed again. Why? Because we are both leaders in Lions clubs," says Smith, past president and zone chair. Goodman is the 12 L district governor.

GOOD VIEWING ON LIONS QUARTERLY

In the January issue of the Lions Quarterly (LQ) video magazine, watch Lions assist U.S. residents recover from devastating Superstorm Sandy, receive tribute by the White House as Champions of Change, work in Hawaii to protect landscapes and residents, prepare for the 96th International Convention in Hamburg and make a big impact on sight in Madagascar. Share LQ with your club members, project partners and community members. The video is available on the LCI website (search for "Lions News Network") and LCI's YouTube channel or can be downloaded from iTunes. Also check out the new Lions News Network page, featuring videos on sight, health, membership, hunger, the environment and more. The "Search Videos" feature allows Lions to find videos through specific keywords. Lions also can also comment on, share and download videos.



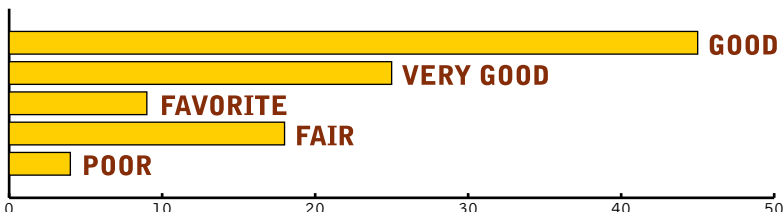
2013 ROSE PARADE FEATURES LIONS

President Wayne A. Madden and his wife, Linda, ride on the Lions Clubs International float in the 124th Tournament of Roses Parade on Jan. 1, 2013, in Pasadena, California. With them are two of their grandchildren, Max (sitting) and Miles (standing). The float's theme was Lions Serving the World. Lions have sponsored a float in the parade for 21 consecutive years. An estimated 400 million people in 85 countries watched the parade.

Watch a video on the Lions float at the Roses Parade.

LIONS LIKE THE LION

Seventy-nine percent of Lions surveyed rated LION Magazine highly compared to other magazines they read regularly, according to a survey by Lions Clubs International. Forty-five percent rated the LION as good, 25 percent as very good and 9 percent as "one of my favorites," while 18 percent called it fair and 4 percent said poor. Sixty percent said they read four out of four issues, while 12 percent said they read three of four, 12 percent two of four and 10 percent one of four. Thirty-three percent of respondents said they spend less than 30 minutes on an average issue, while 31 percent spend 30 to 59 minutes and 24 percent spend one to two hours. Seventy percent said that receiving the LION was an important part of their membership and 30 percent said it was unimportant. Forty-nine percent said they recycle the issue after reading it, 24 percent discard it, 9 percent give it to someone else, 8 percent place it in a waiting room and 6 percent give it to a hospital, library or other institution.



IN THE SPOTLIGHT

LIONS NEWS BRIEFS



19 YEARS AGO IN THE LION MARCH 1994

International President James T. Coffey and his wife, Betty, congratulate U.S. President Bill Clinton after he received the Head of State Medal from Lions Clubs International at the White House.

BY THE NUMBERS

725

Wheelchair ramps built by Larsen-Winchester Lions in Wisconsin in the last 15 years.

650

Classrooms in the Pickerington Local School District given patriotic posters by the Pickerington Lions and American Legion groups. The posters bear the U.S. motto "In God We Trust" and Ohio's motto "With God, All Things Are Possible."

300

Baseball caps collected and donated by Beach City Lions in Ohio to prevent sun blindness in Nicaragua.

19

School bands that competed in the Visalia Band Review held by the Visalia Breakfast, Charter Oak, Host, Pride, Sequoia and Sunset Lions in California.

64

Years it took for a large wooden key given by Oak Ridge Lions in Tennessee to city officials to be returned to authorities. An Oak Ridge resident discovered the key after a family member died and donated it to the Children's Museum of Oak Ridge.

43

Backpacks filled with school supplies given to needy students by Grand Cayman Tropical Gardens Lions.

305

Family recipes included in the cookbook produced by Chandler Lions in Texas.

102

Clients served in 12-step programs at New Beginnings in Vanceburg, Kentucky, in the first year since the drug recovery facility began in a building bought for the program by Vanceburg Lions.

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Hamburg, Germany



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IN THE SPOTLIGHT

ONE OF US

GARY GJERSTAD

Blind since birth, Gary Gjerstad became familiar with the Lions at 6 years old when the Britt, Iowa, Lions began providing yearly financial assistance to his widowed mother. One hundred dollars may not sound like a lot, but it made a huge difference that Gjerstad never forgot. The best way to give back was to become a Lion. Since 1974, no matter where this traveling musician has lived, he has remained a Lion. An American history buff and avid Arizona State University sports fan, Gjerstad is the president of the Apache Junction Lions in Arizona.

Know a Lion who you think deserves a bit of recognition? Email us a brief description of your Lion and the reason you're nominating him or her at lionmagazine@lionsclubs.org. Please include "One of Us" in the subject line.

Listen to an instrumental track performed by Gjerstad.

Gary Gjerstad is at one of his favorite places—sitting at the piano.

Photo by Keith Hackney.

What did the Lions' assistance mean to you?

The Lions helped my mother do things like buy clothes for me while I was away from home attending the Iowa School for the Blind. My mom worked and did the best she could, but the Lions did so much for us. I still have the Braille typewriter they gave me.

And that led you to becoming a Lion?

I felt like being a Lion was a way of saying thank you. It's a way of saying not what the Lions can do for me, but what can I do for the Lions.

What have been some of your favorite projects?

I did benefit piano concerts when I was a Lion in Minnesota that became a great tradition. In Arizona, I'm chairman of a country music variety show. But it's about so much more than the events. It's about doing the job the best you can, not for a reward, but to make our communities better places.

When did you develop an interest in music?

I started playing piano when I was 4 years old. I could hear a song once or twice and be able to play it. Then at school I had a blind piano teacher, and she taught me to read music.

And the rest is history.

I played for 25 years with the Jack Schultz Orchestra, traveling all over the Midwest. Now I have a full-time job as a piano player at a charter school, where I'm known as "Mr. G." I don't know who enjoys it more, me or the kids!

What have you learned by being a Lion?

It's helped me not take things for granted and enjoy life. It's not always easy; I'm fighting bone marrow cancer now. But I've kept a positive attitude. Because of my outlook and treatment, things are going well. As long as I'm able to, I'll be a Lion.



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IN THE SPOTLIGHT

LIONS NEWS BRIEFS

CLUB OF THE MONTH

LONG BEACH, NEW YORK

YEAR FOUNDED: 1926

MEMBERSHIP AND MEETINGS: The 60 Long Beach Lions, ages 32 to 95, meet every Wednesday for lunch at Billy's Beach Café, owned by one of the club's members. Meetings start with a flag salute and a rendition of "God Bless America."

REBUILDING AFTER SANDY: Long Beach was hit hard by Hurricane Sandy, but it didn't take the Lions long to begin providing relief. The Long Beach Lions joined with a group of District 20 K2 Lions to set up a command post and distributed truckloads of cleaning supplies and food. Although victims themselves, the Lions are working tirelessly to rebuild their community.

HOLIDAY HELP: The Lions help many families in need give thanks by coordinating food drives at four supermarkets, donating turkeys and helping to put together and deliver 300 Thanksgiving gift baskets.

DIABETES DETECTION: Addressing a great need for diabetes treatment and education in their community, the Lions held a free diabetes screening day. Eighty people who could not have otherwise afforded it received the potentially life-saving test. The Lions also support the Long Beach Leos' Strides Walk for Diabetes Awareness.

MAKING WINTER WARMER: The Lions hold an annual coat drive from October to March and distribute the coats (last year they collected 1,200) to area charities.

COMMITTED TO VISION: Through the Lions' SEE program, nearly 200 children ages 3 to 5 have had vision screenings, with many referred to doctors for treatment. The Lions have enabled 20 dogs to become guide dogs through the Guide Dog Foundation for the Blind in New York. Over 10 years, they have collected more than 1,000 pairs of eyeglasses through collection boxes throughout the community.



collected more than 1,000 pairs of eyeglasses through collection boxes throughout the community.

Why Serve? "With so many people in need in our community and elsewhere, the Lions are in the position to help as much as we can. We are proud to serve."

— Lion Gloria Febrizio

A participant in the Lions' free diabetes screening event gladly has his blood tested.

OVERHEARD

"Everything is so expensive. Try eating nothing but Top Ramen for a week. Now at least we'll be warm."

—Starr Souza, who picked out a winter coat at a clothing giveaway held by Yuba City Sunset Buttes, Yuba City Peach Bowl, Pride of Laguna Creek and Willows Lions Clubs in California. From the Appeal Democrat.

"Maybe you can't get blood out of a turnip, but they have found you can get it out of a service club."

—Columnist Marilyn Hagerty of the Grand Forks Herald on the competition to donate blood won by the Grand Forks South Forks Lions Club in North Dakota.

"It was a life-changing experience, and I will be forever grateful. As they say in Iceland, 'takk fyrir mig!'"

—Exchange student Julie Summers on her trip to Iceland, supported in part by Lopez Island Lions in Washington. The Icelandic phrase is used for thanking a host after a meal.

ON THE WEB

Do you tweet? Join LCI's close to 35,000 Twitter followers and be the first to see breaking news and announcements—in concise Twitter fashion. Not sure where to start? Watch the Twitter 101 seminar to learn the basics. Search for "Lions on the web" on the LCI website at www.lionsclubs.org and find the link to the seminar at the bottom of the page.

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IDEAS THAT ROAR

LIONS CLUBS MAKE A BIG IMPACT WITH SERVICE PROJECTS

LCIF NEEDS YOU

Remaining strong is key to LCIF's humanitarian agenda. Donate a percentage of your profits to the foundation to keep it strong.

Safety First

Aquia Evening Lions in Virginia know that kids don't always pay attention to the rules of the road. In fact, they don't always pay attention to bike safety, so it's a good thing that Lions do. For the last two years, Lions have sponsored the Aquia Harbor Bike Safety Rodeo. The first year, 32 kids showed up; that number grew to more than 50 the second year.

Rachida McCravey, 2011-12 club president, recalls how excited children were to be participating last year. "Many of the kids enjoyed it so much that we found them riding the course over and over. Age made no difference. They were so proud to show off their bikes and demonstrate how well they could follow the bike safety route with the guidance provided to them." The rodeo was open to kids between the ages of 5 and 12.

Bicycle shop employees provided bike and helmet inspections before the kids embarked on the seven-stage safety

course. Young riders learned how to make proper hand signals, avoid road hazards like rocks and debris and stay safe while starting, stopping and riding. Police and fire rescue squad members were on hand to answer questions and

help direct the kids on the course along with Lions. Participants were eligible to win door prizes provided by Lions that included helmets, bike accessories and gift certificates.

Kids Roar their Approval

Members of the Portugal Cove-St. Philips Lions Club in Newfoundland, Canada, focus many of their service projects on children at the Beachy Cove Elementary School. They spent \$5,900 on a new electronic smartboard for a classroom and a handicapped-accessible swing on the playground, paid for MedicAlert monitoring for students with life-threatening conditions and support Scout and Guide troops.

When Lions recently purchased a new lion costume to help promote the club at local events and parades, it seemed only fitting that the kids were given naming rights to the club's new mascot. A fourth-grade class came up with the winning entry chosen by Lions—Phillyco, a clever reworking of the rural seashore community's name.

A happy fourth-grader gives a high five to Lions club mascot Phillyco.

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*BAKALAR, NICHOLAS. "Watch Your Step While Washing Up." New York Times 16, Aug. 2011, New York Edition ed., Section D sec.: D7. Web **CDC - Center for Disease Control and Prevention



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IDEAS THAT ROAR

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SERVICE IDEA BUILDING TOGETHER

Lions build a ramp at a farmhouse during a cold winter day.



Tools of the Trade

Iowa Lions in District 9 EC know their way around tools. They should. For the past 10 years, members of the Tipton and Stanwood Lions Clubs have worked side-by-side building wheelchair ramps for people in need. Tipton Lion Keith Whitlatch says 52 ramps have been built by Lions for people with either permanent or temporary disabilities. The most recent ramp was built for a woman who sustained two broken legs in a car crash. “So a ramp was needed—and fast,” Whitlatch says. When the ramp isn’t needed anymore, Lions will dismantle it and use the parts for another one.

All ramps are constructed according to local codes and the standards of the Americans with Disabilities Act. If a ramp is needed in a town with a Lions club, Whitlatch, a past district governor and project chair, contacts Lions for their assistance. “I’ve always had an ample and willing crew of workers,” he points out. Community volunteers often help, too.

The club only owns one tool, a gas-powered auger to dig the usual eight to 10 holes the average ramp needs. “Most of our crew have a good line of power tools. Our No. 1 tool is

a drill since we don’t use a single nail in the project. This makes for easier removal if we need to dismantle the ramp.”

Whitlatch says the majority of volunteers aren’t professional carpenters. “We have farmers, retired law enforcement personnel, a plumber, mechanic, lawyer, a clerical worker, a college student, retired school administrator, Realtors, business people...and this is not a ‘good old boys’ group,” he emphasizes. “On a recent ramp building, two of our main workers were young women.” Material costs, generally reimbursed by the state or another agency since caseworkers contact Lions for ramp building, can be from \$750 to nearly twice that amount.

“Some of our older workers are in their upper 70s or early 80s. One recently turned 88 and was on ‘active duty’ until last year. Another Lion was past 90 when he put away his portable drill,” Whitlatch says. “The work is physically demanding, but our workers perform to their physical level and after a day or two, have recovered and are ready for the next ramp to be built.”

LIONS ON LOCATION

YOUR GUIDE TO THE GREAT WORK WE'RE DOING AROUND THE WORLD



IN INDIA, THE NAKTALA GARIA LIONS HELD A BLOOD DONATION AND HEALTH SCREENING EVENT DURING WHICH DOCTORS PROVIDED HEALTH CHECKUPS FOR 136 PATIENTS.

No Scaredy Cats at Teddy Bear Hospital

No parent wants to take his child to the hospital, but every parent looks forward to escorting their children to the Teddy Bear Hospital in Croatia. Here parents step aside, and children toting their teddy bears get to step up and interact with doctors and nurses as their huggable companions receive a vaccination, a soft cast for a broken arm or an eye or ear examination.

The idea is to lessen the fears of children when visiting doctors as well as fostering their independence and maturity. These lessons are especially valuable in Croatia, where every child receives free healthcare.

The temporary hospital is the brainchild of the Slavon-ski Brod New Century Marsonia Lions Club. Slavonski Brod, known as Marsonia in the Roman Empire, has 60,000 people. The 14-member club includes several doctors who work at the city hospital and bring along their stethoscopes and



A doctor "treats" a child's beloved companion at the Lions' Teddy Bear Hospital.

other tools of their trade to the Teddy Bear Hospital.

The Lions set up the special hospital at a children's fair, held under a large tent in the city center. The fee for a teddy bear exam was 10 kuna (US\$1.75), which was donated to an orphan's home.

Helping children is a central focus of the club, says President Marija Janković. Lions sell Christmas cards made by children from an elementary school and a school for special needs children; funds raised are given to the latter school. Members also hold a rummage sale for the orphanage and celebrate Christmas with the children there.

Royal Treatment for Lions

The Christmas celebration in Tetbury, England, (January LION) is always extravagant and festive but this past December it was positively royal: Prince Charles and his wife, Camilla, the Duchess of Cornwall, turned on the Christmas lights. The prince met with Lions, who help run the festival, and told them he was aware of their charitable work. "Being associated with the royal visit gave the Tetbury Lions an opportunity to showcase the work of Lions locally, nationally and internationally," says Paul Farrow, president.



Lions Nat Prosser, (from left) Neil Medland and Dave Hicks meet Prince Charles at the Tetbury Christmas festival.



3 SOUTH AMERICA ECUADOR



Caring for the Underserved

There is no money, no bus and no way most villagers in remote areas of Ecuador can access medical care. But there are Lions. Members of the Quito El Labrador Lions Club worked with doctors to provide health exams for the poor in far-flung locations.

Lions in India Respond Rapidly

After floods and landslides, Mukkom East Lions in southwestern India gathered food and water and drove 20 kilometers (12.5 miles) toward the disaster area. With the roads no longer passable, they hoisted the boxes on their shoulders and lugged the supplies another 10 kilometers.

"People were in shock and panic," says President Anwar Sadique. "They were tired from not getting adequate food and pure drinking water."

Eight people including three children had died. The Lions were the first ones on the scene other than police. The villagers were "greatly surprised" to see members of a service club arrive first, says Sadique. "The experience taught us that services rendered to human beings are the best thing one can do in the world," he adds.

4 SOUTH ASIA INDIA



Lions distribute supplies after a flood and landslide.



DISTRICT 412 IN BOTSWANA
WELCOMED ITS FIRST FEMALE
DISTRICT GOVERNOR.



THE JAKARTA MONAS GREEN
LIONS IN INDONESIA
RENOVATED A PLAYGROUND
AND PROVIDED DINNER TO
CHILDREN AT AN ORPHANAGE.



IN THE PHILIPPINES, THE
QUEZON CITY KATARUNGAN
CENTRAL LIONS DISTRIB-
UTED 100 BACKPACKS TO
SCHOOLCHILDREN IN NEED.

5 NORTH AMERICA MEXICO



Mexican Club Serves in Multiple Ways

The 32-member Playas de Tijuana Lions Club in Mexico serves where needs arise whether it's medical screenings (top left), nutritious food and supplements for infants (top right) or gifts for needy children (right).



Four Ways LCIF is Terrific at Transforming Lives





Rangita Harjan did not know what her father, Shambuhu, looked like until she traveled from India to Nepal for eye surgery through the Pediatric Cataract Initiative.

Watch a video on Rangita Harjan.

Rangita Harjan, a 10-year-old from India, knew her father's voice as soon as he entered a room: deep-timbered but warm and rich. She knew his touch—firm but reassuring. She even knew his smell—like the outdoors or the trees, fresh and strong. But she had never seen him and had no idea whether he was short or tall, handsome or plain, a smiling presence or a dour visage.

When her bandages were removed after cataract surgery, he stood before her. She thought he looked like a prince.

"I saw my father for the first time, and I was very happy," said Rangita, following the surgery in Nepal.

Her doctor noted that Rangita should have had surgery for her congenital cataract when she was much younger, but her family was unable to pay for such an expensive procedure. Thanks to Lions, and a grant through LCIF and Bausch + Lomb's Pediatric Cataract Initiative, Rangita received the surgeries she needed and essential follow-up care.

Saving sight is one way among many that Lions Clubs International Foundation transforms lives. LCIF enables Lions to make a great impact in the world through their service and generosity. LCIF accomplishes its mission by providing grants in four focus areas—supporting youth, providing disaster relief, saving sight and meeting humanitarian needs such as curbing measles. Following are stories of how Lions helped people worldwide last year, culled from the recent 2011-12 LCIF Annual Report. (The full report is available online at www.lcif.org.)

These are stories about people in need who were helped. But these also are stories about Lions, who support LCIF and make possible the transformations in people's lives. Lions, partners and friends donated \$43.4 million to the Foundation in 2011-12, allowing it to serve more than 200 million people.



Blind since birth, Christine is learning Braille with the help of an LCIF grant to Lions in the Philippines.

Saving Sight

Since 1925, when Helen Keller challenged Lions Clubs International to be Knights of the Blind, Lions have saved and preserved sight. Last fiscal year, Lions Clubs International signed a new cooperative agreement with the World Health Organization (WHO) to aid global efforts in fighting unnecessary blindness and tackling newly emerging threats to vision from diabetes and other conditions through LCIF's SightFirst program. The Lions-WHO Project for the Elimination of Avoidable Childhood Blindness is developing 26 child-friendly Lions eye care centers in lesser developed nations.

"The Lions can take much credit for helping the world make advances against many conditions causing blindness thanks to the support they have provided WHO and their own actions to support cataract surgery and to combat communicable diseases that have traditionally caused most blindness," says Dr. Margaret Chan, the director-general of the World Health Organization. "We are delighted to be expanding our long-standing collaboration with the Lions in this regard."

LCIF has helped millions through SightFirst. The SightFirst program funds high-quality, sustainable projects that

deliver eye care services, develop infrastructure, train personnel and/or provide rehabilitation and education in underserved communities. Main areas of concern include: cataract, river blindness, trachoma, uncorrected refractive error and, especially in developed nations such as the United States, diabetic eye diseases and glaucoma. Lions have mobilized more than \$415 million to fund SightFirst and save sight around the world.

SightFirst is particularly active in China. SightFirst China Action, a partnership with the People's Republic of China and the China Disabled Persons' Federation, is one of LCIF's largest and most successful programs. Lions expanded on this partnership by launching phase three of SightFirst China Action during Lions World Sight Day in Shenzhen, China, in 2011. On that day a plan was unveiled to increase low vision services and eliminate trachoma in China by 2020. Additionally, LCIF provided SightFirst funds to develop a regional training program model and strengthen eye care linkages.

Lions continue to target the leading causes of blindness and begin projects to address new and emerging threats to sight.

Protecting Millions from Measles

Measles is a preventable disease that still claims the lives of hundreds of children a day worldwide. Helping immunize millions of children in his country against measles has been a once-in-a-lifetime opportunity, according to Nepalese Lion Sanjay Khetan. “To be part of an initiative which will save the lives of so many children gives you immense satisfaction. Your life has some cause,” he says.

Medical complications from measles include brain swelling, severe diarrhea and blindness. The World Health Organization estimated in 2004 that 100,000 children become blind each year following measles. Those who are malnourished are most susceptible to measles-related eye issues and blindness since they are typically deficient in Vitamin A, essential for the eyes and other critical organs.

In October 2011, the Bill & Melinda Gates Foundation asked LCIF to help eliminate measles by challenging Lions to raise \$10 million for measles vaccination campaigns and routine immunizations. The Gates Foundation promised to match every \$2 Lions raised with \$1 if the goal was met. The goal was met in October 2012.

Lions’ efforts did not stop there. They also supported the Measles & Rubella Initiative, a coalition of global health leaders that organized and conducted measles vaccination campaigns in more than 30 countries. Local Lions provided valuable social mobilization before and during campaigns to ensure the target number of vaccinations were met, attended campaign launches and volunteered at vaccination centers to assist medical professionals.

By focusing on providing measles immunizations through vaccination campaigns, Lions helped protect 157 million children from measles in 2012.



Punya Lakhe's son, Bipul, became very ill when he contracted measles. Vaccination campaigns supported by Lions will help other families in Nepal avoid the illness.



Partnerships for Youth

The Foundation's Lions Quest program changes the lives of young people worldwide by teaching them life skills. In India, Sunidhi Raje sees the positive change in herself since Lions Quest became part of her school's curriculum. "This program has helped me to understand adolescence better and to tackle problems faced by young people like me," she says. "The life skills we've developed are very necessary apart from just the knowledge that we get from our books."

The school's head mistress, Manasi Muley, says her students have developed positive social behavior and attitudes, learned essential skills and committed to leading healthy and drug-free lives.

Lions Quest's three age-appropriate curricula are tailored for elementary, middle and high school students. Educators attend training workshops to learn how best to teach the curriculum, translated into 35 languages by the end of the fiscal year. Many organizations have affirmed that Lions Quest, active in 73 nations at the end of the fiscal year, effectively teaches life skills related to character education, service-learning, bullying and substance abuse prevention.

A partnership with the United Nations Office on Drugs and Crime (UNODC) is helping young people in south-eastern Europe live healthier and more responsible lives through Lions Quest. LCIF provided a \$100,000 grant for the translation and adaptation of Lions Quest materials for Serbia and Montenegro, and LCIF will work with the UNODC to implement family skills training programs to help prevent drug use, HIV/AIDS, crime and delinquency.

The Foundation also is able to bring Lions Quest to 30,000 students in Botswana, Kenya, Malawi, Tanzania and Uganda with the assistance of \$150,000 from the U.S. State Department. Lions Quest training workshops in each of the five African countries trained 750 teachers, who are focusing on drug and alcohol prevention.

Students in Japan are learning life skills including substance abuse prevention and service-learning through Lions Quest.





Helping Disaster Victims

Year after year, Lions rise to the challenge when disaster strikes in the world. Even when they and their families are among the victims, Lions can often be found tending to the needs of their neighbors before their own. Lions have volunteered millions of hours to help with tragedies at hand and to assist with long-term recovery for past disasters.

Helping people and communities regain normalcy following a disaster can be a long-term process. In Haiti, Lions and LCIF remain committed to helping the victims of the devastating 2010 earthquake.

The earthquake severely damaged a nursing school; 100 students and teachers were killed. Even before the earthquake, Haiti suffered from a lack of trained healthcare professionals, especially nurses. After the disaster, more than 300 students had to attend classes in makeshift rooms and alternative locations. Completed in 2011, the new National Nursing School of Port-au-Prince includes four classrooms and a laboratory. Three hundred-fifty students will study here annually. In partnership with HumaniTerra International, LCIF provided a grant to help with the cost of construction and equipment expenses (November 2012 LION.)

“After the earthquake, I saw so many injured, and we didn’t have enough nurses to help them,” says Indji Tadgrin. “That strengthened my resolve to become a nurse and make a difference in people’s lives.”

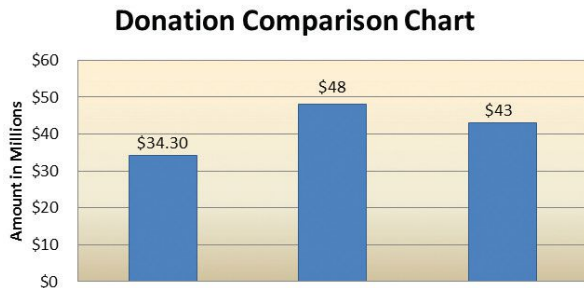
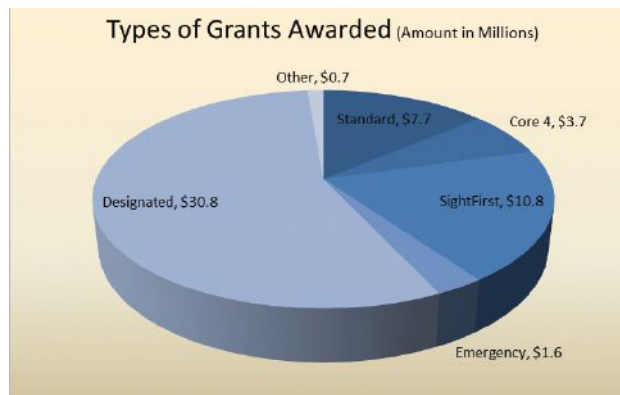
Meeting immediate needs is crucial following a disaster, as Lions have recently shown with the tsunami and earthquake in Japan, an earthquake in New Zealand and hurricanes in the Caribbean and the United States. Lions also meet long-term needs so people return to their lives and regain their independence.

LCIF gave \$55.5 million in grants last year. Thanks to LCIF, Lions expanded SightFirst to address new and emerging threats to vision. Lions helped Lions in Nepal ensure that children were vaccinated and protected against measles. Lions formed partnerships through Lions Quest to enable even more students gain positive life skills. Lions helped educate new nurses in Haiti to deliver critical health-care. Thanks to LCIF, Lions provided hope, health and opportunity to people worldwide.



Reconstruction after the earthquake in Haiti includes a new nursing school in Port-au-Prince.

Watch videos on SightFirst, Lions Quest and disaster relief.



Standard Grants allow Lions to help communities through large-scale projects that provide access to education, technology, and health care by addressing unmet humanitarian needs.

Core 4 Grants support large-scale, predetermined projects that qualify under one of four core service commitment program areas: preserving sight, combating disability, promoting health and serving youth. This includes diabetes prevention and treatment, Special Olympics and Lions Quest.

SightFirst Grants support high-quality, sustainable projects that deliver eye care services, develop infrastructure, train personnel and/or provide rehabilitation and education in underserved communities. Major concerns include: cataract, river blindness, trachoma, uncorrected refractive error and diabetic eye disease.

Emergency Grants help Lions meet immediate needs such as food, water, clothing and medical supplies following a disaster.

Grants provided through **Designated Funds** represent restricted donations for use towards a particular cause, such as the Japanese earthquake and tsunami. These funds may only be used for that purpose. Grant projects may be completed in the areas of disaster, sight, youth and humanitarian needs.

Other grants include **International Assistance Grants**, which enable Lions clubs in developed countries to partner with Lions clubs in lesser-developed regions on projects that make a real difference for communities.

In fiscal year 2011-2012, our Foundation awarded 513 grants totaling US\$55.5 million. Some examples of Lions' impact in the past year include:

Thirty-one million people had their sight saved or vision improved thanks to 35 SightFirst grants.

Approximately 33,000 people received immediate help following disasters through 165 Emergency grants.

4.7 million people are benefiting from access to education, technology, health care and many other life-changing improvements through 160 Standard grants.

At least 166,000 students are learning positive life skills through 37 Lions Quest grants.

More than 91,700 people gained access to clean water and medical mission services through 26 International Assistance grants.

A message from Past International President Sid L. Scruggs III, LCIF Chairperson 2011-2012



Past International President Scruggs surveys the damage in New Zealand following the earthquake in 2011.

Dear Fellow Lions,

When I became Chairperson of Lions Clubs International Foundation in July 2011, I knew that the job would be rewarding, but I had no idea just how rewarding it would be. Judy and I visited Lions clubs around the world, witnessing projects both large and small that saved and improved lives, rebuilt destructed areas, aided vulnerable populations and supported youth. It truly was an honor for us to serve as your Foundation representatives.

If you or your club supported our Foundation, you were there with us. You helped Sunita in Nepal when she received a measles vaccination. You aided millions in Ethiopia by distributing medicine for blinding trachoma, and you supported students throughout the 73 countries where Lions Quest is active. Yes, you were there for these projects and so many more because you are the strength of our International Foundation. None of these LCIF projects would be possible without your support.

Let me take this opportunity to express my appreciation for you, Lions, for all you helped to accomplish. When Judy and I visited Japan, New Zealand, India, Nepal and other areas of the world, we saw firsthand the global impact of our Foundation to change and restore lives.

Our partners have also recognized LCIF's ability to make a difference in our world. The Bill & Melinda Gates Foundation issued a challenge grant for us to raise funds to eliminate measles, and the Lions rose to the challenge. Our life-changing work with our other important partners continues as well, including our new Lions Quest work with the U.S. State Department and the United Nations Office on Drugs and Crime. Each of our partners helps LCIF to achieve success and reach even more people.

You can learn more about what your generosity accomplished this past year in our annual report, available online. As we shine a light on our Foundation, you will better understand how your donations allow LCIF to grow and help even more people and communities in need.

Once again, I thank you for your continued service to others, and for your financial support of our Foundation. Please remember, as I do when I reflect on my year as your chairperson, we serve others when we *"let the light of hope shine through you and me."*

Serving together today for a better tomorrow,

Sid L. Scruggs III
LCIF Chairperson 2011-2012

A Lion in Africa

New member launches shrewd literacy effort to uplift troubled new nation

by Wendi Dwyer

I stepped off the small U.N. plane in South Sudan. Our bags were tossed onto the red dirt ground. The plane took off, and I knew there was no turning back. A bolt of fear shot through me.

It was over 110 degrees. The heat felt like I was surrounded by blow dryers turned to the hottest setting. There was no terminal—just a few scattered straw huts and a pack of starving dogs plodding toward us. In the distance a cloud of dust rose above the brush: our ride was slowly approaching. Thankfully, the jeep arrived before the dogs reached us. We drove to “town” and I soon realized that South Sudan may as well be the moon—it was that different than the world I live in. When the sun sets pure blackness descends. If I got sick or hurt there was no 911 to call for help.

I live in Geneva, Illinois, a small, attractive Chicago suburb. I am a married mother of four and an active member of the Geneva Lions Club. About a year ago I became a Lion for two reasons. I am losing my sight. Because of my own predicament I feel fortunate to be a part of Lions Clubs International. I also witnessed how sight impairment shortens the lives of my friends in South Sudan and saw the crippling impact illiteracy has on a nation. I know Lions can make a huge difference in this newly independent country.

Few South Sudanese have access to electricity, safe water, roads, clinics or schools. People cook over open fires and walk miles to pull 30-pound buckets of water out of 40-foot-deep, four-foot-wide open bore holes. These activities are dangerous for anyone, but even more so for blind people. The saddest thing about seeing the many sight-impaired people struggling to survive in South Sudan is that much of their blindness is curable and preventable. Lions could save lives here.

Last year I learned there were no Lions clubs in South Sudan. So I contacted LCI headquarters in Oak Brook near

my home and learned they were already working on this. Headquarters connected me with Past International Director Manoj Shah in Nairobi, Kenya. We are now working together with the South Sudanese government to secure the necessary approvals and documentation.

I am determined to help charter a Lions club in South Sudan. The eyeglasses, antibiotics and teams of surgeons LCI can provide will save lives. Also, International President Wayne Madden is a strong advocate for literacy.

Without literacy a nation cannot become a democracy. Tyranny occurs when a few literate people make decisions for the illiterate majority. This leads to oppression and corruption. Without literacy conflicts are difficult to resolve and often become violent. This leads to war. Without literacy parents are unable to access new information and simply do what the generation before them did, even if those practices are unhealthy. This leads to many children dying before their first birthday and mothers dying in childbirth.

South Sudan became independent on July 9, 2011, but the people are not free. With one of the lowest literacy rates in the world they are left in bondage. They desperately need the tool of literacy to work together to create a peaceful, healthy society.

Imagine digging a well and the whole village gathers to help but only one person has a shovel. This is South Sudan. With so few people able to read, development is slow and difficult. Information is hard to circulate and people are unable to solve their own problems because they are left out of the decision-making process.

I could not have planned the strange course of events that led me to dedicate the few remaining years of sight that I may have left to raising the literacy rate in South Sudan. My journey began in 2005 when we welcomed the Wandu family into our home. They were refugees from



South Sudan. A friend who works for World Relief told us that the Wandis had not been exposed to electricity, showers, toilets or traffic. They needed help adjusting to life in America. My help was reciprocal. I had recently returned from teaching art to more than 550 school children in a slum of Nairobi in partnership with the Kenya Children's Fund. I knew that without the help of my Kenyan friends I could not have safely navigated the strange ways of the Dandora slum.

The Wandis arrived at O'Hare airport with nothing more than the clothes on their backs. Their two sons, Bill Clinton Wandi, 6, and Nelson Mandela Wandi, 4, balanced huge men's shoes on the tops of their feet as they disembarked. They had been shoeless, and a kind soul placed these donated shoes on their feet so they could board the plane in Africa.

At dinner one night my oldest son asked Bulus Wandi, the father, why they had come to America. Bulus drew a big breath, paused and then told us about the day the armed men came on horseback to his village. He was a young boy of 8 then. The men told them they would need to follow the ways of their religion or trouble would come to the village.

His brother, who was 14, spoke up, "We don't fear you! Our God will save us!" The men roughly bundled up his

brother, hung him from a tree and lit him on fire. Bulus triumphantly concluded his story: "And God saved him!" My son asked, "He lived?" "No, God saved him," Bulus replied.

Bulus' faith in God's love and in the promise of heaven was unshaken. Even though his brother was brutally murdered before his eyes, he did not doubt God's presence. His faith made us question the depth of our faith. Was ours a faith in a God who loves us and provides for us even in the most horrible earthly circumstances?

Over the years I heard stories of faith like this from many South Sudanese friends. Unlike me, they saw God clearly in difficult circumstances. I didn't realize they were helping to fortify my faith until I was diagnosed with retinitis pigmentosa, which is an incurable, progressive eye disease. I am an artist. My sight is essential. If you had told me five years ago that I may be blind I would have panicked and been furious at God. It has been hard as my sight continues to worsen, but, surprisingly, I have peace. I believe this is because of the perspective I have gained from my South Sudanese friends, some of whom were among the Lost Boys of Sudan. Their travails help me realize we may not be able to choose the struggles in our lives but we can make a conscious decision to tackle them with integrity and faith.

The Dwyers taught the Wandis how to use modern conveniences while they learned how to handle difficulties with serenity from the Sudanese family.



In the 1980s thousands of young Sudanese boys were displaced or orphaned during civil war. The Lost Boys, as they became known, walked more than a thousand miles to refugee camps in Ethiopia. Many didn't make it. They were attacked by animals; others died of starvation and dehydration or were killed by the militia. The Lost Boys worked together to stay alive. The United States later re-settled many of them.

In 2006 I began helping a group of Lost Boys tell their amazing stories of survival and fortitude to inspire students in the Midwest while also raising funds for education in South Sudan. We have spoken at more than 60 high schools and universities. I am now the executive director of the Lost Boys Rebuilding Southern Sudan (LBRSS), a non-profit. We raised funds and built the Malulkon Community Learning Center and seven wells in Northern Bahr El Ghazal State. Our mission is to educate people of South Sudan so they can help develop a peaceful, healthy nation.

Our remarkable agent of change is called Literacy at the Well, which doesn't rely on supplies that are difficult to replenish. In South Sudan, women and girls spend hours each day drawing water or waiting their turn at wells. Literacy Leaders, paid \$100 a month, are assigned to a well. We use games and songs familiar to them to teach them reading

and writing. The average well site serves as many as 1,000 families. For a small investment we make an enormous impact on a whole community.

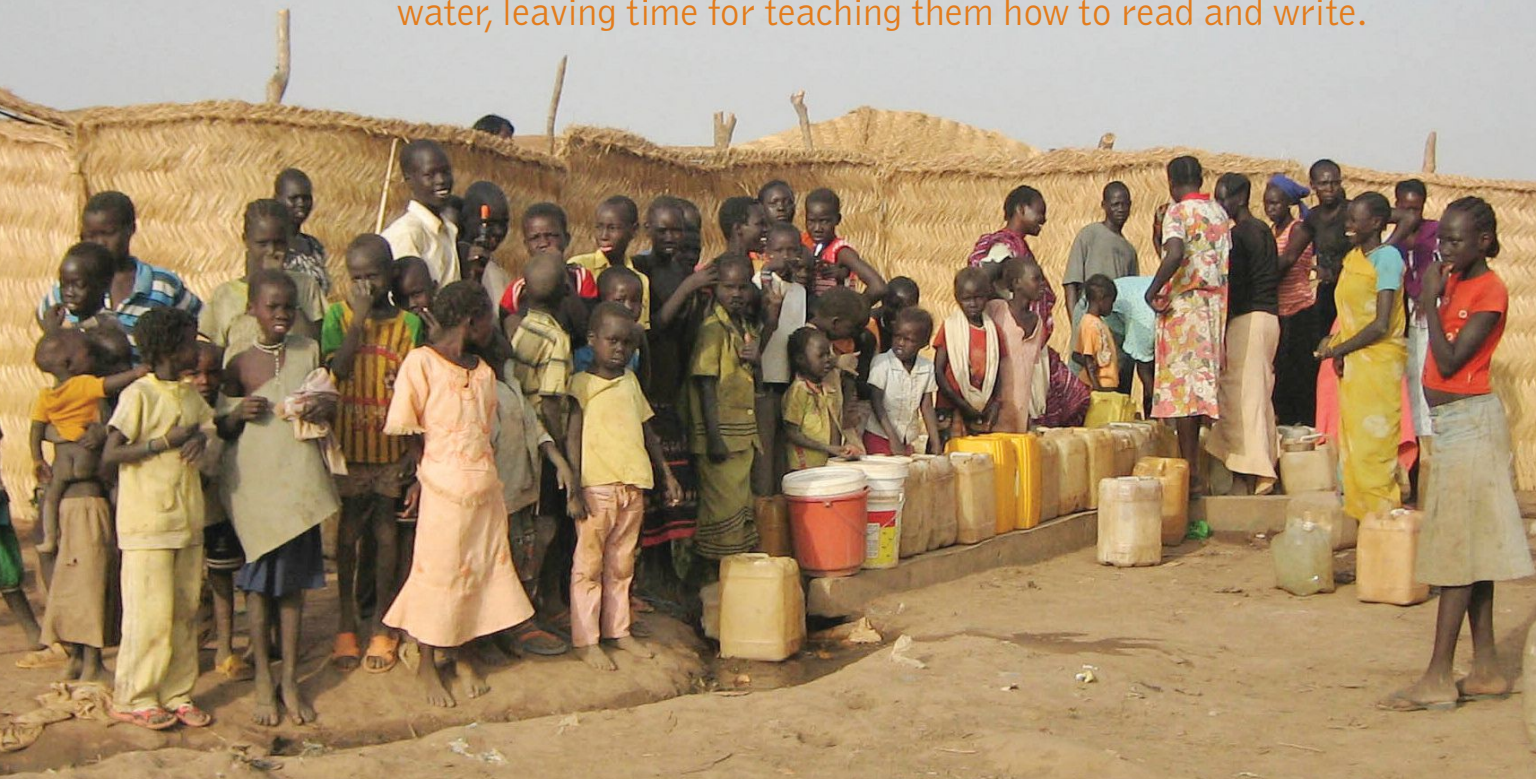
A key component is our "train the trainers" method. An established school serves as a training hub for our Literacy Leaders. Working alongside the teachers who are improving literacy, the volunteers acquire the skills needed to become Literacy Leaders themselves.

Our literacy program was launched at the Maluaklon Community Learning Center, where we have strong relationships within the community. Maluaklon is also an excellent choice because of the presence of other NGOs, potential partners. UNICEF already provides notebooks and pencils for our students. We will soon expand our literacy efforts to other states in South Sudan.

The cost to train and pay a Literacy Leader is \$1,500 annually. When literacy rates go up, child mortality rates go down, conflicts are resolved more peacefully and an entire nation can prosper. Water wells sustain life; reading well can build a society.

More information on Literacy at the Well is available at RebuildingSouthernSudan.org.

Women and girls in South Sudan spend hours at wells getting water, leaving time for teaching them how to read and write.





Stamp of Approval

Stamp club bonds Lions and deepens appreciation
of our worldwide scope

by Elizabeth Blackwell

(Left) Dr. Howard Levenson of the San Rafael Host Lions Club in California is an avid and knowledgeable collector of Lions stamps.

Ward Crowley of Denver became a Lion in 1951. That same year, about 1,000 miles east in Chicago, Lions' founder Melvin Jones, an avid stamp collector, helped initiate a Lions' stamp club. Crowley joined that club seven years later. Since then, he's been a fanatical stamp collector as well as a devoted Lion.

Crowley has rarely missed an opportunity to promote Lions or the Lions International Stamp Club (LISC). Often his passion for stamps increased his loyalty to Lions. It worked the other way, too: his attachment to Lions intensified his devotion to stamp collecting.

Crowley was always thinking up ways to get attention for Lions' activities. In 1961, when he was district publicity chairperson, he arranged for the charter of the new Denver Skyline Lions Club to be presented onboard a plane circling the airport. He was equally creative and persistent in spreading the word about the stamp club, helping spur its growth during the 1960s and 1970s.

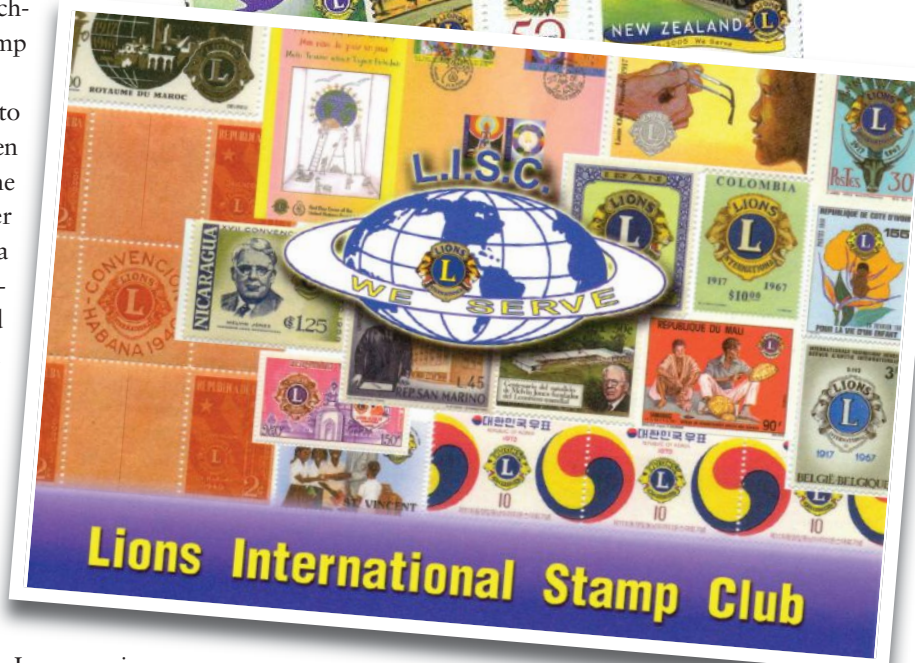
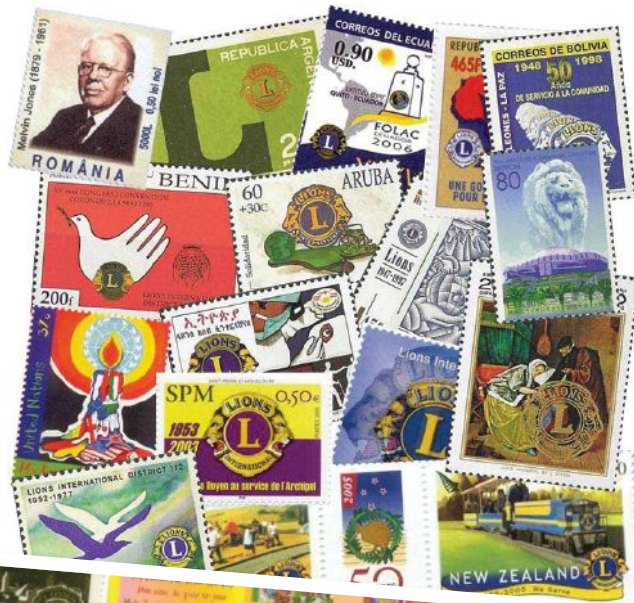
Because the Denver club was one of the founding clubs of Lions Clubs International, Crowley was often introduced to visiting Lions from other countries. He gave them the stamp club pitch and asked them to promote the club when they got home.

"When international presidents came to visit, I'd nail them," says Crowley. "The year I was president of the stamp club [1969-70], I wrote a letter to every district governor in the world, and they all promoted the club in their newsletters."

The LISC currently has 14 chapters around the world and almost 400 members. The most active chapters include Singapore, Australia, France, Belgium and the Netherlands. The two U.S. chapters are based in New Jersey and California.

For stamp collectors in general, the hobby feeds intellectual curiosity, provides "thrill-of-the-hunt" moments and provides a social outlet. For Lions, all of that is true and then some. If Lions can quickly bond with one another, then stamp-collecting Lions feel a special kinship among one other.

What they like best about the stamp club, members say, are the interpersonal connections they've made and the sense of camaraderie that comes along with membership. Discussions that started over stamps have developed into friendships that last a lifetime.



Shown are a postcard of the Lions International Stamp Club and an array of Lions stamps.

"If Lions are the best-kept secret, the stamp club is the second best-kept secret," says LISC president Douglas Schembs Jr. of the Westfield Lions Club in New Jersey. "Because of the stamp club, I have friends all over the world. It allows you to really see the Lions as international."

John Bargas, a life member of the Malahat Lions Club in British Columbia, Canada, joined the stamp club in 1974, after a chance encounter at an international convention in Dallas reignited his childhood interest in collecting. "I attended 24 international conventions during my life, and my only regret at the end of them was having to say farewell to the other stamp club members and wondering when we would meet again," he says. "I have met some of finest Lions through the stamp club, and learned about international relations firsthand."

A popular hobby worldwide since the mid-1800s, stamp collecting is easily adaptable to different interests



Stamp collecting has international appeal. LISC Treasurer Thierry De Wandeleir (left) of Belgium and member Joel Liechtmanneger of France examine stamps at the LISC Booth in 2011 at the 94th International Convention.

and budgets. Some aficionados buy stamps from a particular country; others choose to specialize in stamps that depict a certain topic, such as flowers or dogs. Another subset of collectors values rarity: stamps that were misprinted or otherwise quickly pulled from circulation (and are therefore more expensive). While most stamp collections are put together in albums for personal enjoyment, other collectors act more as dealers, buying up unusual stamps and selling them at a profit.

Most LISC members collect a wide variety of stamps, but they also focus on stamps that commemorate the Lions in some way. But exactly what counts as a “Lions” stamp is a subject of frequent debate, with no definitive answer. It could mean a stamp that displays a Lions logo or text, but it could also be a stamp that commemorates a subject associated with Lions such as blindness or Helen Keller. More than 119 countries and territories have issued postage stamps that recognize the work of Lions clubs. The first was issued in 1940 in Cuba in honor of the 24th International Convention.

Crowley describes his many years of work with the stamp club as “a labor of love.” He specializes in collecting “covers,” the stamped, postmarked envelopes that were issued to commemorate club activities, anniversaries and festivals. Over the years, he amassed a collection of more than 3,000. “First it was a hobby, then it became an obsession,” he laughs.

Passionate collectors like Crowley can easily get caught up in the thrill of the hunt: tracking down the one or two missing stamps that would make their collection complete. One set of covers, produced by a club in Bay City, Texas, to commemorate their annual rice festival, became Crowley’s version of the Holy Grail.

“I’d get one here and another there,” he remembers, “but I wanted them all. I finally found out that the wife of one of the members was the one who got them all postmarked, so I tracked her down and wrote to her to ask if she was willing to sell her collection. She said she wouldn’t sell them for the world. I wrote back, offering \$25, and right away I heard back from the woman’s sister, saying she’d be happy to sell her collection to me.” He still laughs with delight as he recounts the story, both proud and amused by his perseverance.

Far-flung members come together in person at the international convention, when the stamp club’s annual meeting is held. (The club also sets up its own mini post office so that commemorative covers can be canceled on site.) “Everyone gets together for dinner afterwards, and you have these really interesting conversations,” says Dr. Howard Levenson, another LISC past president. An optometrist and member of the San Rafael Host Lions Club in California, Levenson credits the club with introducing him to many people who have become long-term friends: “You have the camaraderie of people getting together to

Get Involved

You'll find more details on the Lions International Stamp Club and how to join on the group's website: www.lisc.nl. Members receive a quarterly newsletter, *The Philatelist*, with updates on recently issued stamps. The club also publishes a catalog of Lions-related stamps, available for purchase. Many individual country stamps with the Lions logo can be bought for \$1 to \$5, making it relatively affordable to get started.

To find out more about the movement to issue a 100th anniversary Lions Club International stamp in the United States, contact Dr. Howard Levenson at howard326@sbcglobal.net. Additional volunteers are always welcome.

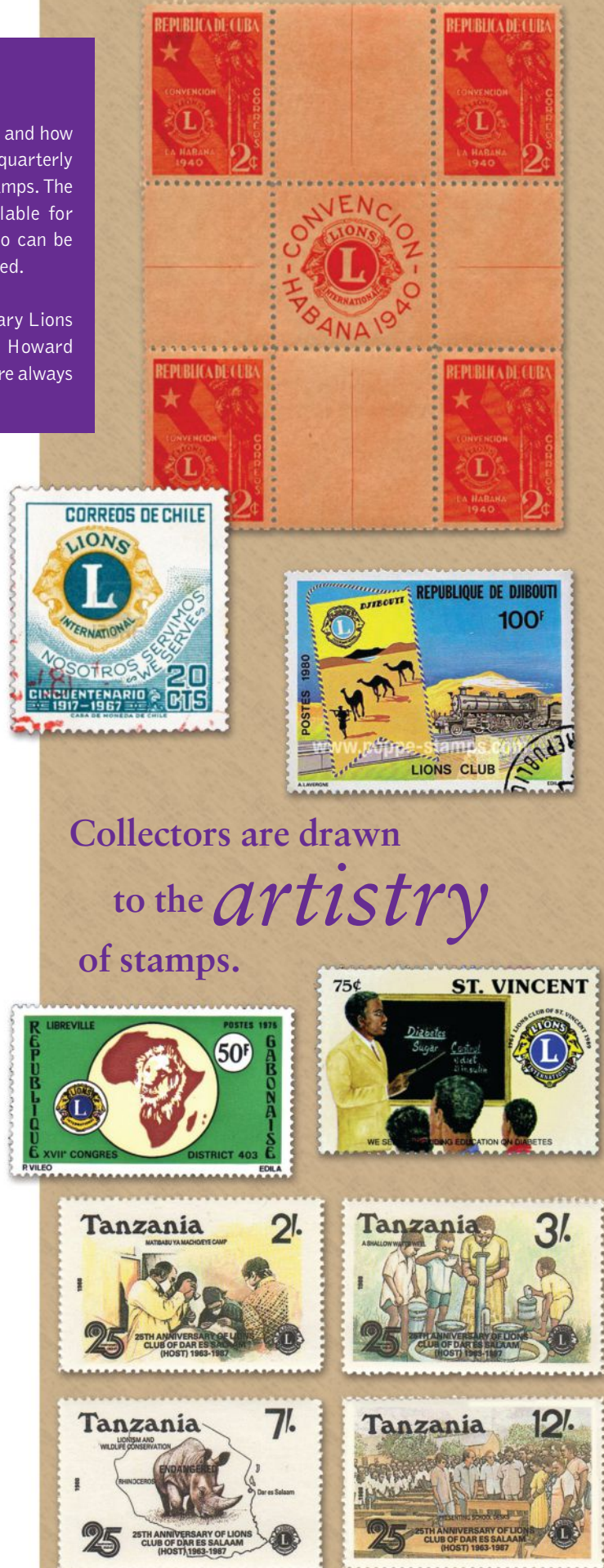
share a common interest, and you're also learning a lot of history and geography. It's an education."

For club member Ken Stuckey, stamp collecting was what brought him to Lions. As a young research librarian at the Perkins School for the Blind (Helen Keller's alma mater) in Watertown, Massachusetts, Stuckey was asked to start a collection of stamps on blindness for the school. That project brought him in touch with Lions Frank Schofield, of Laguna Beach, California, and Curt Schneider, of Manchester, New Hampshire, who donated their collections to the school and helped educate Stuckey about Lions.

In 1975, Stuckey put together an exhibition and catalog of the Perkins collection, which brought the topic of blindness to the attention of the general public. It also began his correspondence with collector Gunilla Stenberg of the Tomtebodas School for the Blind in Stockholm, Sweden. Stuckey and Stenberg soon discovered they had more in common than a love of stamp collecting, and they eventually married.

Stuckey joined the Watertown Lions Club in Massachusetts in 1976, and continued to work at Perkins until his retirement in 1998. He now belongs to the Stockholm Lions Club. "Looking back, it's a wonder to see how my wife's and my collections have grown from a handful of stamps to over 400," he says. "We are often asked, 'Why hasn't my country issued a stamp related to blindness?' To which we often reply, 'We think they have!'"

Many of those international stamps are now offered for sale through the LISC's website, with most stamps priced at less than \$5. A starter collection of the most important Lions stamps can be put together for about \$150 to \$250. The Internet has led to a price decline for stamps—as collectors can now comparison-shop all over the world—but it also has made it easier for specialists



Collectors are drawn
to the *artistry*
of stamps.

to track down rare specimens. While the 1940 Cuba stamp sells individually for about \$2, two complete sheets of the stamp recently sold for \$375, an example of how a stamp's format can add to its value.

The wide variety of colors and styles is one key to the appeal of a Lions stamp collection. A 1996 series of stamps from Kenya, for example, has pictures illustrating an ambulance, a child in a wheelchair and doctors performing eye surgery—all Lions-funded projects. A 1967 series from Rwanda shows the Lions' logo with a zebra, against a variety of colored backgrounds, while a 1991 series from Guyana has both "Lions International" and "Melvin Jones" imprinted on vibrant pictures of tropical butterflies.

True to the Lions' spirit of service, stamp club members give back to their communities, donating stamps to retirement communities and veterans' homes, where hobbies such as stamp collecting help keep residents mentally engaged and entertained. "Giving boxes of stamps to people can make them very happy," says Levenson.

Visiting schools also gives members a chance to pass on their interest to a new generation. "When you support a youth group in stamp collecting," Bargus says, "it enables

them to understand that there are others in this world who are both like them and different." Showing children unusual stamps—such as a 1985 stamp from the Netherlands honoring guide dogs, with Braille print indentations—can also lead into a discussion of what Lions do.

But stamp collecting has a hard time competing against the lure of video games and Facebook, just as the rise of email and text messaging has cut into the sale of stamps. In the 1970s, the LISC had 1,100 members, more than twice today's membership. The two U.S. chapters are "treading water," says Schembs, with a core group of longtime members keeping things going. However, the fact that some overseas chapters have grown in recent years gives hope that the U.S. chapters can be revitalized as well.

One way to do that is through a major new initiative spearheaded by the LISC: having stamps issued around the world to commemorate the 100th anniversary of Lions Club International in 2017. "We want to do this big," says Schembs, who has already set up a committee to get the ball rolling. "We're planning to contact the postal authorities in every country that has a Lions club, and we're hopeful we can do it."

Traditionally, the U.S. Postal Service (USPS) does not approve stamps that honor nonprofit associations or service organizations. But in 1967, thanks to strong public support and lobbying by Colorado Congressman and Lion Byron Rogers, Lions Clubs International was recognized on a U.S. stamp in conjunction with LCI's 50th anniversary and "Search for Peace" essay contest. Unfortunately, the stamp itself, which showed a dove holding an olive branch, ended up being somewhat controversial, due to its drab color scheme and the tiny, almost unreadable letters used for the Lions' text.

Stamp club members are hoping for a more compelling visual image this time around, but getting a new U.S. stamp approved won't be easy. The USPS receives thousands of proposals for commemorative stamps each year, but only about 20 are chosen. The more voices heard in support of the stamp, the more likely it will become a reality (see sidebar on page 31).

The good news is that you don't have to wait until 2017 to see the Lions on a U.S. postage stamp. Through websites such as Zazzle.com, and Pictureitpostage.com, you can design and print your own personalized stamps, which are accepted by the USPS. Collectors might not consider them "official" Lions stamps, but using them for your own correspondence or club mailings are fun ways to get the word out. "What a great way for Lions to show the world and fellow Lions what we do," says Stuckey.

Stamp Collecting Resources

To find out more about stamp collecting, the following groups have helpful, detailed websites aimed at both beginners and longtime collectors:

1. **LearnAboutStamps.org:** A good general education site for newcomers to the hobby.
2. **The American Philatelic Society** (Stamps.org): The official website of the world's largest nonprofit association for stamp collectors. You can buy and sell stamps online, as well as get referrals to local dealers and clubs.
3. **The National Postal Museum** (www.postalmuseum.si.edu): Part of the Smithsonian Institution in Washington, D.C., this museum has an extensive, well-designed website, full of historical information. You can see rare and unusual stamps up close by browsing dozens of online "exhibits," including "15 Objects that Changed Postal History."
4. **The American Topical Association** (www.american-topicalassn.org): This group serves collectors who organize their stamps by theme. Browse the site to see the full range of popular topics including space, wine, Christmas, animals, railroads and religious imagery.

26th Annual Lions International Peace Poster Contest

Our World, Our Future



Encourage the youth in your community to express their feelings of peace, while gaining exposure for your club. Participate in this year's Lions International Peace Poster Contest.

Start now. Purchase a 2013-14 Peace Poster Contest Kit (PPK-1), which contains all the materials needed to sponsor one contest.

Kits are sold through the Club Supplies Sales Department, January 15 - October 1, 2013, at International Headquarters. A kit must be purchased for each contest sponsored. Allow 2-3 weeks for delivery; outside the U.S. may take longer.



CALL 1-800-710-7822

To order online visit the Lions Store (Item Search: Peace Poster Kit) at www.lionsclubs.org or download the order form (PR-785).

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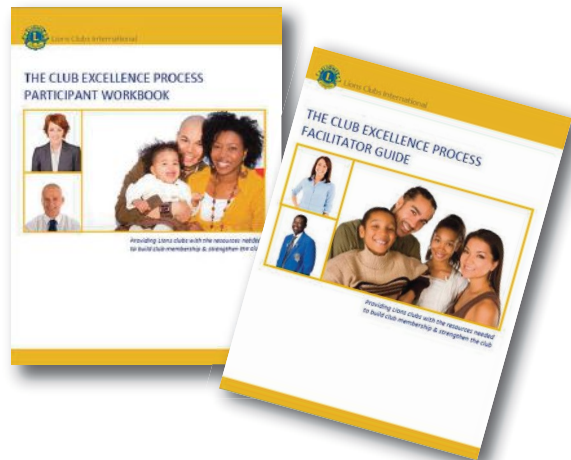
“After participating in the **Club Excellence Process (CEP)**, we are better at taking care of our own members. We increased membership, had successful service projects, participated in the Reading Action Program (RAP) and contributed more to LCIF.”

*Club President Ernie Richmann
Painesville Lions Club; Painesville, Ohio, USA*

“CEP helps a club review the service projects they are providing to communities and the club operating status. The goal is to improve membership & community experience; 11 clubs in the district have discovered that great feeling of improvement!”

*PDG and Club Membership Chairperson Paula Lang
Gordons Bay Lions Club; Capetown, South Africa*

Visit the LCI Web site to complete an online request form or download the NEW CEP request forms.



Lions Clubs International

Membership and New Club Development Department
cep@lionsclubs.org
630-203-3845

Edgard Diaz of Peru carves a welcome sign.



Carving Out A Fundraising Niche

by Cindy Ross and Bryce Gladfelter

Animals stalk the grassy grounds of Addison Community Park in Pennsylvania for three days each June. Bears claw the air, birds of prey fan their massive wings and leaping salmon show off their sleek, speckled bodies. These creatures arise from flurries of sawdust. Filled with the scent of freshly cut pine, the summer air is ripped and shredded by the roar of chainsaws. The sculptural works of art, born before thousands of spectators' eyes, are created at the National Road Chainsaw Carving Festival.

Chainsaw carvers from across the nation gravitate to this annual festival, managed by the Confluence Lions Club. Last year 43 carvers demonstrated this unique art form and sold their creations. The Confluence Lions Club has donated nearly \$100,000 to the Somerset County Blind Center with proceeds from the last eight festivals.

The Lions' festival has its origins in another festival. Lion Don Winner, a chainsaw carver himself, attended the Chainsaw Carvers Rendezvous in Ridgeway, Pennsylvania, the granddaddy of all chainsaw carving competitions, in 2002 and came back convinced his club could pull off such an event. He huddled with then-President Tom Briar, and together they approached Rob Stemple, a Lion

who lost his sight after surviving a harrowing head-on collision caused by a drunk driver in 1989.

"What do you think about carving yourself?" Winner asked Stemple.

"I'll try anything once," was his reply, and the pair decided on carving a cactus.

Winner handed Stemple a small Stihl saw with a 12-inch blade, making possible kick-back manageable, and he guided him through the controls. Stemple sized up a knot-free hunk of cedar wood with his hands. He carefully lined up the saw and made two cuts to the sides as flanks. Winner kept his hands on the backs of Stemple's hands.

After he made a cut, Stemple rubbed his hands over the wood. He cut out two wedges for the space between the cactus's two branches. The grooves in the skin were the trickiest part. All together, Stemple carved four cacti for the first Lions Club National Road Chainsaw Carving Festival in 2004.

The festival has gained a lot of traction since it first began. Some carvers arrive up to five days before the weekend auction get a jump on carving. They hail from all over the country and even other nations.

Lion Rob Stemple, one of the blind judges, assesses a carving.



Carving Out A Fundraising Niche

The carvers select log chunks from a massive pile, delivered by a lumber company. The craftsmen shape the wood with dexterous ease, but unlike a sculptor of clay or similar material, every move is irreversible. To create a work of art from a tree trunk with only a chainsaw is an impressive feat. Some carvings have astonishingly delicate detail and take days to make. Others are very rough and created in under an hour.

Spectators can watch the process from start to finish. Todd Gladfelter of Schuylkill County bends forward with his saw and wood chunks fly away. Sawdust dances in the air. Two red-tailed hawks slowly emerge, their wingtips brushing as they wheel around a rock outcrop.

“When you are first learning, it helps to have a small, three-dimensional figure in front of you, to act as a model,”

explains Gladfelter. “Then you can block out the figure on all four sides, moving to a smaller saw for tighter cuts and detail work later.

“I don’t draw my design first, but make a mark or two on the log for measuring. For my complicated, detailed pieces with multiple layers, it’s important to always think in terms of what is happening on the other side of the log. I always have a pre-conceived idea of what I want to carve before I begin. But as I carve I feel as though I am releasing the figure within the tree chunk.”

Bears in every conceivable position are the biggest hit at carving festivals: bears clasping “Welcome” signs in their paws, strumming banjos, paddling canoes, and even holding toilet paper rolls. Other animals that emerge from the wood are turtles with bobbing heads, leaping dolphins and

“I saw the angel in the marble and carved until I set him free,” wrote Michelangelo.
Chainsaw carvers set free from wood bears, roosters and more.



Carving Out A Fundraising Niche

detailed starfish. Other pieces include intricate figures of Native Americans clad in headdresses, wizards, benches, bars, a Flintstone mobile and coal miners.

Is the woodcarving dangerous? Not if you exercise due caution, say the carvers. Cutting firewood with a chainsaw is probably more dangerous. The log chunks that are sculptured are stable. All the carvers wear protective gear like Kevlar chaps, hard hats, ear protectors, even wire mesh face shields. Most of the carvers put up highway netting to shield passersby from flying wood chunks. Some repeat visitors even don their own ear plugs (at least requiring their children to do so) to be more comfortable. The most dangerous part, perhaps, is the toil, the wear and tear it takes on the chainsaw carver's bodies over time.

Confluence Lions raise funds through sponsors. A sponsor donating \$300 or the equivalent of that in services receive a "thank-you" chainsaw carving. Among the sponsors are other Lions clubs, some of which donate tractors or other needed equipment.

One of the festival's highlights, differentiating it from other events of its kind, is the judging of the carvings by the blind. Clients of the Somerset County Blind Center do the honors. For a blind person to learn to assess a carving, he

must first learn "to see" with his fingers. Lions direct them so they don't miss any details and answer any questions they might have. "Give me a hint—animal, vegetable or mineral?" Stemple jokes but usually he knows what it is.

"Is it a bear?" he muses out loud. "No, its snout is too long. Fox? Coyote?"

"I look for details," Stemple says. "On the face—if the ears are finished out, if nostrils are chiseled in. I feel for knuckles on eagles, claws on bears, ferules on feathers. I also pay attention to the finish. I can tell if it is painted, if it is smooth and slippery. It's all about what I can feel."

Stemple, employed in public relations by the Susquehanna Association for the Blind and Vision Impaired, is on the mark year after year. He takes his time, laboring over details and intricacies.

"A tremendous amount of time goes into creating these pieces. I want to be as accurate as possible. I am fearful I will misjudge a really beautiful piece just because I can't see it," he adds.

The sculptures are rated from one to 10 and top scorers receive chainsaws and trophies.

Chainsaw carving isn't the only exciting attraction to experience at the festival. On Friday, a parade runs down



Carving Out A Fundraising Niche

Some of the carvings fetch thousands of dollars at the auction.



Last year, there were 140 pieces up for auction, producing nearly \$40,000 in revenue.

Main Street, and kids scramble on the pavement for candy tossed from the passing vehicles and fire trucks. Even after the unified roaring of chainsaws dies down, music sustains the energy into Friday evening. The night culminates in an explosion of fireworks, observed by visitors, proud carvers and a silent army of newly sculpted creatures.

On Saturday spectators vote for the “People’s Choice” award. The grassy rows between the carvers fill with fans, snapping photos, inquiring about their favorite pieces—will the carver place it on the auction block and if not, what is the asking price? After a chainsaw carving demo, a silent auction, a raffle drawing and then the big afternoon auction are held, followed by a closing ceremony.

The Confluence Lions Club purchases the People’s Choice winner every year and then donates it for display at

the park. The carvings chronicle the history of the festival with dates, the names of the carver who created the top pieces and the names of all the carvers that participated in the festivals.

Some sculptures go well into the thousand dollar range. The nice thing, for the carvers, is that they receive half of the price, which makes the long distance traveling to participate worth it. It also encourages them to put in multiple pieces for the auction, a win/win situation for everyone—the carvers and the local blind folks. Last year, there were 140 pieces up for auction, producing nearly \$40,000 in revenue. The Blind Center gets to continue its programs, and spectators get to see art created from trees.

Lions Proudly Serve Wounded Vets

Publicity “was the furthest thing from our minds when we put on this fundraiser [Salute Our Wounded Heroes],” says Gary Wenter of the Caruthers Lions Club in California. “But it never hurts to show what Lions can and will do.”

Three neighboring clubs in central San Joaquin Valley—Caruthers, Easton and Riverdale—did indeed show what Lions working together can achieve. Their first joint project raised \$110,000 for wounded soldiers and their families. The money was donated to the Special Operations Warrior Foundation, which gives scholarships and support to children of soldiers killed in the line of duty, and to Homes Fit for Heroes, an organization that provides quality housing for soldiers and their families as they undergo intensive rehabilitation after suffering battlefield injuries.

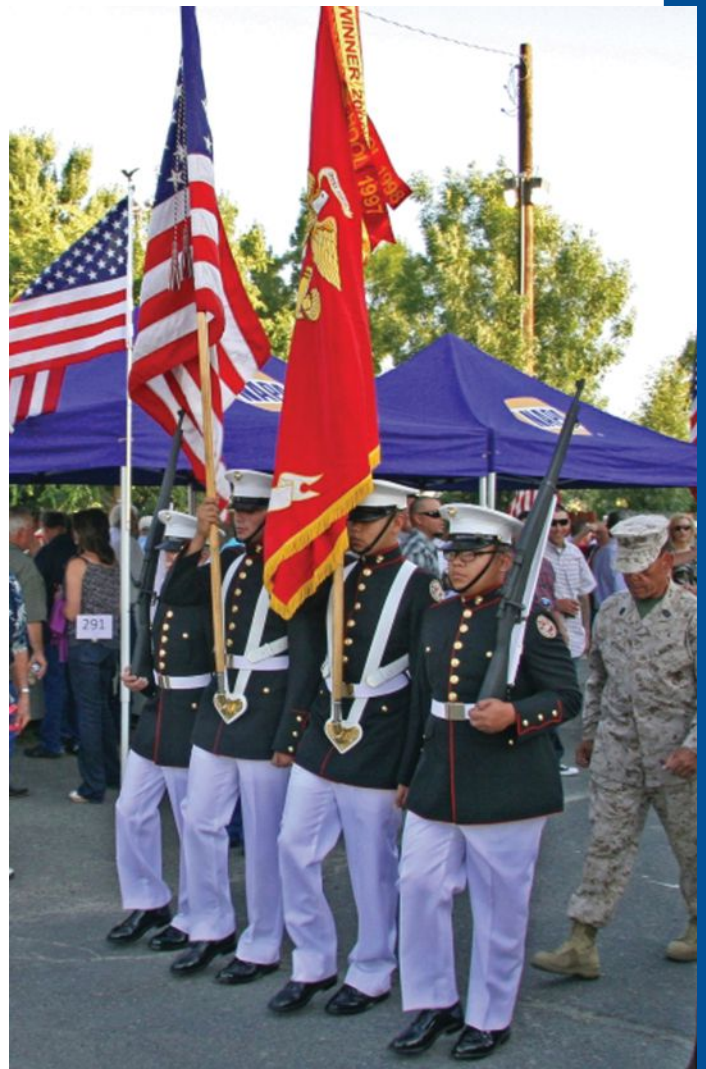
The clubs sponsored a dinner, dance and auction, selling tickets for \$50 each and corporate sponsorships. “Salute Our Wounded Heroes quickly sold out without any media advertising,” says Wenter. “There is a long history of military service from these small valley towns and a deep appreciation of those who serve in the military. Caruthers has the distinction of two Congressional Medal of Honor recipients listed at the top of the Veterans Memorial located on the edge of town.

“The Lemoore Naval Air Station, the largest air base on the West Coast, is only 10 miles south of Riverdale. Easton, the town closest to Fresno, has a large veteran population always ready to help when needed. By combining their strengths, the three Lions clubs felt we could do the most good in giving back to those who have given so much.”

Close to \$35,000 alone was raised by the generous support of sponsors and donors, and the live and silent auctions brought in an additional \$34,000. After listening to a talk given by a wounded soldier, one member of the audience made a \$10,000 donation.

Wenter says he was not surprised that so much money was raised. “Our communities are all small farming towns—none have a stop light or even a stop sign on their main streets. None have their own police force or city council,” he points out. “In fact, none of the three has a population of

more than 2,000 residents. As a result, the three townships tend to rely on their respective Lions clubs for support for a wide range of needs. Our communities have the reputation for really stepping up for good causes.”



The Selma High School Marine ROTC serves as the color guard for the Salute Our Wounded Heroes event held at the Caruthers Fairgrounds.

Art for Sight's Sake

Some people look at the odd metal sculpture with a puzzled look and think to themselves, “What is that?” Others smile and understand that, yes, sight is integral to us, that we’re tough as steel but we’re also delicate and vulnerable and our sight helps us connect the dots and keeps us sane and resilient.

Created by Michigan artist Fred Arndt, “Eyes in Focus” once graced a walkway of the Downtown Grand Rapids Courtyard Marriott. The sculpture was one of 1,582 works of art exhibited throughout the city as part of the ArtPrize competition.

“Eyes in Focus” consists of five whimsical metallic characters, each sporting steel eye glasses. They are not real, functional eyeglasses but metal likenesses of glasses. The eyes inside the rims of the glasses are white. The characters are mounted on a display stand that is shaped like eyeglasses.

Arndt, a former engineer for General Motors, worked with the Grand Rapids Lions Club on the project. Eyeglass recycling boxes were placed on each side of the sculpture. Arndt wanted to do good while doing art. “I’m lucky to have my vision,” he says. A virus in the early 1970s left him with double vision. “I’ve learned to live with it. I do appreciate all that is done and can be done by Lions to improve the vision of people,” he says.

Arndt’s sculpture did not make the top 10 in the art competition. But there were plenty of winners: the hundreds of people who will be able to see better thanks to the eyeglasses tossed in the recycling boxes by the sculpture.





The Iris Network: Maine's Lifeline for the Visually Impaired

by John Platt

In 1907, a decade before the start of Lions Clubs International, Helen Keller hosted the very first fundraiser for the Maine Institution for the Blind. An indefatigable visually impaired traveling almanac salesman founded the organization to create jobs for the state's blind residents.

Today, that institution is known as the Iris Network, and it continues to serve thousands of Mainers out of its offices in Portland and around the state. "Our mission is to help people in Maine who are blind or visually impaired to attain independence and the ability to live and work and contribute to their communities alongside their sighted peers," says James Phipps, executive director and member of the Portland Lions Club.

Phipps, a former tax attorney who is blind himself, has been involved with the Iris Network for more than 20 years. His white cane makes only the slightest clicks against the wall as he leads me around the organization's Portland headquarters, which once served a very different purpose.

"This all used to be part of our factory," he says as we roam the halls. When the organization first started, it hired visually impaired people directly. Blind employees made brooms, textiles and cane chairs—"all of the stereotypical stuff," Phipps says.

The Iris Network has long since evolved away from that model and no longer employs people directly. "Now we provide training for people to work in competitive employment, out there in private industry. Blindness does not affect a person's ability to be a good candidate for most kinds of jobs," he says.

In addition to job skills training, the Iris Network provides a host of other services including low vision screenings, support groups and rehabilitation services. They also maintain an assisted living apartment building in Portland that is home to more than 30 people with visual impairments who may also have additional disabilities. They do all this with a staff of less than 40 people and 100 volunteers.

Back to Work

Phipps guides me into a newly converted room full of office-style cubicles. This is the Iris Network's new Access Technology and Employment Services program, where clients can learn about special software and hardware that will allow them to use computers and other devices, either to keep their jobs as their vision declines or to gain new skills to open up work opportunities.

"People want to work, and more often than not employers want them to keep working because they're trained," explains Susan Anderson, the Iris Network's employment coordinator.

In one of the cubicles, 48-year-old Paul Featherson sits beside his black Labrador service dog. He is learning new computer skills to help him find a phone reception job after losing his previous job stocking shelves because of declining

vision. He jokingly calls retinitis pigmentosa, a hereditary condition, his “early inheritance.” Today he’s practicing with a screen reading program called JAWS (Job Access With Speech), which transforms the text on his computer screen into synthesized speech that he can hear through headphones. The software also provides audio cues to let him know which keys he is hitting on the keyboard.

Another client, fast-talking New Yorker John Lee, suffered a stroke 17 years ago that damaged his optic nerve and left him with a severely limited range of vision. A recent transplant to Maine, Lee came to the Iris Network to improve his computer skills. “I used to hunt and peck when I typed,” he says. “Blind guys can’t do that.”

In addition to typing lessons, Bonnie Gouzie, director of the Access Technology program, is working with Lee to find appropriate equipment and software for his vision.

Supported by Lions in Maine, the Iris Network has helped the blind gain work since 1907.



Bonnie Gouzie, director of the Access Technology and Employment Services program at the Iris Network, works with Gene Stone on the JAWS adaptive software, which Stone uses in his job at AAA.





The Iris Network's low vision clinic contains a wide variety of reading assistance devices including this adjustable magnifier.



Technology to help the blind has evolved in the last century, but the Iris Network and Lions continue with their mission to uplift those with vision impairment.

A large monitor would require him to move his head too much from side to side, so a laptop seems to work best for him. "Bonnie has brought me a long way in a short time," Lee says.

Elsewhere in the training room sits Ms. Wheelchair Maine 2012, Sarah Rosenblatt, a resident of the Iris Network's nearby apartments. Rosenblatt, who plays tennis and other adaptive sports, suffers from cerebral palsy and septo-optic dysplasia, which resulted in an under-development of the optic nerve.

"I went through many job assignments, but I couldn't find the right one for me," she says. Gouzie and Anderson helped her find her current job at the Northern New England Poison Control Center. She started there as a volunteer, and she proved to be so valuable that the center found the funding to hire her permanently.

In addition to her new job, Rosenblatt recently got engaged and is raising money to compete in the 2013 Ms. Wheelchair America competition.

Semi-retired Gene Stone has been using JAWS for more than a decade in his job at AAA, where he takes emergency roadside calls. A former president of the South Portland Thornton Heights Lions Club, Stone is completely blind and uses JAWS to multitask and help drivers in need. "I'm listening to them on the headphone in one ear," he says with a strong voice full of authority and humor, "while JAWS is telling me what I'm typing in the other ear." His office recently switched to a new software system, so he has come to the technology center to get help adapting it for JAWS.

Stone, who raised four boys, says he is an active raised-bed gardener. "I just love life to the max as a blind person," he says with a smile. "I'm a really active kind of person who says, if you're blind, you can get out and find a job. Computers are the way in."

The Network and Lions

The Iris Network maintains close ties to Maine's Lions clubs, more than a third of which donate to the organization each year. The biggest donations come from the Portland Lions Club, which takes advantage of the Network's proximity to two nearby sports arenas to sell parking spaces in their lot during baseball and basketball seasons. Last year they raised nearly \$35,000. "It sounds like something very simple, but it really is a big help to the agency," Phipps says.

The members of the Portland club commit to parking duties for 46 games every summer and dozens more during the winter. "We're out here parking cars in all types of weather," long-term club president Bruce Roullard says one evening while collecting \$5 bills from incoming sports fans. "We're very pleased to be able to raise the money that we do for the Iris Network because they have so many wonderful programs and services." The Portland club also holds its monthly meetings at the Iris Network headquarters.

In addition to monetary donations, clubs around the state frequently invite Phipps to give presentations about the Network. "It's easy to talk to a Lions club, no matter where they are located in Maine, and tell them about the kinds of things we do to support the people in their own community," he says.

Increasing awareness through these meetings helps the organization to connect with potential new clients early enough so they can learn the tools they need to continue working or maintain their quality of life. "Blindness is a significant issue but it shouldn't be a disability that people can't overcome," Phipps says.

Platt is a member of the Boothbay Region Lions Club in Maine.



Share the Good News

Generate Interest with a Media Pitch Letter

Lions, a humble bunch, are all about service. You may not feel you have the time or the need to draw attention to your club's many good deeds. But a little publicity never hurts—in fact, media coverage can do everything from boosting donations to increasing attendance at events to creating interest in joining. Although engaging in media relations may seem daunting and complicated, it actually may be easier than you think. With the targeted use of a simple media pitch letter, you can catch the media's attention and bring inspiring stories to your community.

No Press Release, No Problem

"One of the most common misconceptions about public relations is that you need to distribute press releases to get media coverage. Few people know you can get media exposure without writing a press release," stresses Elena Verlee, founder of the public relations firm Cross Border Communications. "A media pitch is much easier to prepare than a press release. Done right, it can get you that media interview or feature."

A media pitch is a three-paragraph letter to an editor or journalist with the intention to spark interest, rather than simply conveying information in a conventional "who, what, when, where, why" press release style. "You can be more creative and less formal in a media pitch than in a press release," says Verlee.

Find more tips on reaching out to the media in the LCI Public Relations Guide, available at www.lionsclubs.org. Contact the LCI PR Division with questions at 630-571-5466 or pr@lionsclubs.org.

Simple as 1-2-3

An eye-catching headline is a must. "Go for a quirky headline. One that makes the reader go, 'Huh? What could this be?'" Strive to write a headline that arouses curiosity," says Verlee. In the first paragraph, get to the point quickly and summarize why readers would be interested in your story. The second paragraph can cover basic details, but including an engaging quote, colorful language and statistics are great additions. The final paragraph should be a call to action, such as providing your contact information to follow up.

Not Sure It's Newsworthy?

While a press release is perfect for announcing an event, a pitch letter is great for drawing interest for feature stories. "If you don't necessarily have a newsworthy story about your own club, but want to react to a hot news item, use a media pitch to get your name in front of journalists. Never assume that your story isn't interesting enough for an editorial," says Verlee.

Lions have the opportunity, and perhaps the duty, to share their motivational stories of service. Verlee points out, "We are inundated with 'news' more and more—a lot of bad news. Journalists and their readers love to hear about good news and what is happening in their communities. Reading about the good works Lions are doing will help create good will, and therefore, deepen communities' support of local Lions clubs."

—Jennifer Gilbert Gebhardt

Follow Elena Verlee's PR blog at prinyourpajamas.com.

The Skinny on Meetings

Lions want meetings. But not meetings that are boring or unproductive or lack younger members. Otherwise, they may choose to be former Lions.

These findings come from Project Refresh, an LCI survey that assessed attitudes of Lions, former Lions and non-Lions to help guide membership strategies. Nearly 8,000 Lions in 134 nations responded to the LCI survey. The LION presented the survey results in the October 2012, November 2012 and January 2013 issues. Here we take another look at the findings related to meetings.

What should Lions do with these results? Our three stories on Project Refresh (available at www.lionmagazine.org) offered plenty of suggestions. Also continue to read the LION, especially the Recruiting Members and Club Improvement department pieces, for practical ideas and advice on strengthening your club.

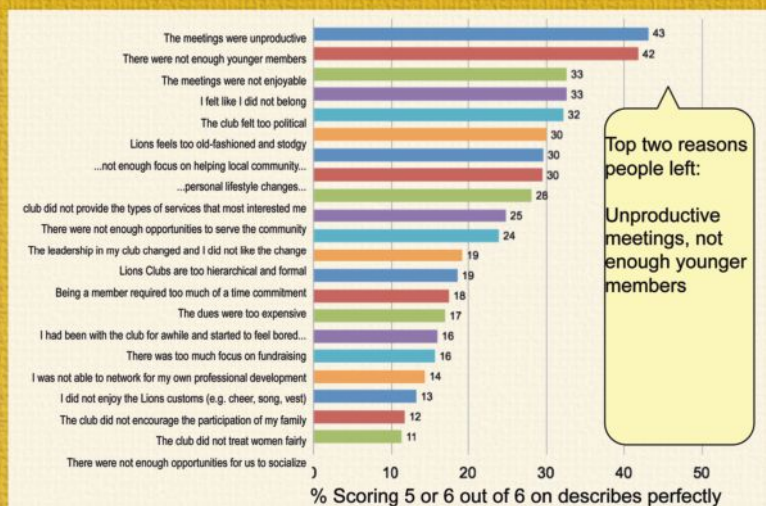
Regarding the charts on these pages, note that “gold clubs” refer to clubs that have highly satisfied members and are stable or growing. In North America, 27 percent of clubs are gold clubs. “Blue clubs” refer to clubs that showed either member dissatisfaction or declining growth. In North America, 63 percent of the clubs are blue clubs.

Also note that Constitutional Area 1 is the United States and its Affiliates, Bermuda and the Bahamas. Constitutional Area II is Canada. Constitutional Area 3 is South America, Central America, Mexico and the Islands of the Caribbean Sea. Constitutional Area IV is Europe. Constitu-

tional Area V is the Orient and South-east Asia. Constitutional Area VI is India, South Asia, Africa and the Middle East. Constitutional Area VII is

Australia, New Zealand, Papua New Guinea, Indonesia and the South Pacific Islands.

Reasons why former Lions with issues left



Source: Project Refresh Phase 4 Survey of Former Lions

Meetings Universally Appreciated

Q20. How much do you appreciate each of the following unique aspects of Lions club? (% scoring 5 or 6 out of 6.)	Constitutional Areas							
	Total	1	2	3	4	5	6	7
Having regular meetings with other members	78	83	77	78	76	81	74	78

Legend: 10 points Higher Lower

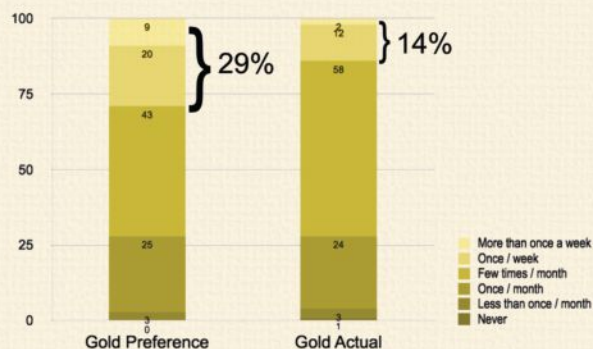
Source: Project Refresh Phase 2 Survey of Current Lions

Read the complete Project Refresh report.

Learn the secrets to increasing membership.

Most Members of Gold Clubs Prefer to Meet a Few Times a Month

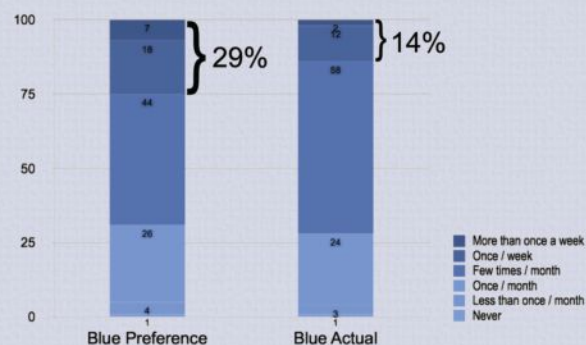
Members would prefer to meet more frequently than they currently are.



Source: Project Refresh Phase 2 Survey of Current Lions

Holds True for the Blue Clubs as Well

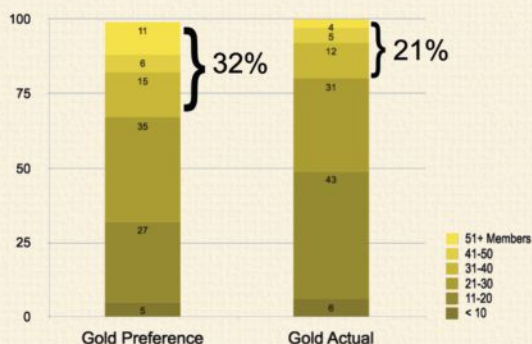
Members would prefer to meet more frequently than they currently are.



Source: Project Refresh Phase 2 Survey of Current Lions

Gold Club Members Prefer for Meetings to Include 11-30 Attendees

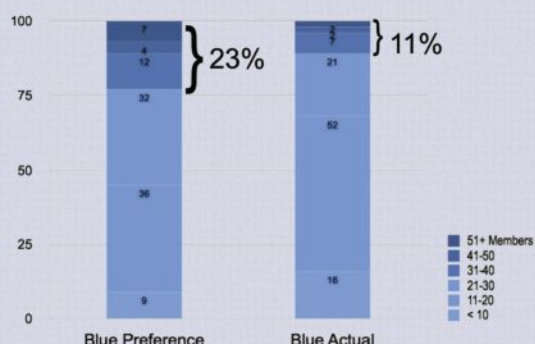
Fewer people are attending the meetings than are preferred.



Source: Project Refresh Phase 2 Survey of Current Lions

Holds True for the Blue Clubs as Well

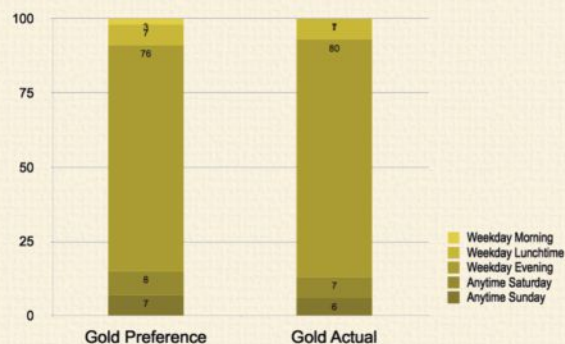
Fewer people are attending the meetings than are preferred.



Source: Project Refresh Phase 2 Survey of Current Lions

Gold Club Members Prefer to Meet on the Weekday Evenings

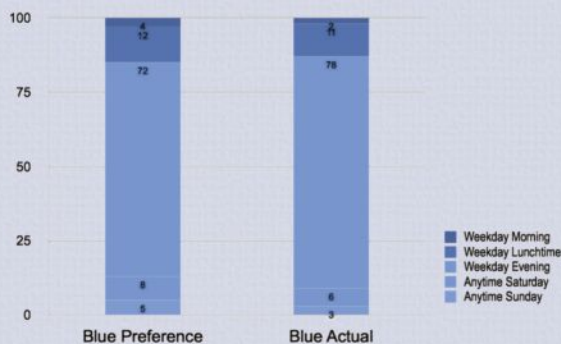
Which is consistent when most clubs actually meet.



Source: Project Refresh Phase 2 Survey of Current Lions

Holds True for the Blue Clubs as Well

Which is consistent when most clubs actually meet.



Source: Project Refresh Phase 2 Survey of Current Lions

Comic Relief

Have Fun with Other Clubs

Where in the world is the Mechanicville-Stillwater lion? For several months, only the Town of Greenfield Lions knew. These two New York clubs have enjoyed each other's company over many friendly visitations, some of which end with an object that goes "missing." This time, the victim was the diminutive Mechanicville-Stillwater lion statue. While waiting for the Mechanicville Lions to reclaim it, the Greenfield Lions decided to have a little extra fun by taking pictures of the kidnapped lion on various adventures. "The lion attended the wedding of one of our members, cooked up some hot dogs, went to college and even got into a tussle with a cowboy and ended up in handcuffs," says Greenfield Lion Katrina Plummer.

Why did they go to such lengths with the Mechanicville lion? "It's entertaining, and it ensures that our clubs will visit again," says Plummer. Visitations and fun pranks between clubs can create camaraderie, build community and even spur productive partnerships. Whether it's an elaborate scheme like the Greenfield Lions concocted, a shared dinner or charter night or a social outing after a service project, connecting with other Lions clubs can go a long way.

The Star Lions in Idaho recognize the value in reaching out to other clubs, as Kathy Donahue explains. "Visiting our neighboring clubs allows us to find out about their work, help each other with projects, make friends with people in other towns and go back and visit our friends. Also, you can learn about club organization and meetings, and how to make your own meetings better," says Donahue. The Star Lions hold

an annual charter night celebration and invite other clubs in the area to enjoy a comedian, murder mystery dinner or game show—a night that is just for fun, because they believe Lions should have fun together, Donahue stresses.

Sharing good times with other Lions may mean more than meets the eye. "Having fun together can create a richer life and deeper connection to the community," says Clive Charlwood, executive director of One Brick (www.onebrick.org), an organization that coordinates volunteer experiences in 12 cities around the United States. One Brick values social connection so much that every volunteer event includes time for volunteers to get to know one another, such as a gathering at a restaurant. Did the Mechanicville-Stillwater Lions ever get their beloved lion back? Plummer says, "Yes, they made a visitation to our club to retrieve the lion.

They had to make a donation to a project we sponsor to get him back. But we did buy them dinner!"

—Jennifer Gilbert Gebhardt



During a club visitation, Greenfield Lions Joseph Jarvis (right) and Ed Stano return the lion statue to Mechanicville-Stillwater Lion Club President Jim Smith in an entertaining ceremony.



Riders enjoy the 100-mile trek through scenic territory.

A 100-mile Ride for Sight sponsored for the past 20 years by Cheyenne Sunrise Lions in Wyoming raised \$10,000 in 2012 for sight-related activities. “It has seen some ups and downs in participation over the years, but the trend has definitely been upward,” says David Orr. The proceeds are designated for organizations including the Rocky Mountain Lions Eye Bank, Lions of Wyoming Foundation, LCIF, Leader Dogs for the Blind and the Lions of Wyoming Foundation. Funds also support the Allen H. Stewart Lions Camp in Casper and cover the cost of eye surgeries and eyeglasses.

Each rider pays \$45 and sponsorships from local businesses range from \$50 to \$2,000. Riders can purchase commemorative jerseys from Lions; each registered rider receives a free T-shirt, water bottle and goodie bag with items donated by local merchants. Orr says the ride is an annual success because of three important reasons—“community service, outdoor exercise and a family activity.” Lions provide four rest stops during the route that takes as many as 200 riders through the prairie of southeast Wyoming.

“The route is 50 miles out and back,” Orr explains. “Riders may go 10 miles and turn around for a total of 20 miles or any combination up to the full 100 miles. About a quarter of the riders complete the entire 100-mile course. We provide ‘sag wagons’ for those who can’t complete the ride. Ham radio communications between rest stops and sag wagons are provided by a local ham radio club.”

The services of a roving bike mechanic accompanied by a ham radio operator are donated by a local bicycle store, which also provides a free bike to be raffled.



Residents all walked together to raise funds for cancer patients.

Walking to Fight Cancer

Hammonton, New Jersey, came together as a community to raise money for the local cancer foundation. Sponsored by the Hammonton Lions Club, the walk held at a middle school track raised \$14,000 in two hours. The money was raised through entry fees and sponsorships. “The club committed \$1,000 to help sponsor the event, held in honor of several members who are cancer survivors and in memory of those members who lost their battle with this disease,” says Carol Orsi, who as president of the 72-member club last year chose the walk as her “president’s project.” The foundation helps cancer patients struggling to meet medical and other expenses during their treatment.

“We asked the community to join us in honoring or remembering their own family members and friends as well as to support efforts to ease the financial burdens that cancer patients face,” she explains. The 125 walkers received a T-shirt and badge to wear as a survivor or in honor of the memory of a loved one. Members of the Hammonton Cancer Foundation distributed information about their organization to participants, and chair massages were offered with all proceeds going to the walk.

Fishing Derby Reels 'Em In



A youngster is all smiles after he hooks a fish.

Big Lake Aurora Lions in Alaska are up for challenges: after all, they live in an area that has an average yearly snowfall of 60 inches. So it was no challenge to them to keep scads of children happily casting their lines during the club's 6th annual fishing derby at the Montana Creek Campground. They did, however, have to send their club treasurer out to buy more prizes in Wasilla when they quickly realized that a record number of kids were competing. "We only had prizes for 100 kids, and we had a whopping turnout of 141 kids," says President Ben Kleinenberg.

Located 23 miles from Wasilla, Alaska's sixth largest city, the 31-member club is one of two Lions clubs in Big Lake. Both the Aurora and Big Lake Lions clubs are strong supporters of Alaska's Camp Abilities for youths with visual impairments. The \$2,100 raised from the 2012 derby was matched by the Spenard Lions Club to fund a donation of \$4,200 to Camp Abilities in Anchorage.

Big Lake Aurora Lions began sponsoring a fishing derby six years ago to help raise money to send kids to camp. Held at the Montana Creek Campground, the derby is open to children under 16 and features categories for different age

groups. The event does more than just generate funds for the camp. "It helps raise the participating kids' awareness of the more challenged kids and their needs," says Kleinenberg. The club matches each \$15 entry fee with all money going to Camp Abilities. A 5-year-old boy won the derby by catching a 26-1/2 inch "humpy," a pink salmon.

Lions keep local kids busy, says Kleinenberg, who adds that the club already has several youthful fans. "One young man, Jesse, has been part of our group at all our events, and those sponsored by the Big Lake Lions as well. He is too young to be a Leo yet, but that hasn't stopped him. He's 10 and can't wait until he can join. Meanwhile, he is part of 'the crew.'"

Adds Kleinenberg, "We also had several kids sign up for the derby who compete in our winter [snowmobile] racing events for kids 3-to 10-years old called the Kitty Kat Races. It was good to see them wearing summer clothes since I normally see them all bundled up in layers with helmets on." It's a popular weekly winter activity, drawing a lot of families with only a \$5 entry fee—and also a few moose who hang around the track and have to be shooed away by Lions.

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

The **Tallahassee Lions** held a diabetes screening at the Watermelon Festival in **Florida**.

The **Rising Sun Lions** in **Maryland** led a tree planting event during which 600 trees were planted.

The **Amherst Lions Club** in **Nova Scotia, Canada**, donated a scooter and a wheelchair to two disabled individuals.

The **Greeley Lions Club** in **Colorado** fed more than 2,000 people at its annual Fourth of July Pancake Breakfast in conjunction with a rodeo and parade.

The **Rockaway Lions** in **New Jersey** held "Christmas in August" for 27 visually impaired campers. They also presented a certificate of appreciation to the U.S. Marines at Picatinny Arsenal for their annual donation of holiday toys to children in need.

In **Florida**, the **Delray Beach Lions** donated an all-terrain surf chair to their community to enable those who are in wheelchairs to access the beach.

The **Hamburg Lions** in **Pennsylvania** donated a computer with software and assistive technology to a disabled man.

The **Natoma Lions** in **Kansas** sold calendars with local business advertisements as a fundraiser to help support the club's scholarship program.

The **Lincolnton Lions Club** in **North Carolina** collected \$1,300 in non-perishable items last year.

District 10 Lions in the **Upper Peninsula, Michigan**, purchased two SPOT digital photo vision screening devices. Trainings are being coordinated so all clubs may use the screeners.


District 35-N Lions in **Florida** are partnering with Miami Dade County on eyeglass collection points in libraries and other public buildings.

In **Minnesota**, the **Elbow Lake Lions Club** worked with the community to erect "Welcome to Elbow Lake" signs at the three main entrances to the town.

The **Harrison Lions Club** in **Michigan** planted 900 pine trees with fifth-grade students on school grounds.


Continued on page 53

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INFORMATION

ANNIVERSARIES MARCH 2013

90 YEARS: Connersville, Ind.; Fall River, Mass.; Great Bend Noon, Kan.; Hagerstown, Md.; Lancaster, Pa.; Newport, R.I.; Portland, Maine; Two Rivers, Wis.

85 YEARS: Birmingham, Miss.; Del Rio Host, Texas; Haskell, Texas; McCamey, Texas; Merkel, Texas; Miami, Ariz.; Park Hills, Mo.; Rigby, Idaho; Saratoga, Wyo.; Stuttgart, Ariz.; Vandalia, Ill.

80 YEARS: Alexandria Host, Va.; Lancaster, S.C.; Mentone, Ind.

75 YEARS: Abbeville, Ga.; Ashley, N.D.; Athens, Tenn.; Butler, Mo.; Claymont, Del.; Concordia, Mo.; Eagle Rock, Calif.; Fayette, Ala.; Greensboro, Md.; Harrisonville, Mo.; Hiawatha, Kan.; Kulpmont, Pa.; Madison, N.C.; Maryville, Tenn.; Morris, Ill.; Norris City, Ill.; Parsons, Tenn.; Portsmouth, N.H.; Riverdale, Calif.; Salinas Host, Calif.; San Carlos, Calif.; Watseka, Ill.; Waynedale, Ind.; Wilson, Kan.; Windsor, Mo.

50 YEARS: Alexandria, Minn.; Big Valley, Calif.; Chester, N.H.; Concord, Ky.; Dayton, Wash.; Dearborn Heights, Mich.; Des Moines, Wash.; Edmond, Okla.; Fairhope, Ala.; Forestville Maplewood, Wis.; Fort Worth Northeast Richland, Texas; Harvard, Neb.; Hayward, Wis.; Hazel Dell, Wash.; Lenzburg, Ill.; Lincoln Park, N.J.; Maple Grove, Minn.; Maryland Heights, Mo.; Osoyoos Osoyoos Lake, BC, CAN; Richmond Hill, Ga.; San Diego Mission, Calif.; Seymour, Wis.; Springerville, Ariz.; Windsor Heights, Iowa

25 YEARS: Boulder City, Nev.; Chicago Ecuadorean, Ill.; Dayton Noon, Texas; Dover, Ark.; Elkhart Community, Ind.; Griswold Regional, Conn.; Houston Fil-Am, Texas; Shearstown, NL, CAN; St. Albans, N.Y.; Tell City, Ind.; Watkins Glen-Montour Falls, Nev.; Wiscasset, Maine

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

HIGHER KEYS ISSUED DURING NOVEMBER 2012

KEY OF NATIONS (100 MEMBERS)

- Lion Vijendrarao, Anna Nagar, India

KEY OF STATE (75 MEMBERS)

- Lion Sid Sioson, Los Angeles New Millennium, California
- Lion Satish Madhok, Delhi Delhi Greater, India
- Lion Pradeep Jaiswal, Varanasi Varuna, India
- Lion Anand Chopra, Calcutta, India

GRAND MASTER KEY (50 MEMBERS)

- Lion Betty Kutscher, Big Lake Aurora, Alaska
- Lion Reynaldo Oriel, Manila Host, Philippines
- Lion Hitesh Kothari, Rajkot Aavkar, India

SENIOR MASTER KEY (25 MEMBERS)

- Lion Michael Conley, Moses Lake, Washington
- Lion Dennis Stuart, Perry, Missouri
- Lion Robert Russell, Kanab, Utah
- Lion Oldrich Chodera, Praha Bohemia, Czech Republic

- Lion Gilbert Sy Chua, Manila Allied, Philippines
- Lion K. K. Bandula Sarath Silva JP, Dehiwala East, Rep. of Sri Lanka
- Lion Bachtiar, Medan Oriental, Indonesia
- Lion Venkata Narasimharao Koduri, Tadepalligudem Diamonds, India
- Lion Venkateswara Rao Nimma-gadda, Ongole, India
- Lion G. Amarender Reddy, Nalgonda, India
- Lion Arvind Patel, Bellary, India
- Lion K. Bhakthavatsala Reddy, Bangalore Greater Koramangala, India
- Lion Vishnu Goel, Faridabad Crown, India
- Lion Ramesh Aggarwal, Delhi Paschim Vihar Greater, India
- Lion Pramod Sapra, Delhi North, India
- Lion Pawan Singhal, Panchkula City, India
- Lion Vipin Bansal, Bhilai, India
- Lion K. Muthu, Karaikudi Alagapapuram, India
- Lion C. Pandian, Bodinayakanur, India
- Lion Sivagami S. Arumugam, Tirunelveli Star, India

Because of early publication deadlines, LION Magazine does not include the most current list of Higher Keys. To view the most current list, search for Membership Key Award Program at www.lionsclubs.org.

FOR THE RECORD

As of December 31, Lions Clubs International had 1,343,063 members in 46,055 clubs and 753 districts in 207 countries and geographic areas.

INFORMATION

IN MEMORIAM

Past International Director Nis Dall, of Højbjerg, Aarhus, Denmark, has passed away. He became a Lion in 1962 and served on the international board of directors from 1973 to 1975. He was a manager of an advertising agency and a past chairperson of the Board of Directors for the Danish Association of Advertising Agencies EDP-Division.

CALENDAR

2013 UPCOMING EVENTS

MARCH

EYE DONOR AWARENESS MONTH

MARCH 1:

Deadline for multiple districts to submit a single Lions Environmental Photo Contest entry to International Headquarters

Lions Services for Children Symposium funding for fiscal year 2012-2013 opens up to districts and multiple districts in all Constitutional Areas, plus the Continent of Africa, if funding is still available.

MARCH 2-5:

Emerging Lions Leadership Institute – Constitutional Area VII: Australia, New Zealand, Papua New Guinea, Indonesia and Islands of the Pacific Ocean (Sydney, Australia)

MARCH 22-25:

Faculty Development Institute, Constitutional Area IV: Europe (Vienna, Austria)

MARCH 31:

Last day for regular convention registration fees

CLUB BRIEFINGS

ACTIVITIES AND ANNOUNCEMENTS

Continued from page 51

The **Littleton Lions** in **Colorado** held their first food drive, distributing bags of groceries to 200 homes and 550 pounds of food to a food bank.

In **West Virginia**, the **Alum Creek Lions** are rehabilitating a two-acre tract of overgrown land into a beautiful nature area for the community to enjoy.

As a successful first-time fundraiser, the **Hamilton Lions Club** in **Illinois** delivered roses by the dozen to surprised and appreciative recipients.

Among its many accomplishments in **Tennessee** over 75 years, the **Galatin Lions Club** donated \$50,000 to the Vanderbilt University KidSight program, provided the library with \$25,000 for large print books and has conducted the largest elementary school vision screening program in the state.

The **Elk City Lions, Lionesses** and the **Canute Lions Club** operated three concession stands at the 74th annual Rodeo of Champions. Among their sales were 1,664 hamburgers, 400 funnel cakes and 81 pounds of nacho chips.

The **Golden Lions Club** in **British Columbia, Canada**, donated \$6,000 for the reconstruction of a former town hall. The building is now used for community events and concerts.

District 32-D Lions in **South Carolina** hosted 12 International Youth Exchange students from 12 different countries last summer.



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ROAR OF APPROVAL

When longtime Lion Robert Olson had a stroke, fellow Lion **Denny Steinberg** of Chetek, Wisconsin, stepped in and facilitated a ramp building project.

Honorary Lion **Huckleberry**, pet dog of Golden and District Lions **Phyllis and Robert Anderson** in British Columbia, Canada, sniffs to detect discarded cans and bottles for the club's recycling program. **Huckleberry** raises nearly \$100 a year for the Lions.

THE LION NEEDS INPUT

A wise old editor once said, "A magazine is only as good as ... the input of its readers." Actually, we at the LION Magazine made that up. But we believe it's true and need your input. We will run a travel story on places of interest to Lions such as Helen Keller's home, a museum started by Lions, a Statue of Liberty replica made by Lions and other sites related to Lions that members may wish to visit. Send us your idea and, if available, a photo to lionmagazine@lionsclubs.org.

The LION also needs brief videos on club and district projects or videos that promote a club for the digital LION. Ideally, the videos should be a few minutes, but the LION can edit them. Please mail DVDs or CDs with videos to LION Magazine, 300 W. 22nd Street, Oak Brook, Illinois, 60523-8842. We will not return the videos and cannot guarantee the videos will be used. Or email us at lionmagazine@lionsclubs.org for instructions on sending videos electronically.

LION

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THANK YOU

THE LIONS CHANGED MY LIFE

Two Lives Saved

At 24 years old, Marie McCourt had been living with type 1 diabetes for 17 years. As her condition worsened, she became so sick that she could not work or fully participate in life. When she became pregnant, doctors told her that her pregnancy would be in danger without an insulin pump, a device that continuously delivers rapid-acting insulin. Unable to afford the pump, her family was unsure where to turn, until they reached out to the Lions. Lions in Granby, Massachusetts, responded quickly to McCourt's need, and within a couple of weeks her pregnancy was out of danger and she was beginning to re-engage in life. Now 40, McCourt can't imagine life without the gift she received from the Lions.



Marie McCourt proudly holds her life-saving insulin pump.

Q&A: Marie McCourt

LION Magazine: What was life like before you received the insulin pump?

Marie McCourt: Back then they didn't have the technology they do now, and the thinking on diets and diabetes was much different. Diagnosed at age 7, I had many struggles with diabetes and never had an easy time controlling my blood sugar. I was very sick for a few years before the pump. I was considered disabled. Just when I started getting it under control, I got pregnant. I was on 12 or more insulin shots a day and had to go to the clinic every day.

LM: How did the insulin pump improve your life?

MM: The pump is regulated for my body and physiology and gives me a constant stream of small amounts of insulin

all day. By regulating my blood sugar, it affords me much more freedom in my life. I can receive insulin without needles while out at a restaurant. I can go on a day trip and not worry about having my insulin with me. I can regulate when or how much I want to eat.

LM: What did the Lions' gift mean to you?

MM: It means life to me. It allowed me to have a healthy son and a healthy life. I was able to get off disability, go back to school and work and make something of myself. It allowed me to become an advocate and teacher for diabetes, and talk to legislators in the state and in Washington, D.C., about supporting diabetes research. I feel like I'm a big part of my community now, and I can trace all of it directly back to getting my insulin pump.

LM: And now you're a Lion yourself.

MM: My family and I have had more than our share of struggles in life. When my husband and I finally came to a place where we felt we had room in our hearts and lives to help others, the first way I thought of was the Lions. The Lions are among the most welcoming and gracious people I have ever had the joy to be a part of!

Lions: have you heard from a beneficiary or a recipient of your kindness, service or charity? Tell us about the feedback you receive from those whose lives you've changed for the better. Email a brief description of your correspondence to lionmagazine@lionsclubs.org. Please include "Thank You" in the subject line.

LAST ROAR



HOOPS HULLABALOO

The Alaska Luau performs during the Juneau Lions Club Gold Medal Basketball Tournament in Alaska. Juneau Lions have staged the popular sports event that draws teams from throughout the state since 1947.

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