

LCIF-East Report

Campaign 100

Lions Club International Foundation

Most of you by now have heard about Campaign 100. This is a very aggressive and very doable program that LCIF has embarked on for the next 3 years. It is our goal as Lions to donate \$300 million over the next 3 years while serving 200 million individuals annually.

Lions Club International Foundation has done so much in the last 50 years, unfortunately there is so much more to do. Here is a very brief summary of what LCIF has accomplished in 4 Core areas. **Vision**-provided over 9 million cataract surgeries, in excess of 270 million river blindness treatments. **Youth**-have created social and emotional learning programs delivered by specially trained educators through the Lions quest program, benefitting over 16 million youth. **Disaster Relief**- Provided US \$118 million to date for immediate as well as long term needs for natural disaster communities. **Humanitarian Programs**-Have helped millions gain access to education, technology, health care, inoculated 60 million children against measles and cut the death rate from 480 a day to 245 a day. This year we are adding 4 additional programs to our Core list. These are **Diabetes, Hunger, Childhood Cancer and Environment**

In an effort to raise \$100 million a year or \$300 million over 3 years all Lion members are being asked to give a gift of \$100.00 a year. While we know some can't do this we know most can do this and many can do more. In the last 2 months I have seen pledges of \$1000.00 and year and gifts of \$1000.00 from MD 19Lions. **To make a gift of \$100.00 a year we are talking about \$2.00 a week not even the price of a cup of coffee in most places.** Beyond asking members to give a gift to this great and worthwhile program we are doing the following. Each club is being asked to have a dedicated fundraiser with proceeds going to LCIF along with their normal giving. We are also going outside of Lions and asking the community to become involved. Small businesses and large corporations are being approached and asked to donate to LCIF. We can also ask our neighbors, family, friends, etc.

Lions always rise to the occasion. A few years ago we were challenged to plant 1 million trees, think we exceeded 10 million. Recently we were challenged to serve 100 million individuals and we served around 170 million people. Lions get it done.

Attached is a letter from Charity Navigator recognizing LCIF for their accountability and transparency. I have copied a couple of sentences from the letter. *On behalf of Charity Navigator, I wish to congratulate Lions Club International Foundation on attaining the coveted 4-star rating for demonstrating strong financial health and commitment to accountability and transparency. Only 5% of the charities we evaluate have received at least 7 consecutive 4-star evaluations, indicating that Lions Clubs International Foundation outperforms most other charities in America.* Receiving this recognition is an honor and speaks volumes regarding LCIF. Entire letter is included for your reading.

In conclusion we are asking every Lion to consider giving a gift of \$100.00 or more to this worthwhile program. This is a great opportunity to prove to others why Lions is the biggest and best humanitarian organization in the world.

PDG Bob Yeoman
LCIF Multiple District Coord. D-E-F