



Lions Clubs International

District A-4 News

Ontario and Quebec

July/August 2022

Issue 1

Governor's Message

District A4's Project - Childhood Cancer Awareness and Fundraising for CHEO



Let me state—on record, from the get go of this Lion's Year that I am enthusiastic, indefatigable, fully charged, empowered, and raring to go with this mandate of leadership that I have been entrusted with by both District A4 and Lions International.



serve: Ready, willing and able to make a positive difference in the lives of others. Because that's what Lions do: **WE SERVE!**

This year, in careful consultation with Lions at every level across the district, I have laid out a series of goals including:

You might say I'm **INSPIRED**, and that is exactly what I am going to ask Lions across our great district to do.

Shine!

Pulitzer Prize winning novelist, Edith Wharton once said: "There are two ways of spreading light – to be the candle or the mirror that reflects it."
Lions are a beacon of light for the World.

Be an **INSPIRATION!**

Let's shine this light where the need is greatest. Your service is making a difference. I have seen it first-hand. The need is great but A4 Lions are poised to

MEMBERSHIP: **Global Membership Coordinator Lion Kristina Jensen**

Our goal is to start one new club in the District and I believe **TOGETHER WE CAN.**

Anticipated Results:

- Increase our membership and finish off the year with a positive growth.
- Improve retention rates of the great Lions we have in the District, and approach retired Lions to ask if they would consider rejoining.

- Send out Membership Satisfaction Surveys.

Region and Zone Chairpersons will work with each club to achieve their membership goals and celebrate the successes.

SERVICE:
Global Service Coordinator Lion Roxanne Backes

The goal is to increase our reporting of the outstanding services on Lions International website to 50% of the clubs actively participating, with the help of the Zone Chairpersons and the District Administrator.

Anticipated Results:

- Provide a Service Project for each Cabinet meeting throughout the Lions Year:

For instance, in August, Cabinet Members were encouraged to bring a book to be distributed through the literacy program.

- Provide clubs with service ideas.
- Provide platforms for A4 Lions to share your success stories and celebrations.

LEADERSHIP:
Global Leadership Coordinator PDG James Johnston

This goal will go a long way to building capacity among our emerging leaders.

75% of the Zone Chairs will receive training from the fantastic facilitators on the Committee who will provide training

for Club Officers (i.e., President, Vice Presidents, Secretaries and Treasurers) and ANY interested Lion.

Anticipated Results:

- To encourage and empower Lions to consider moving into Leadership roles.
- The addition of two Region Chairpersons to advise and assist the Zone Chairpersons at monthly meetings

LCIF:
Lions Clubs International Foundation chair, Lion Jim Devenny has agreed to serve another term, bringing his experience to bear as we aim to increase our District's support of this important initiative.

Leading by example, Governor Susan has pledged to donate a personal amount X\$ to the LCIF (Canada Foundation) and encourages others who are able to do the same. Any amount helps.

The LCIF Coordinator will be available to visit clubs throughout the year and explain why it is so important to participate and to remind our members how we have benefited from LCIF grants.

Anticipated Results:

- Encourage and empower clubs with platforms to share video of their stories on how you used the funds from the grants.
- There will be an opportunity at the District Convention to fundraise for LCIF.

This is just a high-altitude overview of our 2022-23 Lions year and I look

forward to continuing to celebrate your successes.

While you are busy in your clubs, raising funds and serving your communities, remember that you are part of something fantastic: a global network of Lions just like you.

Fellow club members, friends, and neighbours to some—but to me, you are

leaders, master problem solvers, and super hot dog bbqers who have come together to make a positive and lasting contribution to the greater good. That's pretty cool stuff!

Remember, changemakers have fun out there.

Your smiles are our best advertisement!



Message du gouverneur

Projet - District A4's – Sensibilisation des Cancers touchant les enfants et un levée du fonds pour CHEO



Permettez-moi d'affirmer publiquement, dès le début de cette année Lions, que je suis enthousiaste, infatigable, pleinement chargé, habilité et impatient d'assumer le mandat de responsable qui m'a été confié par le District A4 et le Lions International.



Vous pourriez dire que je suis **INSPIRÉE** et c'est exactement ce que je vais demander aux Lions de notre grand district de faire.

Brillez !

Edith Wharton, romancière lauréate du prix Pulitzer, a dit un jour : "Il y a deux façons de répandre la lumière : être la bougie ou le miroir qui la reflète."

Les Lions sont un phare de lumière pour le monde.

Soyez une INSPIRATION !

Faisons briller cette lumière là où les besoins sont les plus grands. Votre service fait la différence. Je l'ai constaté de visu. Les besoins sont importants, mais les Lions de l'A4 sont prêts à servir: Ils sont prêts, désireux et capables de

faire une différence positive dans la vie des autres.

Car c'est ce que font les Lions : **NOUS SERVONS !**

Cette année, en consultant attentivement les Lions à tous les niveaux du district, j'ai défini une série d'objectifs, dont les suivants :

L'EFFECTIF:

**Coordinatrice mondiale de l'effectif,
Lion Kristina Jensen**

Notre objectif est de créer un nouveau club dans le district et je crois **qu'ENSEMBLE, nous le pouvons.**

Résultats escomptés :

- Augmenter notre effectif et terminer l'année avec une croissance positive.
- Améliorer le taux de fidélisation des excellents Lions que nous avons dans le district et contacter les Lions à la retraite pour leur demander s'ils envisagent de se réinscrire.
- Envoyer des sondages sur la satisfaction des membres.
- Les présidents de région et de zone travailleront avec chaque club pour atteindre leurs objectifs en matière d'effectif.

SERVICE :

**Coordinatrice des services mondiaux
Lion Roxanne Backes**

L'objectif est d'augmenter le nombre de rapports sur les services exceptionnels sur le site Internet du Lions International à 50 % des clubs qui participent activement, avec l'aide des présidents de zone et de l'administrateur de district.

Résultats escomptés :

- Proposer un projet de service pour chaque réunion du cabinet tout au long de l'année Lions :

Par exemple, en août, les membres du Cabinet ont été encouragés à apporter un livre à distribuer dans le cadre du programme d'alphabétisation.

- Fournir aux clubs des idées de service.
- Fournir des plates-formes aux Lions de l'A4 pour partager vos réussites et vos célébrations.

LEADERSHIP:

**Coordinateur mondial du leadership
PDG James Johnston**

Cet objectif contribuera grandement à renforcer les capacités de nos leaders émergents.

75 % des présidents de zone recevront une formation dispensée par les fantastiques animateurs de la commission, qui formeront les officiels de club (c'est-à-dire le président, les vice-présidents, les secrétaires et les trésoriers) et TOUT Lion intéressé.

Résultats escomptés :

Encourager et habilitier les Lions à envisager d'occuper des postes de direction.

L'ajout de deux présidents de région pour conseiller et aider les présidents de zone lors des réunions mensuelles.

**LCIF : Le chair de notre comité pour
la Fondation du Lions Clubs
International, Lion Jim Devenny, a**

accepté de servir un autre mandat, apportant son expérience alors que nous cherchons à augmenter le soutien de notre district à cette importante initiative.

Montrant l'exemple, la gouverneure Susan s'est engagée à faire un don personnel de X\$ à la LCIF (Fondation du Canada) et encourage les autres qui le peuvent à faire de même. Tout montant est utile.

Le coordinateur de la LCIF sera disponible pour visiter les clubs tout au long de l'année et expliquer pourquoi il est si important de participer et rappeler à nos membres comment nous avons bénéficié des subventions de la LCIF.

Résultats escomptés :

Encourager et donner aux clubs la possibilité de partager des vidéos sur la façon dont ils ont utilisé les fonds des subventions.

Il y aura une occasion, lors de la convention de district, de collecter des fonds pour la LCIF.

Ceci n'est qu'un aperçu à haute altitude de notre année Lions 2022-23 et j'ai hâte de continuer à célébrer vos succès.

Pendant que vous êtes occupés dans vos clubs, à collecter des fonds et à servir vos communautés, n'oubliez pas que vous faites partie de quelque chose de fantastique : un réseau mondial de Lions comme vous.

Membres de votre club, amis et voisins pour certains, mais pour moi, vous êtes des leaders, des maîtres dans la résolution de problèmes et de grands amateurs de hot-dogs qui se sont réunis pour apporter une contribution positive et durable au bien commun. C'est pas mal cool !

Amusez-vous bien lors de vos activités. Vos sourires sont notre meilleure publicité !

Proudly serving as your Governor/JJe suis fier d'être votre Gouverneur,



Susan E. Tunncliffe
A-4 District Governor

Our International President
Brian Sheehan



Together We Can



As part of a four-generation Lions family, International President Brian Sheehan has always had big ideas about service. His life and career have been defined by family, small-town connections and kindness, and a passion for innovation and teamwork as the keys to creating ambitious solutions to the challenges we face.

Achieving Great Things Together

President Sheehan's programs and initiatives will focus on four key priorities for Lions International that are critical to our mission of service.

1. Sharing the joy of being a Lion
2. Supporting our global foundation, LCIF
3. Thinking bigger when we serve
4. Advocating for local and global causes

Together We Can *Starts with You*

Teamwork is the engine that drives us forward—it's how great things happen. So, it's up to each of us to pitch in, to do our part, and to be a team player. Not only will we get great things done, but we'll be part of something greater than ourselves too.



CLUB NEWS

Elgin Lions Club Parade Float

The **Elgin Lions Club** was getting ready to enter the Elgin Days Parade with the theme of Christmas in July. Everyone had a great time and the float got 2nd prize.



Orleans Lions raise \$3,000 for CHEO and Ukrainian food relief

On 10 June, the **Orleans Lions Club** held their first spaghetti dinner since the start of the pandemic. The sold-out event at St Joseph's Church in Orleans featured both a silent and an active auction as well as the dinner for 250 people. Nineteen members of the club joined in to serve the guests and hold the auction.



Orleans Lions cont'd...



The previously annual event drew upwards of 200 people but it was obvious that the attendees were anxious to rekindle the joy of giving in the presence of so many others. The event raised a record \$3,000 profit that would be divided equally between the Children's Hospital of Eastern Ontario and the Ukrainian Food Bank relief.

An official presentation of the Ukrainian cheque will be held at Ottawa City Hall later in the month of July. Pictured are some of the auctioned prizes, and the gathering crowd registering.



100,000 pair of eyeglasses to CLERC

When Lion Jean-Guy Thibodeau joined the **Orléans Lions Club** in 2007-2008 and volunteered to collect used eyeglasses he didn't foresee that he'd still be collecting them 14 years later. But he has, and this month he will have attained the lofty goal of having picked up and delivered to the Canadian Lions Eyeglass Recycling Centre in Calgary over

Orleans Lions Club cont'd...

100,000 pairs of glasses. Still working as a barber in his first year as a Lion he could collect the glasses from eight local opticians and optometrists around his barber shop. Fast forward 14 years and retired he now collects from 18 different locations. The largest number come from Nuvo Eye Centre and Lens Crafters. But the sources range from small locales to big box stores and shopping centres, from suburban Orléans to downtown Rideau Centre Ottawa. Accompanying him on his monthly route is Louise, his wife of 55 years.

When asked if he collects from seniors' residences, Lion Jean-Guy said "not yet. I never checked." But he admits they look like promising additions to the route. Three to four times a year, he prepares eight to ten boxes to send to Calgary. When asked for his comments he simply added "Wouldn't it be nice to find a way to let everyone know that they can send their used glasses for recycling."



Clarence Creek Lions Club

The **Clarence Creek Lions Club** was chartered in May 1970. We planned to celebrate our 50th anniversary in November 2020 but because of Covid 19 it was cancelled.

The **Clarence Creek Lions Club** will be celebrating his 50th chartered anniversary on November 12th 2022. Please keep this date in mind and further info will follow later.



Greely Lions Club

The Greely Community Association (GCA) hosted Canada Day 2022 festivities at the Greely Community Centre. **Greely Lions Club** actively supported the Association this year. In addition to providing perimeter safety patrols for the evening fireworks display, **Greely Lions** set up a "Fries for Charity" stand.



The picture depicts **Greely Lions** members providing freshly made French fries at the event. There was no cost for attendees, but all donations received were greatly appreciated and will be used to further ongoing Club activities in the community.



Greely Lions Club

Greely Lions Club has over the years contributed to the Lions eyeglasses recycling program. The Club has now increased the number of collection points for the program to 10 as follows:

- Greely Optometry - 7610 Village Centre, Greely
- City of Ottawa Client Service Centre, Metcalfe Branch - 8243 Victoria St, Metcalfe
- Laurier Optical - 4750 Bank Street, Findlay Creek
- Abboud Optical - 5-111 Shuttleworth Drive, Findlay Creek
- Abboud Optical - 990 River Road, Manotick

Greely Lions Club cont'd...

- Manotick Optometric Centre - 5517 Manotick Main Street, Manotick
- Mill Centre Optometry - 1128 Clapp Lane, Manotick
- Greely Community Centre - 1448 Meadow Drive, Greely
- eyeDOCS Riverside South - 4452 Limebank Rd, Gloucester
- Spinnewyn Opticians - 2515 Bank St #6, Ottawa (Southgate Mall)

During a recent visit to each of the locations, we were happy to receive a two and a half year accumulation of glasses from Spinnewyn Opticians who had been putting them aside while waiting for a group to come pick them up for a recycling program. The 10 bags of glasses they had accumulated (over 2000 pairs) helped to bring the latest collection accumulation for drop off to 3120 pairs since April 2022. Combined with the 2371 pairs turned in at the Lions eyeglass recycling coordinator's in April 2022, the Greely Lions have managed to turn in 5491 pairs so far this year!



Kanata-Hazeldean Lions Develop Community Forum

How do we know what community members need? How can we get more participation from the community? Lion Todd Sloan of the **Kanata-Hazeldean Lions** asked himself this type of question late last winter as things started to open up from COVID-19. Lion Todd joined Angela Lorusso, an employee of the Western Ottawa Community Resource Centre (WOCRC), and Lions Dorothy Storms and Helen Mason to develop a community consultation and host a Community Forum. These two incentives have already increased the service the **Kanata-Hazeldean Lions** can provide to our community.

After brainstorming a list of local organizations and contacts, the four-

person team interviewed sixteen people who represented the diversity of the Kanata community. Interviewers asked interviewees to list community issues, identify the groups most in need of assistance, suggest what gaps in service appeared during COVID-19, give examples of best practices, and name other people they should approach.

Using the results of these interviews, the Community Consultation Committee (now the Community Forum Committee) put together a survey they sent out to approximately 71 members of the larger community, of whom 52 responded. That's 73.2%, a fantastic response rate.

The actual survey results appear in Figure A. The team combined #2 and #4, which are closely related, and clarified the meaning of the three resultant priorities:

1. mental health
2. housing and food affordability + food
3. security education gaps caused by school closures and remote schooling resulting from COVID-19

Members of the team distributed the survey results to a more extensive list. They invited people to a Community Forum during which Zoom attendees recognized that many had been working on the same issues but in silos. To enhance cross-cooperation, members asked for an inventory tool that would list community organizations (this is sometimes individuals) and resources.

Members also asked for continued collaboration with community stakeholders to identify activities, initiatives, programs, etc.

While we're still figuring out how this Community Forum will work, **Kanata-Hazeldean Lions** members joined members of the Kanata Seventh Day Adventist Church, Christ Risen Lutheran Church, and St. John's Anglican Church over the July 16/17 weekend. During that period, they collected 18,000 pounds of non-perishable food for the Kanata Food Cupboard, an example of what we can do when we work together.

Representatives of the Food Cupboard will meet with Community Forum members in the fall to discuss how much food they need on hand, how often we should schedule drives, who could participate, how best to handle deliveries, and what parts of the community we should focus on.

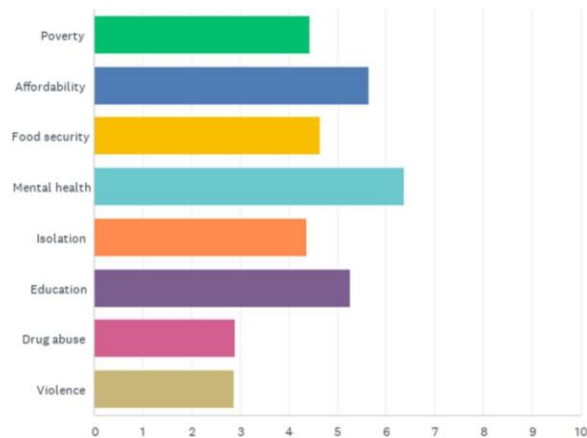
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Note: For a list of our interview and survey questions, please contact Helen Mason at helen@helen-mason.ca.

Figure A. Community Priorities

**Q3: What are the most important priorities in our community?
Please rank in order of importance:**

Answered: 52 Skipped: 0



Powered by SurveyMonkey

Slide from survey results showing a bar graph of community priorities.



(left to right) Lion Tom Flood, Lion Bryan Christie, Lion Dorothy Storms, Tara Mansell, Lion Tom Feltmate.

Members of the **Kanata-Hazeldean Lions** stand in front of the 6,000 pounds of non-perishable food they collected from generous residents of Bridlewood. Working together, the **Kanata-Hazeldean Lions** Club, Kanata Seventh Day Adventist Church, Christ Risen Lutheran Church, and St. John's Anglican Church collected 18,000 pounds of non-perishable food over the weekend of July 16 to 17.



We make a living by what we
get. We make a life by what
we give."

-- *Sir Winston Churchill*





BARRHAVEN LIONS CLUB



“Max Keeping Fund For Kids”

in support of CHEO Foundation

Drop off your empty beer and alcohol bottles/cans at:

Barrhaven Crossing
3500 Fallowfield Road, Nepean, ON
Saturday September 10th 2022
9:00am to 3:00pm

All money raised will be donated to
Max Keeping Family Assistance Fund at CHEO
Specifically used to help families in need of
financial assistance for transportation.

For more information: msouthall686@gmail.com



District Governor Susan's pin and theme

SERVICE IN MOTION



2nd Vice District Governor – Lion Roxanne Backes



I am pleased to welcome and announce that **Lion Roxanne Backes** has been appointed to the position of **2nd Vice District Governor** for the remainder of the year and was confirmed yesterday by Lions Clubs International.

Lion Roxanne has been a member for 28 years. She has held many Club positions

including, Club Director, Secretary, Treasurer, Membership Chairperson, Club Service Chairperson and Club President. She has also been very active on the District Cabinet over the years and has served as District Youth Camp and Exchange, Youth Coordinator, Peace Poster Contest Chair, Leo Club Advisor and most recently our District GST Coordinator. Lion Roxanne has also been actively instructing at our Region Officer's Training with the Global Leadership Team and will be attending the Faculty Development Institute in September of this year.

Susan E. Tunncliffe
A-4 District Governor



District A-4 Marketing Road Map

We are building a Marketing Road Map that will take District A-4 Lions from where we currently stand to where we need to be so that we remain strong, relevant, and top of mind across our District and throughout our communities. Our District A-4 Plan will require the participation and voice of every club to accurately reflect today and where we choose to be 18 – 24 months from now.

In my professional and volunteer experience, I have learned that communications and marketing is not well understood and under rated as a business tool. It can drive growth, identify opportunities, and identify and correct weaknesses. It can be the basis for planning, budgeting, and measuring success. The quote "You can't improve what you don't measure" will be applied as we set goals with measurable results. As an example, we will establish a quantitative goal for new members, readership and engagement on our social media sites and Lion training and development engagement.

How you market yourself tells the world everything about you and their perception of you becomes their truth. In the business of marketing there are 4Ps, our Product (Lions as a community service organization), our Price (membership fees, fund raising activities), our Place (where and how we offer our services), and Promotion (understanding how best to reach our target markets). To have a successful plan you must have the mix of the 4Ps right. Determining that "right" mix



requires research to understand the current context of Lions, potential Lions, and our communities. Once the current context is understood opportunities can be pursued, and corrective actions can be taken to strengthen efforts to help us reach our stated goals.

The development of a District A-4 Communications and Marketing Road Map is more important now than ever before. We face an aging Lion membership; greater service needs in our community and a service organization competition for new membership. As the workforce is experiencing there are just fewer people available. The current economic climate is also presenting a challenge for our fund-raising efforts. Canadian society is comprised of multiple generations and cultures each holding similar and at the same time distinct traits and we must adapt to benefit from opportunities and be proactive in correcting identified weaknesses.

District A-4 Marketing Road Map cont'd...

Currently, the Communications & Marketing team meets via Zoom and is

comprised of 6 Lions Club members from across District A-4. Each member of the team brings valued experience and a skill set and new members are welcomed to complement and strengthen our efforts.



Carol Thompson
Lead, Communications & Marketing Plan
Iroquois-Matilda Lions Club



Have a Chuckle — Lighter moments

It's a toe truck



Yesterday, I was cooking dinner, and my son came up to me and said, "One day I will work and help you with the bills, the groceries, and the house expenses." My eyes started to tear up. My baby will be 32 next month.



Did you know?

Are you using the correct LIONS' emblem?



The emblem

The Lions Clubs International emblem has been refreshed to represent the contemporary and evolving character of the organization today while celebrating its history and international renown. Subtle updates have modernized the emblem and greatly improved its legibility and reproducibility.

The only acceptable interpretation of the emblem is pictured on this page. It may not be reconstructed or altered in any way. It must be reproduced from production-quality art or from high resolution digital files.

The Lions International emblem has been designed to function as part of a flexible and cohesive visual system. When combined with the nameplate, it will be referred to as a signature.

Go to

<https://www.lionsclubs.org/en/resources-for-members/resource-center/logos-and-emblems> and download the correct one.



The magazine will be published in September, November, January 2023, March, April and July 1, 2023.

Deadline for the next issue of the *District News* is **October 25, 2022**. Publication Nov. 1, 2022