

# OUR MANE MESSAGE



DECEMBER 2020



## GREETINGS FROM PIP JOE AND PID JENNY!

PID Jenny and I wish to express how impressed we are with you, LCIF coordinators! We appreciate you attending monthly area meetings, collaborating with staff, attending training and strategy sessions, your dedicated support of clubs, and your creativity during these difficult times.

We are at \$180,000,000, or 60% of our \$300 million goal, and have 18 months to raise the other 40%. This might seem overwhelming, but if you use Campaign SightFirst and Campaign SightFirst II as guides, we are right on target, as much of their money came in at the end. The difference is that Campaign 100 does not have the same momentum, not from lack of effort or interest from clubs and members, but because of the pandemic.

In CA I, we are on the cusp of many of our most vulnerable populations getting the first COVID-19 vaccines. Over the next six months there should be enough vaccines for the masses. So, what do we do in the meantime? We keep doing our jobs, sharing LCIF stories that highlight the impact we are making, sharing information on local LCIF grants, asking our clubs to support the campaign, encouraging members to make individual donations, sharing creative ways to raise funds and perform service projects virtually, and seeking new ways to effectively communicate with clubs and members.

Less than 5% of our clubs are Model Clubs, which amazingly account for almost 50% of donations. During the last six months of this Lion year, a key strategy we should embrace is seeking more Model Clubs. As such, we are launching our second Model Club Challenge, which runs through June. We should solicit every club in our districts to become a Model Club through our emails, letters, postings, and local Lions publications, but we should focus most of our energy on our highest potential clubs. Like the saying goes, "Fish where the fish are." We will be providing more information on this over the next month.

Every month, LCIF Marketing and your regional development specialists devise additional training, tools, and support to make our jobs easier. LCIF staff tell me they enjoy working with you, and are proud and appreciative of your efforts, creativity, and camaraderie. PID Jenny and I share those sentiments. Campaign 100's success depends on teamwork, and PID Jenny and I are confident in you.

In Kindness,  
Joe Preston, Campaign 100 Chairperson CA I

## IN THIS ISSUE

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## SAVE THE DATE

- » **December 31**  
[Deadline for LCIF Photo Contest](#)
- » **January 8**  
[Foundation Fridays Empowering Youth](#)
- » **January 13**  
142nd Anniversary of  
Melvin Jones' Birthday

## MISSION MOMENT

### Success in the Time of COVID-19



It goes without saying that the pandemic has interrupted all our lives. COVID-19 has not only affected fundraising efforts and forced Campaign 100 to be extended by a year, but it has also impacted individual Lions in so many ways. Through this stressful time, it is vital that

we celebrate our successes. We have all had to persevere and learn new, virtual platforms as well as develop socially distanced fundraising strategies.

With life ground to a halt and the baseball season on hold, Lions of Connecticut, MD-23, saw an opportunity. They secured the Hartford Yard Goats' baseball stadium to host a fundraising and recognition event. Held outdoors and socially distanced with Vice President Douglas Alexander guest speaking, the event raised \$15,000 in individual donations and prompted three new Model Club commitments.



This is only one of many creative fundraising ideas from around CA I. We have heard success stories related to haircut raffles, drive-by barbecue picnics, coin boxes, "Be Kind" yard signs, and so many more! Your efforts have kept our fundraising on track, but most importantly, they enabled swift response to the pandemic by LCIF, which awarded 348 COVID-19 frontline relief grants totaling \$5,225,246.

#### Constitutional Area I

## FUNDRAISING PROGRESS

(as of 12/8/2020)

### TOTAL FUNDRAISING

# \$24.6 MILLION

Cash Received

## \$21.4 MILLION

Pledge Balances

## \$951,891

Model Club Balances

## \$922,905

Planned Gifts/Lions Legacy Society

## \$1,350,000

#### Constitutional Area I

## MODEL CLUBS

(as of 12/8/2020)

# 330

## FOUNDATION FRIDAYS

FREE Webinar Series



Lions Clubs International  
FOUNDATION

**JANUARY 8** | Empowering Youth

**FEBRUARY 5** | Improving Care for Children Battling Cancer, and Protecting Vision

**MARCH 5** | Supporting Your Community through Disaster Relief and Humanitarian Efforts



## FUNDRAISING FOCUS

### The Lions Legacy Society

*Honoring those who have established a planned gift for Lions Clubs International Foundation*

The Lions Legacy Society honors and recognizes all who include Lions Clubs International Foundation (LCIF) in their estate or financial plans. Through charitable bequests, insurance policies, retirement assets, and other planned gifts, Lions Legacy Society members ensure LCIF can fulfill its mission to support the efforts of Lions clubs and partners in serving those in need locally and globally. Lions Legacy Society members create a meaningful and lasting legacy by ensuring funding for grants magnifying the impact of Lions service for generations to come.

LCIF celebrates Legacy Society members through special events and other recognition. In fact, the first 100 members of Lions Legacy Society will receive special recognition from leadership at the next International Convention (though membership can always remain anonymous). There is no minimum gift level, and membership is lifetime. We need to know only that you have made a planned gift for LCIF. Completion and submission of [LCIF's Gift Declaration Form](#) ensures complimentary inclusion in Lions Legacy Society and that your generous planned gift is counted in Campaign 100 fundraising.

If you are considering any of the commitments described above, we would be happy to discuss your charitable objectives and vision for LCIF's future.

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## ACTION PLAN UPDATE

### Individual and Club Giving Challenge

Congratulations on your progress in CA I's Individual and Club Giving Challenge, launched last July to increase both club and individual giving. To date, your efforts have resulted in:

#### Increase in Club Giving

- » **Goal: 116 additional clubs**
- » Progress: 93 additional clubs
- » % increase: 74%

#### Increase in Individual Giving

- » **Goal: 2,894 additional donations**
- » Progress: 675 additional donations
- » % increase: 23%

Shout out to MD 60, which made the top five in both categories! And special acknowledgement to multiple districts with the greatest increases!

We are making steady progress. Let's keep the momentum going to reach – or even surpass – our goals highlighted above! Thank you, and keep working to increase LCIF's reach. Contact your LCIF regional specialist for strategies and tools to help secure even more commitments.

Club Giving Percent Increase	
MD 60	4.20%
MD 32	3.91%
MD 10	3.78%
MD 44	2.90%
MD 5	2.90%

Individual Giving Percent Increase	
MD 21	1.48%
MD 23	1.20%
MD 60	1.00%
MD 45	0.73%
MD 44	0.65%



## LCIF COORDINATOR SPOTLIGHT

# IPDG Marie Cunning

District 21-N

### Q: Why did you become a Lion?

**A:** I am a third-generation Lion. My grandfather was a member of the Manila Lions Club—the first Lions Club in the Philippines. I grew up going to service projects with my grandparents and parents and was always destined to be a Lion. Growing up, my sons have helped service projects and even involved their fraternity brothers in college. Lionism is a part of our family and is a lifestyle for us.

### Q: What does LCIF mean to you?

**A:** My parents always said, “Benevolence starts at home.” Service was a huge part of my upbringing, which is why Lionism and LCIF were pillars in our home and still are in my life. LCIF is my charity of choice and a way of life because I love that we have the ability to help those in need locally and worldwide. LCIF has such a far reach that we can all feel proud about. It’s powerful to me that Lions are the first people on the ground after a disaster and the last ones to leave—that is important to me.

### Q: What have you done personally to support Campaign 100 and local and global community needs?

**A:** I make regular individual donations because I understand the magnitude of how all our donations can help. I encourage my friends and community members to donate. All I need to do is explain the mission and impact through stories. I think my enthusiasm and passion do most of the talking! I also invite my friends and family to join me in service projects and medical missions so they can see LCIF’s impact for themselves firsthand. The passion is contagious.

### Q: How have LCIF grants impacted your community?

**A:** LCIF grants have impacted my community more than I can ever describe. The list is endless, but the projects closest to my heart are the annual LCIF-funded Medical Missions to the Philippines. I’ve been to six Medical Missions. We’ve been able to provide more than 800 cataract surgeries, provide vitamins, physicals, dental procedures, and other medical supplies and procedures to people most in need. In 2018, we provided relief goods including 5,000 pairs of eye glasses donated by the Arizona Vision center, to more than 4,400 residents. For a recent Medical Mission, LCIF also funded plastic surgery for a teenager who nearly lost his foot in a fire as a young child. After the surgery and years of not being able to walk, the young man could walk. The parents were overjoyed, and the sight of him walking brought everyone to tears. What a gift to be able to change people’s lives and make them better.

### Q: What are your personal goals for Campaign 100?

**A:** My goals for the campaign are generally to ensure people know the impact of their gift and understand the opportunities donations offer to those in need. I am going to stay adamant and maintain my level of advocacy for LCIF. I want to invite all of Phoenix Barangay (my home club) members to become Melvin Jones Fellows. I aim to secure several more Major or Lead donors, and I will promote the Lions Legacy Society and secure several more legacy gifts.