



THE DISTRICT

October/November
2023

DISPATCH

District A4 Governor Barry Chisholm



Inside This Edition

Governor's Message:
Vision & Focus

Minding Your Members

The Difference Campaign

Club News:
People, Places & Action

Service Reporting:
What's In It For Me?

November: Diabetes
Awareness Month

Calendar:
Events & Announcements

Governor's Message Vision & Focus

Word out on the street would lead one to believe that I only want changes and prepared to let our Lion legacy and projects fall to the wayside. However, that understanding of my vision is not correct. I do deeply care about our history and traditions; however, we cannot hold those traditions and history so tight that we prevent ourselves from evolving into what the world needs us to be right now.

Vision will be my focus this year. This focus reaches back and brings our legacy to the forefront, as Vision was one of the first Global Challenge Projects Lions undertook in the 1920's. **Helen Keller** challenged the Lions to be her "Knights of the Blind" the organization and membership accepted her challenge. To this day, we continue collect eyeglasses, conduct vision screening, support Guide Dogs and diabetes, and participate in White Cane Day activities. Our clubs are resourceful and continue to assist vision related activities within our communities and around the world. Unfortunately, with changes to our provincial health care programs has caused confusion with our Lions

Vision Screening efforts. Kudos to those Clubs who continue to do great work conducting vision screening within your local schools.

Big News – District A4 partnership with **Essilor's** not-for-profit foundation **ONESIGHT** will allow Lions to undertake the activities related to the actual Vision Screening and they will manage the administrative related tasks (contacting schools, coordinating calendar dates, providing Lions equipment and training, sending authorization and result letters to parents/guardians). It is a win-win partnership. Global eyeglass manufacturer **Essilor** does not have contacts with all the communities while Lions are plugged in and are available and willing to take on this service.

A perfect partnership. Additionally, the **ONESIGHT** Program will provide eyeglasses to any child who may be in a situation where the purchase of eyeglasses is impossible.

In addition to this beneficial partnership, Vision Screening provides an opportunity to speak with staff about other Lion programs and initiatives such as Lions Quest, Peace Posters, Effective Speaking, and Leo Clubs.

Continued on page 1



MISSION 1.5



The District Dispatch

Governor's Message

Vision and Focus

Over the years, clubs may have struggled with continuing the program within schools and with this partnership our workload has been lightened. If there are no schools in your area contact your **Zone Chair** to coordinate local efforts. This will also give you a chance to meet other like-minded Lions!

This is what **District A4** has committed to:
To encourage members to undertake the **Vision Screening Training**. Training is planned for each of the 4 Regions. Vision Screening cannot be undertaken by Lion members without knowing how to use the equipment and apply the tests.

All volunteers are required to attend the upcoming training session (even if you have received previous training). The first training session will take place **Friday October 27th, 2023** at **Essilor/Onesight, 21 Concourse Gate, Unit 8 Ottawa, Ontario**

Actual student screenings will begin in early November.

In closing, a couple of thoughts. For those amongst you who still feel that the "big guy" has pulled this idea out of his "you know where" there are ongoing discussions by senior Lions Canada officials to extend the **District A4 – Essilor ONESIGHT** a national partnership. Our efforts and results will influence the adoption across Canada, so once again let us accept Helen Keller's challenge to be Knights of the Blind and set the bar very high.

Opportunity

In Arizona, a member of a well-established Club, asked his Club if he could research starting a Vision Screening project. The Club felt that they were too old to get involved in the project and turned him down.

He felt it would work, so he then asked the Club if he could start a 'CLUB BRANCH' (mini club, starting with a minimum

of 5 members), whose purpose would be Vision Screening.

That Club Branch, which now boasts 50+ members, has chartered to be its own Club. Many of the members of the new 'Cyber' Club are educators from the schools where the Vision Screening took place.

You can follow Lion Richard Stevenson, on the Global Lions Forum Facebook page, where there are lots of great conversations and ideas about Lionism.

Let's make this happen A-4!!

Cheers,

Lion Barry

Lions International Resources

<https://www.lionsclubs.org/en/start-our-global-causes/vision>

Vision Screening Service Project Planner:

<https://www.lionsclubs.org/en/resources-for-members/resource-center>

Helen Keller:

<https://www.lionsclubs.org/en/resources-for-members/resource-center/hellen-keller>



MISSION 1.5



The District Dispatch

1

Minding Your Members

Tips to Increase Membership and Maintain Retention Rates

Remember to Mind Your Members...

You've worked hard to get new members through the door. You don't want to waste those efforts by losing them after their first club meeting. Successful programs also plan to keep their current members for the long haul, reducing turnover and limiting efforts to get new members. Studies conducted by SignalMind's business analysts suggest on average getting a new member costs five to seven times more than retaining an old one.

Some tips on how to do this:

Match Members Skills and Interests with roles available - Members are more engaged when they feel they're genuinely making an impact and contributing their skills. Know your club members interests, passions, and expertise and offer them suitable roles.

Implement Member Orientation and Training as a must do. Members who better prepared perform better and hit the deck sooner. Assign each new member a mentor.

Show Appreciation and Recognition - Members who feel appreciated have a higher chance of sticking around. Volunteer appreciation is an investment that pays off. A small genuine incentive can help motivation & becomes part of the club culture.

Here are a few ideas:

•**Never underestimate the power of food** - A free meal after a volunteer shift or a gift is an easy way to ensure a positive experience.

•**Host a Contest for Members** - Put their names in a draw and give away a gift card or prize. A little healthy competition is also a great way to motivate members. Set benchmarks and reward volunteers for reaching these milestones.

•**Give Away Swag** - Give new members free swag when they sign-up. Branded merchandise encourages people to

identify with the club like a Lion Golf shirt or mugs hats etc. Budget for these.

•**Celebrate Member Week - National Volunteer Week** falls in the third week of April, is a great time to boost visibility in your community & get members involved.

Create a special project with an achievable stated goal for the week.

Connect other community organizations and local businesses. Use social media to highlight your community footprint. Get a local celebrity or politician involved as a host.

Online Resources:

<https://www.galaxydigital.com/blog/how-to-get-volunteers-for-an-event>

<https://www.lionsclubs.org/en/resources-for-members/resource-center/member-orientation>

Lion Ameet Bhalla is a member of the Barrhaven Lions Club and is our GAT Global Extension Team (GET) Best Practices Chair. Over this Lions year, Lion Ameet will author articles sharing best practices which will strengthen our Clubs and our District. As we transition Lions International to better meet the needs of our community Lion Ameet's guidance and insight will help us to "Lion" so much better and easily. Thank you, Lion Ameet, for taking on this role and for your help.



MISSION 1.5



The District Dispatch

2

The Difference Campaign

2023-2024 District Governor's Project



The Difference
Campaign for Lions Foundation of Canada Dog Guides

The Difference Campaign – Make a Difference Today

Submitted by Trevor Nash, Lions Foundation of Canada Guide Dogs (13 September 2023)

Lions Foundation of Canada Dog Guides' ('LFC-DG') mission is to empower Canadians with disabilities to navigate their world with confidence and independence by providing Dog Guides at no cost to them and supporting each pair in their journey together.

Established in 1983 by Lions across Canada, LFC-DG was the first school in Canada to specialize in training guide dogs for people who are blind or visually impaired. Now, LFCDG is the only service dog school in the world with seven distinct Dog Guide programs (Canine Vision, Hearing, Service, Seizure Response, Autism Assistance, Diabetes Alert, and Facility Support).

From breeding to rearing and training with a lifetime of follow-up services, each Dog Guide costs approximately \$35,000 yet is provided at no expense to eligible Canadians from coast to coast. LFCDG relies on donations to provide these special matches and does not receive any government funding.

Time to Grow to Meet Demand

With one in five Canadians 15 years of age and up living with one or more disabilities, more Canadians are seeking the services of a specialized Dog Guide. Over the next five years, LFCDG's goal

is to reduce wait lists and waiting time by increasing the number of people receiving a Dog Guide.

To achieve this goal, LFCDG must build a new national Dog Guide training school.

The new school will be fully accessible and provide many improvements including a classroom and specific training area for each program.

For Dog Guides, the larger and improved kennel space will provide indoor and outdoor spaces to learn, play, and relax.

The Difference Campaign

Please consider joining the future of LFCDG by participating in The Difference campaign today with a special one-time gift or pledge.

To make a donation, please visit www.dogguides.com/the-difference-donation.

Should you like to request a presentation for an upcoming club meeting from one of the dedicated Lions committee members, please email thedifference@dogguides.com or call (905) 842-2891 or 1 (800) 768-3030, ext. 218.



MISSION 1.5



The District Dispatch

3

The Difference Campaign

2023-2024 District Governor's Project



Rendering is for illustrative purposes and subject to change.

LFCDG is well on its way with \$38 million towards the \$50 million goal to build the new national Dog Guide training school! Lions across Canada are asked to raise \$4.5 million towards the campaign. To date, we have received \$2.6 million in contributions from Lions' clubs across Canada. There are several incentives and naming opportunities available to recognize your support.

Thank you Lions for believing in the importance and the future of Lions Foundation of Canada Dog Guides.

Editor:

District A4 Lion Clubs and Members are encouraged to contact Lion Andy Eitherington (Cumberland Lions Club) for club presentations and for specific campaign support initiatives within our District. Lion Andy can be reached at a4pdgandy@gmail.com or by phone at 613-220-3304.



MISSION 1.5



The District Dispatch

4

Club News

People, Places and Action!

Navan Lions' Call to Action on Indigenous Reconciliation

Lion Alan White, Navan Lions Club

Navan Lions have adopted the following land acknowledgement as an opening agenda item for all our meetings.

"We would like to begin by acknowledging that the land on which we gather is the traditional unceded territory of the Algonquin Anishnaabeg People. The Algonquin peoples have lived on this land since time immemorial. We are grateful to have the opportunity to be present in this territory".

It is intended to make us reflect on how our community is sharing this land with others who were here before us and whose communities have been kept separated and largely invisible to us, until recently. As a result, the Navan club has decided to play a part in the reconciliation efforts that have sprung from the Truth and Reconciliation Committee report and increasing awareness of the terrible legacy of residential schools.

We are just at the beginning of our efforts to make contacts and are finding new ways of working with local indigenous organisations - such as the member organisations of the Ottawa Aboriginal Coalition. We are confident that developing these relationships will result in much more than simply directing donations to needy indigenous causes. With this call to action, we are inviting any other clubs in A4 who have embarked on a similar course

of action - or who are considering doing so - to contact us.

Several clubs have already expressed an interest. Joining together would help us all share experiences and contacts, make us more effective and broaden our understanding of the various needs among the communities that "We Serve".

In closing, we would just like to point out that this year's motto is EMBRACE CHANGE and that Governor Barry, in his inaugural email of July 2, urged us all to "find new projects" and "find new partnerships". We believe that this is a powerful and rewarding way of doing just that.

Thank you for your attention. You can contact me by email at navanlionsclub@gmail.com
Lion Alan White

Please also visit the Ottawa Aboriginal Coalition website at <https://www.ottawaaboriginalcoalition.ca/> to learn about the pressing needs of the ten member organisations.



MISSION 1.5



The District Dispatch

5

Club News

People, Places and Action!



Gananoque Lions Debbie and Steve at the Children's Cancer Clinic admiring the improved patient chairs in the chemotherapy room.

Kindness is doing what you can,
where you are and
with what you have.



Many thanks to the Gananoque Lions who helped out with the 2023 Annual Terry Fox Run in Gananoque and the Township. Terry Fox's legacy lives on.



District A4 Governor Lion Barry Chisholm with Iroquois-Matilda Student Lions Makenna and Eli.



MISSION 1.5



The District Dispatch

6

Club News

People, Places and Action!

On behalf of the **Orléans Lions Club**, Lions Sylvie and Claude make a generous donation of \$2,000 to the Eastern Ontario Resource Centre Gender Based Violence department. This program operating only in Gloucester and Oréans provides support to women and children who continue to live in or have left an abusive relationship. Despite a high number of requests and increased complexity of situations, this year more than 1,450 women have been helped. More than 560 children have participated in the Healthy Relationships Workshops offered in nearby schools.



When Jean-Guy Thibodeau joined the **Orléans Lions Club** in 2007-2008 and volunteered to collect eyeglasses he did not foresee that he would still be collecting them 15 years later. He has! Lion Jean-Guy has attained the lofty goal of picking up and delivering to the CERC (Canadian Lions Eyeglass Recycling Centre) in Calgary over 100,000 pairs of glasses.

He collects from 18 different locations across Orléans to downtown Ottawa. Three to four times a year, he prepares eight to ten boxes to send to CERC in Calgary. When asked, he simply replied "wouldn't it be nice to find a way to let everyone know that they can send their eyeglasses for recycling".

The main Pontiac Terry Fox Run was a "no-go" for 2023 but Pontiac High had a beautiful day today to cover the 10 kms in honour of Terry's amazing Marathon of Hope legacy. The **Shawville Lions Club** caught up with PHS run organizer, Tara Fitzpatrick, to present a donation of \$1,500 to support an incredible cause in the fight against cancer.



MISSION 1.5



The District Dispatch

7

Club News

People, Places and Action!



Roger's Community TV featured President Lion Marilyn Southall and PCC Lion Dave Voisey of the **Barrhaven Lions Club**. Kudos to the **Barrhaven Lions Club** for seeking out this great opportunity to share the impact of their service actions within their community and around the world.

See the interview at:

<https://www.youtube.com/watch?v=sJpwLx0NCbs>



On Tuesday, October 3, 2023 the **Barrhaven Lions Club** had a lovely visit from Lion Silmara, former president of the Lions Clube de Tanabi, Brazil and her son, Felipe. She shared with us the activities of her club and **Barrhaven Lions Club** president, Lion Marilyn Southall presented Lion Silmara with our club's Friendship banner.



Barrhaven Lions get into the mix of the Annual Navan Fair. Lions came out in support of the **Cumberland Lions Club** to support the Fair and look after the admission ticket booths, parking and participating in the parade. Great looking vests by the way....



MISSION 1.5



The District Dispatch

8

Service Reporting

What's in it for me?

Service Reporting

To effectively tell our story, measure our impact and grow membership, it's critical that all clubs report service. Every project we participate in as Lions and Leos, no matter how big or small, is valuable in our journey of serving our communities and the world.

For our clubs, reporting service is the final step in our service journey. Reporting service can be a point of pride that can be celebrated and creates a database of the great projects done in a given community. Plus, clubs that report service become eligible for service awards and other forms of recognition.

Reporting Service Helps:

Accurately measure our global impact
Identify the best ways to work together
Bring attention to the great work of Lions
Ensure clubs' service is supported in the best ways possible

Strengthen storytelling.

Details give stories power. Saying you fed 87 families is more powerful than saying you organized a food drive. Saying your club contributed 1,265 volunteer hours last year is more powerful than saying your club serves the community. When your club reports service, you collect the details needed to share powerful stories of your club's impact.

Inform decisions

Documented club achievements reveal what's working and what's not. For example, what if your diabetes education program is growing in attendance, but your annual club fundraiser is shrinking? Reviewing past service reports helps your club make better decisions, including choosing service activities and setting realistic goals.

What's in it for you?

When corporations meet with Lions International to discuss donations and recognition Service Metrics are used to demonstrate the global value and benefit of Lions International. In addition to financial support corporations will

also offer their products or services complementary or at a reduced rate. Microsoft, Canva and Adobe are examples of technology corporations which recognize and reward Lions' service activities locally and globally.

To take advantage of these offers, you must be able to provide documentation which supports your Club's not-for-profit status (e.g.: provincial incorporation, federal charitable tax status). Savings on these products amount to several hundred dollars per year.

Microsoft:

<https://www.microsoft.com/en-us/nonprofits/eligibility?activetab=pivot1%3aprimar4>

Canva:

<https://www.canva.com/canva-for-nonprofits/>

Adobe:

<https://helpx.adobe.com/ca/enterprise/using/non-profit.html>

Resources:

Service Reporting:

<https://www.lionsclubs.org/en/service-reporting>

Other corporations providing Lion discounts can be found here:

<https://www.lionsclubs.org/en/join/why-become-a-lion/member-benefits>



MISSION1.5



The District Dispatch

9

November: Diabetes Awareness Month

Diabetes Awareness Month:

November is Diabetes Awareness Month, a global initiative to raise awareness and address the diabetes epidemic.

Living with diabetes is a continuous cycle that demands time, attention, and energy, requiring as many as 600 steps daily.

With 1 in 3 people in Canada affected by diabetes, chances are you or someone in your life has been impacted. Show your support this Diabetes Awareness Month by taking time to learn about diabetes and raise awareness about this too-often "invisible" condition.

Taking time today will help build a brighter tomorrow for the almost 12 million people affected by diabetes or prediabetes in Canada.

How Your Club Can Contribute:

Make a powerful impact this Diabetes Awareness Month. Clubs raising over \$500 from Tag Day or through a Club, donation will earn an exclusive patch. Show your support like never before and make time to help End Diabetes this November.

During this November, join us in raising funds and awareness for our Diabetes Awareness Month Tag Day program. Tag Day is a time for our community champions to immerse themselves in their communities to show support for individuals living with diabetes by raising money to fund education, support services, advocacy, and diabetes research.

Tag Day's goal is to have service clubs participate in a community outreach event to raise much-needed funds for Diabetes Canada.

There are **3 steps** to participate.

1. Find a date that works for your club and 4-6 volunteers during the month of November (Diabetes Awareness Month).
2. Choose a busy location to promote your Tag Day Event (4-6 hours).
3. In exchange for donations, you will tag (offer) community members key information about diabetes, a bookmark, and

or a sticker.

HOW TO GET YOUR TAG DAY KITS

We ask that any club looking to participate in the Tag Day campaign please provide the following information no later than October 29, 2023:

Club Name & Mailing Address (to expedite deliveries, we ask that clubs refrain from providing PO box addresses wherever possible).

Name, email, & phone number of lead for campaign
The date on which you plan on holding your Tag Day.

Please email Tony Orangis at:
tony.orangis@diabetes.ca
to get your Tag Day Kit.

In your Tag Day Kits, you will find:

2 Tag Day Posters

50 Bookmarks

2 Donation Box Stickers

100 Tag Stickers

Diabetes Canada Educational Handouts

Are you at risk?

(25 copies)

Diabetes Fact Sheet

(25 copies)

Just The Basics.

(25 copies)

Thank you for your continued efforts in your community.
We hope you will help us this Diabetes Awareness Month!

District A4 Diabetes Chair,
Lion Marilyn Southall
msouthall686@gmail.com



MISSION 1.5



The District Dispatch

10

Calendar

Events & Announcements

October 2023

Region 41 Meeting *
Maxville Lions Club
Host: Region Chair Lion Kim Sheldrick
Date: *To be rescheduled*

Friday, October 27th:

Vision Screening Training**
10:00 AM
Essilor/Onesight
21 Concourse Gate, Unit 8
Ottawa, Ontario

November 2023

Saturday, November 3rd.

Region 22 Meeting*
Killaloe Lions Club
Host: Region Chair Lion Jim Hall

Sunday, November 12th

District A4 Cabinet Meeting
Host: Arnprior Lions Club

Sunday, November 19th

Region 30 Meeting*
Smith Falls Lions Club
Host: Region Chair Margaret Brooker

December 2023

January 2024

February 2024

March 2024

April 2024

Friday April 19th - 21st

District A4 Convention

"Back To The Future"

Hilton Garden Inn, 2400 Alert
Rd., Ottawa, ON

May 2024

June 2024

July 2024

* **Region Meetings:** All Lions are encouraged to attend your Regional Meetings. Your District Governor will provide his updates at these venues rather than traditional club visits.

** **Additional training sessions** will be held. This training is mandatory for everyone who plans to participate in the Vision Screening Service Days.

Note: Previous training does not exclude your participation at one of these sessions.

LEST WE
FORGET

REMEMBRANCE DAY



11 NOVEMBER



MISSION 1.5



The District Dispatch

11

Calendar

Events & Announcements

Next Edition:

Coming up in our next edition we will hear from:

District A4 Governor Lion Barry Chisholm
View From the Governor's Seat

Global Extention Team (GET) Lion Ameet Bhalla
Best Practices for Lions

District Web Administrator and Marketing Communications
Lions Dan Tucker and Billie-Jo Duffield
Cyber Safety

Regional News from our Regional Chairs
Region 13 - Lion Jacques Duquette
Region 22 - Lion James Hall
Region 30 - Lion Margaret Brooker
Region 41 - Lion Kim Sheldrick

Please feel free to forward your feedback, submissions and recommendations for upcoming editions.

Next edition's deadline is 13 November to ensure publication is ready for release 01 December.

You can reach me at LionCarolThompson@gmail.com



MISSION1.5



The District Dispatch

12