



**LIONS DISTRICT 5M13
LONG RANGE PLANNING**

**STRATEGIC PLAN
2017-2018**



REVISED JULY 2017

Ratified at
5M13 District Council Meeting July 29 2017

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Preface

The future does not just happen, it is created and shaped by people of vision and courage.

District 5M-13 has a rich history of accomplishment in humanitarian services. Since 1986, when 5M-13 was separated from 5M-12 (Eastern Manitoba), 5M-13 has become known as a mature District which goes beyond expectation. In July of 2003, District 5M-12 was divided, as a result of redistricting, with that portion west and north of the Perimeter Highway, to include Zones 15 and 16 in Region 8, becoming part of District 5M-13. Since that time, challenges such as decreased membership and an increased average membership age, both experienced by all service organizations, have caused us to respond by reaching out to women, youth and minority groups for growth and renewal in membership.

Happy is a person with a dream. Lucky is the person whose dream comes true!

Our vision as Lions is much more than a dream and the results of our humanitarian work are based on much more than luck. The Action Plans outlined in this document will help make our dreams, our Vision as Lions, come true.

Introduction

In 2000 documents were developed in each of Districts 5M-12 and 13 by the Long Range Planning Chairperson -PDG Roland Hainsworth in 5M-13, and PDG Harvey Kingdon in 5M-12, and the Advisory Committees under the authorization and approval of the District Cabinets. As a result of redistricting, the documents have been revised, and this document produced. It defines a plan for implementation of the vision. It is divided into three sections:

- ✓ A list of Vision statements that will inspire and guide the future of Lionism in 5M-13;
- ✓ A Plan Description section where the specific Strategic Plan is explained; and
- ✓ An Action Plan section where the specifics are listed and evaluated.

This 5M-13 Strategic Plan is a living document. Each year the Long Range Plan (LRP) Chairperson and the Association of Past District Governors (APDG) will add to and update this Strategic Plan as needed. Each year the 5M-13 District Governor's Cabinet will review and approve the document at its first meeting in the fall.

As an organization seeks to renew itself it must envision a new future. This document is meant to serve as a resource to augment that process.

5M-13 PROGRAMS – OPERATIONS AND SERVICE

5M-13 Program Chairs shall obtain, develop, maintain, and annually update program descriptions to make sure that the District Program Chairs are knowledgeable about their programs. The program descriptions will be in the form of a presentation that is supported by speaker notes and other background information. The purpose of the program descriptions is to educate Lions, Lioness, Leos and their communities on the programs goals, objectives, needs and actions to improve the district Lions organization and better accomplish the Lions service programs.

All 5M-13 Operations and Service Program Chairs shall review and annually submit their Strategic Plan program revisions to the 5M-13 Association of Past District Governors as requested prior to the first District Governor's Cabinet meeting in July or August. This group will keep the Strategic Plan revised annually.

Vision

That the Strategic Plan+approach/method used in the Long Range Plan document be maintained as the method for shaping the future of 5M-13.

That the 5M-13 District Governor and all club officers be provided with the best possible training and information prior to the start of their years as a Lions Leader.

That the Constitution and By-Laws of 5M-13 will be updated annually to maintain the efficiency and effectiveness of the District organization and operations.

Plan

Develop a District 5M-13 Policy Manual

I. Revise the manual annually and changes as needed.

That the Association of Past District Governors and DG Advisory Committee will meet Semi-Annually. The first meeting will be at least 30 days prior to the District Governor's first Cabinet Meeting to review the Strategic Plan, propose changes to the plan and obtain input concurrence from the DG's Cabinet.

The Plan will be presented for approval at the First Cabinet meeting.

That a high standard of training for 5M-13 District Cabinet and club officers is essential to the success of Lionism in 5M-13.

1. Implement the latest material and guidelines from Lions Clubs International, and MD5M Global Leadership Chair and 5M-13 Global Leadership Chairperson.
2. Assure that all of the information that is provided (by the 5M-13 Global Leadership Committee) to the District Governor's Cabinet and Club Officers is top quality and current.

001 ARCHIVES

The District historian (APDG) has the important job of gathering, organizing, documenting and maintaining the District's archives.

Vision

To develop and maintain the District's archives.

Plan

To gather and organize significant programs . charters, anniversaries, and conventions, lists of past district governors, council chairmen, and international directors, cabinet minutes, district newsletters, deceased members, award recipients, and other such archival materials.

To work with other archivists regarding Manitoba Lion archives.

To annually update the developed archives.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Gather and organize archival materials	Archive Chair District Governor Cabinet Secretary	On Going	Filing Location Filing Materials
Make contact with other archivists	Archive Chair	Fall	Budget Item
Keep archives up to date	Archive Chair	On Going	
Further develop the archive area located at the Westman Lions Manor	Archive Chair	On Going	

002 ASSOCIATION OF PAST DISTRICT GOVERNORS (APDG)

This committee of Past District Governors of Lions International who are members in good standing of clubs located within the District may be established to assist the District Governor and Cabinet. The formation of such a group took place in 2012. The PDG s have received extensive training and numerous related experiences. When possible their assistance and recommendations should be welcomed and utilized at each of the following levels:

- ✓ Encouraging Lions to be both knowledgeable and supporting of Lions Clubs International (LCI);
- ✓ Encouraging the district to provide informative and positive contributions at the Multiple District; &
- ✓ Furthering the interests of Lionism in District 5M-13 by identifying areas of concern and providing recommendations - the basic purpose of the PDG s Association.

The District Governor may select a mentor for assistance.

Vision

- ✓ To provide the assistance requested and required in order to meet our District s vision.
- ✓ Perform duties as directed by the District Governor and recommend solutions after careful study.
- ✓ Promote harmony through the District.
- ✓ Provide continuity regarding International, Multiple District and District goals and their input on the District.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Conduct such business as directed by the District Governor	District Governor	Ongoing	DG report
Develop a process of review; annually meet with the DG, GLT & GMT chairs to review present status & identify areas for help	APDG	By Oct 30	APDG rep with the DG
Monitor District Effectiveness; Identify areas of concern; provide recommendations for improvement.	GLT/GMT Zone Chairs PDG	Ongoing Spring Assessment	DG . APDG reports
Maintain close liaison with Long Range Planning Committee.	Advisory Committee	Ongoing	LRP/APDG
Provide assistance and encouragement for a strong GLT and GMT to build membership and stronger clubs.	Advisory Committee District Governor	Ongoing	GLT GMT Reports

Action Steps Needed	Who is Responsible	Timeframe	Resources
Add to and update the Strategic Plan as needed, working with the LRP Chair.	Advisory Committee LRP Chair District Governor	By first Cabinet Meeting	LRP APDG Reports
Monitor for effectiveness and recommend changes if needed.	Past District Governors	On Going	APDG/DG Reports
Name the chairperson of the Constitution and By-Laws, traditionally the Immediate Past District Governor	DG	Annually, in March/April	DG statements

Nominate the candidate for the
for the MD5M Red Cap Award

APDG

Annually/March MD5M Guidelines

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003 AWARDS

Awards for deserving Lions can be an incentive ~~to~~ serve+, and needs to be known by all.

Vision

- ✓ To have an awards list available and a procedure developed to recognize deserving Lions.

Plan

- ✓ To prepare a list of available awards at the various levels . district, multiple district, and international
- ✓ Develop a selection process for recognizing deserving Lions
- ✓ Identify times for such recognition

Action Plan

Action Steps	Who is Responsible	Timeframe
Update the list of awards	Awards Committee District Governor	Summer
Develop a selection process	Awards Chair	Summer
Develop a file of info on possible award candidates and annually update.	Awards Committee	August
Identify award presentation times	Awards Committee	August
Encourage the District Governor to seek out and nominate candidates for the International Presidents Award, International Leadership Award, International Certificate of Appreciation(s) and the Lion Al Jensen Leadership Award.	Awards Committee District Governor	August February/March

Additional awards include: Judge Brian Stevenson Award; Lions Foundation of Canada Life Member; Stew Peever Memorial; Harry Newman Award ; Melvin Jones Fellowship; Lions Foundation of MB & NWON Hope Medal; MD5M Lions Hearing Foundation, Canadian Division, Hearing Committee Decibel Award

004 CONSTITUTION, BY-LAWS, AND STANDING RULES

Vision

That all actions in the District follow the Constitution and By-Laws in District matters

Plan Description

Annually evaluate the Constitution and By-Laws to provide amendments/revisions as necessary
Steps will be taken to make sure the District Governor and the Cabinet are knowledgeable on the constitution, by-laws, and policy manual of LCI, MD5M, and District 5M-13.

- . Prepare the Constitution and By-Laws booklet in living document form
- . Have the Constitution/By-Laws/Standing Rules available on the computer
- . Include the section %Standing Rules+in the District's Constitution & By-law booklet

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Provide copies of the constitution and by-laws to MD5M Chair for review	Constitution, By-law & Policy Chairperson	September	Existing Constitution & By-laws
Respond to any changes to Constitution& By-laws suggested by MD5M	Constitution, By-law& Policy Chairperson	Continual	
Assist District Governor in preparation for the District Convention	Constitution, By-law & Policy Chairperson	August	Existing Constitution & By-laws
Explain Lions Clubs International Insurance at Leadership seminars	Constitution, By-law & Policy Chairperson Global Leadership Chairperson	Annually	
Explain briefly all applicable Constitution & By-laws at leadership seminars	Constitution, By-laws & policy chairperson District Governor	Annually	
Review & revise Constitution & By-laws for consistency, and to incorporate changes required by the recent amendments to the MD5M and LCI Constitution & By-laws, if desired by the District	MD5M Constitution & By-laws committee chairperson. District Cabinet review Delegates to MD5M annual meeting for approval	Continually	District Constitution & By-laws
Print & circulate copies of the 5M-13 %Standing Rules+via Zone chairpersons to all District	Chairperson Zone Chairperson	Annually	Delivery by Zone Chairs

clubs.			
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005 CONVENTIONS

Vision

Article V1 – District Convention and Article V11 –District Convention Fund are outlined in District 5M-13 Constitution and By-Laws. That information be made available to all Lions, Lioness and Leos regarding the various conventions - mid-winter, multiple, international.

- ✓ That attendance at conventions be encouraged

Plan Description

- ✓ That dates, locations, registration procedures and other relevant information be made available
- ✓ That a District Convention manual be established and updated annually at the completion of the convention.
- ✓ That the manual outline the responsibilities of the host club(s), the District Governor and Cabinet
- ✓ That the convention guide in the constitution and by-laws, outlines the expectations of the District Governor in organizing the District Convention.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Provide a list of conventions, dates, locations, costs	District Governor Convention Chair	September	Newsletter, Circulars
Encourage Attendance	DG Zone Chairs	Continual	
Provide Financial Assistance	DG Zone Chairs	Continual	
District Convention Host Selection	Individual Clubs DG Convention Delegates	Previous Year	Convention Fund
Select Convention Chair	Host Club(s)	With request to host	Global Leadership
Develop Convention Program	See Manual Cabinet Host Committee	At least one year in advance.	Careful budgeting.
Provide Convention Information, final report, and Convention Manual to Cabinet.	Convention Chair	Continually . Final Report February	Accurate Records
Review recommendations for next convention and incorporate needed changes.	Convention Committee.	Spring	
Follow Convention Guide	District Governor	Upon election	Constitution &

District 5M13 Strategic Plan

			By-Laws.
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006 FINANCE

The District 5M-13 Finance Committee oversees the District's financing. Basic revenue for District operation is derived from club dues, the Geographic Assistance Fund, a District Governor's allowance, newspaper advertising, club newspaper revenue, and some minor miscellaneous items and interest. Individual service programs receive funding from the annual Parade of Green and direct donations. Disbursements are made for dues, operating costs, and towards service programs.

International Dues, Per Member:

\$43.00 USD, Paid twice per annum @ 21.50 USD per payment.

(Family Dues: HOH pays \$43.00 USD and following member(s) pay \$21.50 USD up to 4 members)

Multiple District Dues, Per Member:

\$6.55 USD, Paid twice per annum @ 3.27 USD (July 1) and 3.28 USD (January 1)

Breakdown of Multiple District Dues:

MD5M Administration fund	4.84 USD
Campaign Fund	0.25 USD
GLT/GMT Training Fund	0.25 USD
MD5M Geographic Assistance fund	0.46 USD
Convention fund	0.50 USD
Parade Band Reserve Fund	0.25 USD

District 5M-13 Dues:

Set annually at \$27.00 CAD per Member, Paid twice per annum @ \$13.50 CAD

District Governor's Allowance: \$5.00 CAD Annually

Club bonding \$6.50 USD paid once per year.

Club Dues:

Each club sets its own dues.

Vision

- ✓ To have the District operate according to its Rules of Audit+
- ✓ To operate on a balanced budget.
- ✓ To have a District Governor's and Vice District Governor's Assistance Fund to meet the approved needs (See 006.2).
- ✓ To have all financial accounts under the responsibility of the cabinet treasurer . including the DG & VDG Assistance Fund.

Plan Description

- ✓ To establish a Finance Committee to draft an annual budget for Cabinet consideration
- ✓ To have the Finance Committee oversee the budget expenditures, revenues, dues, accounts, special requests and committee funds.
- ✓ To recommend allowance guidelines for Cabinet member expenses .

District 5M13 Strategic Plan

- ✓ Mileage - \$.30 per km
 - ✓ Meals . Breakfast \$10.00; Lunch \$10.00; Dinner \$15.00; (Max. per day \$35.00)
 - ✓ Lodging . Up to \$75.00 per day with receipts
 - ✓ Other . telephone, postage, supplies (receipts required) Give regular reports to Cabinet.
 - ✓ Cabinet Meetings . claim for 4, including one night of the District Convention.
 - ✓ DG Advisory Meetings . Zone Chairpersons may claim for three meetings per year
 - ✓ Individuals serving our country overseas are exempt from paying the district dues for the period of one (1) year.
- ✓ Any club having two or more family members living in the same household and from the same Lions club, pay ½ dues to the District, after the first member pays full dues.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Establish a Finance Committee	District Governor	1 st Cabinet meeting	
Review Article IX . Governor & Cabinet Members Expense Guidelines	Finance Committee	Summer	5M-13 Constitution and By-Laws
Cabinet members are to submit their budget request for the new year	District Officers & Program Chairs	June	
Establish a budget	Finance Committee DG & VDG	Summer	Committee Input, Past Records
Budget approval	Cabinet	1 st Cabinet meeting	Copies
Hold regular meetings	Finance Committee	Ongoing	
Establish policy and communicate to clubs	Finance Chair Treasurer	Ongoing Newsletter	Copies

006.1 REIMBURSEMENT INFORMATION FOR DISTRICT GOVERNORS

Lions Clubs International pays: .31 per km; up to \$75.00 hotel; up to \$25 per meal (actual costs) . Rules of

Audit. This includes -

- a) One visit to each club (encourage more than one club at visits)
- b) 3 Multiple District Meetings of 4 held during a year.
- c) 4 5M-13 Cabinet &/or District Convention meeting
- d) One club officer school . within 60 days of convention
- e) One visit to each Leo Club + installation & 5th anniversary
- f) One officer training school

Must submit your claim by the 20th of the following month

MD-5M pays:

One MD-5M Council meeting . the meeting closest to the District Governor's home.

District 5M-13 pays:

- a) .30 per km; up to \$75 hotel; \$35 per diem

006.2 DISTRICT GOVERNOR'S & VICE DISTRICT GOVERNORS' ASSISTANCE FUND

It does cost to be a District Governor; however, LCI pays the Governor in accordance to %Rules of Audit+, individual Lions Clubs usually pay for the District Governor and Partner in Service meals on visitations, and the District 5M-13 %Governors\$ Assistance Fund+pays for additional costs above that received from %Rules of Audit+.

I. GOVERNOR

A. Lions International

Governors\$ Stationary	Three 5M Council Meetings	One visit to each club
Club 25 Anniversary	Four 5M-13 Cabinet Meetings	Two Charter Nights
Club 50 & 75 Anniversary	Telephone as per rules/audit	District OfficersqSchool

B. District 5M

One 5M Council Meeting (the meeting closest to the DG Residence).
Leader Dog/International Headquarters visit (Leader Dog pays part & MD-5M the remainder, pending finances for the Governor only)

C. District 5M-13

Dog Guide visit for District Governor Elect and Partner in Service (Dog Guides pay complete cost)
Lioness and Leo Charter Nights
USA/Canada Forum (Governor only . not including registration)
International Convention (End of Governor\$ year . not including registration)
Actual Postage
Additional Stationary if required
Attending District Approved Functions

D. District Governor's Assistance Fund

Uniform for District Governor and Uniform for the District Governor\$ Partner in Service.
Cell Phone (rent only, for ten months)
Reasonable expenses over and above Rules of Audit. Only on very exceptional circumstances will assistance be paid towards meal costs.
Partner in Service - transportation to the International Convention be the difference between the amount paid by LCI per Rules of Audit and total travel costs.
Registration Fee . USA/Canada Forum and outgoing International Convention.
Reasonable out of pocket expenses (eg. Taxi fare to Lions functions if no other way is possible).
Under special circumstances any expenses in excess of two hundred dollars (\$200) need to be %pre-approved+by the Cabinet Finance Committee.

The District Governor\$ Home Club usually buys the District Governor\$ Personal Pins, if they decide to have a pin.

II. GOVERNOR ELECT/1ST VDG/
& 2ND VDG

Lions International

- . International Convention (to begin his/her year)
- . Long distance telephone actual costs to set up his/her new Cabinet

B. District 5M

- . Governor Elect Training School in October & March

C. District 5M-13

- . 5M Multiple Convention and Council Meeting
- Uniform for 2ND VDG and Partner in Service
- 2ND VDG training in October

D. District Governor's & Vice District Governors ' Assistance Fund

. Registration only for the USA/Canada Forum for 1ST Vice District Governor and Partner in Service.

a) DG/VDG Assistance Committee is: Cabinet Treasurer and the two Past District Governors, appointed at the 1ST Cabinet meeting of the year.

b) Signing Authorities will be the District Signing Officers as set up annually by Cabinet at the 1ST meeting of the year.

c) There will be an annual review of this fund at the completion of the Fiscal Year, June 30TH, and a report put into the September or October Manitoba Lion Newsletter by the Cabinet Treasurer.

Vision

- ✓ Provide continued support for the Governor's Assistance Fund in order to attract worthy candidates for the position, knowing that additional funding is available to help meet the required needs.

Plan Description

- ✓ The Governor's Assistance Fund is administered through the General District Accounts under the management of the Cabinet Treasurer.
- ✓ Signing Officers are the same as the District Signing Officers, appointed annually at the 1st Cabinet meeting. Need 2 signatures every transaction cheque.
- ✓ Work closely with the District Governor while administering the fund.
- ✓ Inform 5M-13 Lions of the status of the fund/ September or October Manitoba Lion Newsletter.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Administer the funds	Finance Committee	Ongoing	Budget Item
Collect funds	Treasurer	July & January	Clubs
Review the requests for finances	Finance Committee	Ongoing	DG Assistance Fund
Annually review the DG/VDG Assistance Fund	Finance Committee	End of Year	Fund Materials

O07 GLOBAL LEADERSHIP TEAM (GLT)

Vision

- . That this team is responsible for: orientation; training of Zone Chairpersons, District and Club Officers; both Guiding and Mentoring Lions; and other leadership roles.
- . That the Global Leadership be given a top priority in the District and Club levels.
- . That an experienced Lion be selected to lead the GLT for at least a one year term and receive the training provided by MD-5M.
- . That Zone Chairpersons assist the GLT in providing the leadership necessary in providing effective clubs which encourage membership growth.

Plan

- . That job descriptions be developed and maintained for District officers and committees.
- . That training curriculum and materials be developed and updated for all District Cabinet Members and Club Officers.
- . Identify future leaders and encourage further leadership training (eg. District Governor & Vice District Governors).
- . That a variety of leadership development opportunities be made available for Lions throughout the year and that qualified Lions are selected to assist with the training.
- . That Mentoring and Guiding Lions receive training and their involvement be encouraged.
- . That Lion Orientation sessions be provided for clubs
- . That Club Excellence Process (CEP) known as %Club Quality Initiative+be encouraged in all clubs.
- . The District Governor will nominate outstanding candidates for the International Presidents Award, International Leadership Award, International Certificates of Appreciation, Lion Al Jensen Leadership Award.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	How Known
Assess district training & leadership <u>needs</u>	DG Team, Zone <u>Chairs,</u> <u>Club Pres</u>	By Sept. 30 th	GLT Reports to <u>Cabinet</u>
Establish District training and <u>development plan</u>	GLT/GMT Teams	August	Set dates
Organize & promote training at <u>District convention - seminar</u>	GLT Coordinator <u>GLT/GMT</u>	September	Confirmation of <u>session from</u> <u>DG</u>
Collaborate with GMT re needs & <u>suitable training . regular discussion</u>	DG Team, <u>GLT/GMT</u>	Monthly	Schedule sent by DG <u>at start of Lions year</u>
Organize Zone chair training, & Club <u>training by Zone chairs if possible</u>	GLT/GMT Zone chairs, <u>Club Pres</u>	by Aug. 30 th	Evaluation <u>Report to</u> <u>Cabinet</u>
Prepare zone chairs to present	GLT/GMT	July/August	Zone chairs report <u>to</u>

District 5M13 Strategic Plan

Action Steps Needed	Who is Responsible	Timeframe	How Known
			<u>cabinet</u>
Organize Certified Guiding Lion	GLT, <u>Zone chairs</u>	By. Dec. 1 st	Names <u>LCI Website Reports</u>
Organize Club Quality Initiative process- <u>CQI</u> -	GLT	By. October 30th	Names provided <u>LCI Website reports</u>
Organize Certified Guiding Lion	GLT	Dec 1 st	Names provided <u>LCI Website reports</u>
Ensure new member orientation is effectively implemented	GLT/GMT <u>Zone chairs</u>	October 31 st <u>Ongoing</u>	CEP/CQI has taken <u>place . clubs/zones</u>
Identify & encourage potential leaders based on aptitude, experience, and interest for further training . mentoring	GLT/GMT Zone chairs	By Oct. 31 st <u>Ongoing</u>	Communicate with <u>Zone chairs</u> <u>Promote Lions to attend the MD5M Regional Institute</u>
Identify community leaders to join Lions . Completing community assessments	GLT & <u>Zone chairs</u>	<u>Ongoing CQI process</u>	GMT reports_ <u>LCI reports</u>
. Provide quarterly report to GLT . MD Coordinator . <u>via email</u>	GLT Coordinator	Sept., Dec <u>March, June</u>	Copy to DGTeam
Encourage all clubs to obtain the % <u>Club Excellence Award</u> +	GLT/DG Team	Ongoing	Know criteria Encouragement

008 GLOBAL MEMBERSHIP TEAM (GMT)

The Global Membership Team or GMT is responsible for the District's membership, retention and extension.

Vision

- ✓ That an experienced Lion be selected to lead the GMT for at least a one year term and receive the training provided by MD-5M.
- ✓ That each club increase its membership by at least a plus one membership per year in order to maintain a District membership of over 1,300.
- ✓ That each club elect a membership chairperson who is aggressive, dynamic and committed to increase the club's membership.

Plan

- ✓ Review the DG/District plans and the District's current status.
- ✓ Develop a membership plan to include new members, retention and extension
- ✓ Encourage/solicit the support of the Zone chairpersons
- ✓ Work with small clubs regarding problems, plans and action
- ✓ Establish plans to recruit women and younger members

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	How Known
Review goals & present status & develop a plan of action.	GMT	July	Funding
Obtain Zone Chairperson Assistance	GMT	July	
Consult with GLT re Leadership	GMT/GLT	Ongoing	
Membership: Recruit Quality members	GMT Clubs/Members	Ongoing	
Ask, advertise, circulate Lions brochures, magazine etc.	GMT Clubs/Members	Ongoing	Effort
Hold Lions Info evening	Clubs	Annually	Coffee etc.
Hold membership drive	Club	Occasional	
Retention . Orientation Sessions	GMT/GLT Clubs	Annually	Material/LCI website
Meet member needs	GMT/Clubs	Ongoing	Survey
Members involved/appreciated	Clubs	Ongoing	How are your Rating+form
Member feedback . action	Clubs	Ongoing	same
Monitor the ongoing state of each club in order to identify possible problems/corrective action.	Club officers Zone Chairs DG Team	Ongoing	All clubs will be stronger
Set a 90% retention policy	Club/GMT	Annually	

District 5M13 Strategic Plan

Action Steps Needed	Who is Responsible	Timeframe	How Known
Establish a Lion Exit Policy	GMT	Annually	
Develop a Team to be responsible for clubs & split up the areas	GMT	Summer	Clubs will be visited regularly
Identify possible areas for new clubs.	GMT Zone Chair	Summer	One new club formed
Check with existing clubs regarding new ones, sponsoring clubs etc.	GMT Zone CP	Ongoing	
Investigate the possibility of a Campus, Leo, Morning club, Branch club, etc	GMT Zone CP	Ongoing	
Follow LCI checklist for information on chartering new clubs.	GMT	Ongoing	Materials on LCI website

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008.1 MEMBERSHIP GOAL STATEMENTS

Supporting District Membership Development

Two Objectives:

- 1) Achieve membership growth of new members and clubs
- 2) Supporting club success to achieve long term retention

Goal	How/What	Who	When	How Known
Form GMT District team: DG, 1VDG, 2 Sub Teams.		GMT Coordinator	End of July	GMT Cabinet Report
Review 5 year membership trend report.		GMT Coordinator	Prior to Cabinet Meeting 1	Report to Cabinet
Online review of LCI website: register of reports, club officers, summary of membership and cumulative reports.		GMT Coordinator	Prior to Cabinet meeting 2.	GMT Report to DG team.
Review club health assessments on monthly basis; reports to Zone Chairs, DG Team.		DG GMT Coordinator Zone Chairs	Monthly	GMT Report to DG team.
Zone Chairs have clubs set membership goals.		GMT Coordinator Zone Chairs	By October 31	GMT Report to DG team.
Team Management Issues				
Promote Family Oriented Clubs		GMT Coordinator Zone Chairs	End of October	GMT Report
Review Areas for New Clubs		Zone Chairs	End of November	
Recruit Women; Promote goal through zone meetings.		GMT Coordinator Zone Chairs Club Presidents	End of December	Report to Cabinet
Community Service projects with non-Lion participation		GMT Coordinator Zone Chairs Club Presidents	Ongoing	GMT Report to DG team
GLT-D and GMT-D communication once per month and two weeks prior to Cabinet meeting. Confirm dates and book.		GMT & GLT Chairs	End of July Mid-August	Ongoing reporting
Final Assessment and Review		GMT Coordinator	End of June	Report to Cabinet.

009 INFORMATION TECHNOLOGY

Vision

- ✓ That District 5M-13 take make effective use of technology to enhance the quality and efficiency of internal communication, record keeping, meetings and collaborative effort, training materials and public relations and communications.
- ✓ Leverage Social Media technologies to communicate among Lions, Lioness and Leo clubs.
- ✓ Communicate with local clubs, the Multiple District and Lions Clubs International.
- ✓ Learn about Lions projects and educate others (Lions and non-Lions) on the humanitarian work of Lionism.
- ✓ Inform non-members and interested persons about Lionism and the opportunities available to perform humanitarian service by becoming Lions.
- ✓ Use Social Media as a public relations tool for, and to increase membership in Lionism.

Plan Description

- ✓ That the District Governor appoints a chair for Information Technology.
- ✓ That 5M-13 will develop and keep up-to-date a set of guidelines for the use of computers to support their operations.

These guidelines will include:

- ✓ Information on how computers mobile devices are being used in Lionism
- ✓ Suggestions and information on software that is available
- ✓ Descriptions of the information and tools available on the Internet and how they can be used.
- ✓ Information and procedures on how to interface with Lions Clubs International via MyLCI.
- ✓ Security policies to ensure protection of credentials, membership information, financial information, and all sensitive communication.
- ✓ Workshops on computer applications, networking and the use of computers

A **District 5M-13 Web Site** was launched in March, 2012:

<http://www.e-district.org/sites/5m13/>

The site's purpose is to inform members and non-members about District activities, club activities, announcements. The site also offers links to Cabinet Meeting Minutes, the District Constitution, this document, and a variety of other document resources including the MB Lion, the District's monthly newsletter, in Adobe PDF format. It also includes a calendar of events, lists of cabinet members, project lists, and contact information for district executive committee and zone chairs.

A District Facebook Page was launched in August of 2013. The page can be found at

<https://www.facebook.com/District5M13Lions/>

Action Plan Information Technology

Action Steps	Who is Responsible?	Timeframe	Resources
Collect an E-mail address from all clubs (at least once a year)	IT Chair	September	MyLCI New Officer Forms
Continue the Development of the website and keep it updated	IT Chair	Ongoing	
Encourage all cabinet members to use.	IT Chair	Ongoing	
E-mail whenever possible to communicate throughout the year	All members	Ongoing	
Encourage each club to have a website and help with its creation.	IT Chair	Ongoing	MB Lion Mid Winter
Encourage the submission of pictures and items for the District social media pages as well as the district web site.	IT Chair Public Relations Chair Cabinet members	Ongoing	
Encourage the use of LCI webinars for training of all kinds.	IT Chair GLT . GMT Chairs Zone Chairs	Ongoing	

010 LIONESS LIAISON

Vision

- ✓ That the Zone Chair report to and advise the District Governor on Lioness matters.
- ✓ That the Lioness Chairperson and District Governor be responsible to and for the operations of the Lioness Clubs.

Plan

- ✓ Advise and assist Lioness Clubs as necessary
- ✓ Encourage the growth of Lioness Clubs as necessary.
- ✓ Provide information on how Lioness clubs can retain their identity while serving as Lions.

Action Plan

Action Steps	Who is Responsible?	Timeframe	Resources
Keep District informed of happenings with the Lioness Clubs	Zone Chair	Ongoing	Cab. Meetings
Encourage all Lioness clubs to be active and share their activities	DG Zone Chair	Ongoing	
Coordinate and assist Lions clubs with projects to create congenial attitude towards Lioness clubs	DG Zone Chair	Ongoing	
Provide information on retaining Lioness identity while becoming Lions	DG Zone Chair	Ongoing	

011 LONG RANGE PLANNING (LRP)

Vision

- ✓ Establish a Strategic Plan and provide operational planning as required by the District Governor.
- ✓ That the Strategic Plan becomes the guide for action throughout the year.
- ✓ To work with the GLT/GMT to increase membership and have every club healthy and active.
- ✓ Conduct such business as directed by the District Governor.

Plan

- ✓ Develop and maintain a Strategic Plan to include a Vision Statement, a Plan Description and an Action Plan.
- ✓ Coordinate Strategic Plan input with the District Governor and the District governor's Cabinet.
- ✓ Publish the Strategic Plan annually before the November Cabinet meeting.
- ✓ To increase membership in all District 13 clubs
- ✓ To increase the number of clubs by the end of the year
- ✓ To have all clubs healthy and active locally and in the district with strong leadership and a good knowledge of all Lions programs.

Action Plan

Action Steps	Who is Responsible?	Timeframe	Resources
Identify a district Mission+ in the strategic plan.	APDG	July	Completed plan on the 5M13 Lions District Website for all to copy on their own, or download to a file folder.
Annually review and update the District Strategic Plan.		July	
Review District Constitution and By- laws for revision.			
Publish the Strategic Plan revisions annually.		By September	All Lions who require a copy are to print their own copy.
Maintain close liaison with Advisory Committee /PDGA		Ongoing	
Conduct such business as directed by the DG			
Advise Zone chairs of membership goal.	GMT DG	Zone Chair Training	DG Goals submitted to the Newsletter
Verify that each club has a membership chairperson.	GMT Zone chair	November	Zone meetings Monthly updates to Zone chairs.
Target void areas to establish a new club	GMT	November, Ongoing	Geographical review
Reduce membership loss	GMT Zone chair	Ongoing	Healthy Clubs Kit from LCI website Exit Interviews
Training Session for all District Cabinet and Club Officers	GLT/GMT Team DG Zone chairs	July	Zone Manual Strategic Plan booklet
Orientation Presentations, all	GLT/GMT	Ongoing	Presentation Tools

District 5M13 Strategic Plan

zones.			
Work cooperatively with the members of the committee revising the MD5M SP	MD5M Chair	Ongoing	Communications Materials

012 STRATEGIC PLAN

As mentioned in the Introduction, the 5M-13 Strategic Plan is a living document which defines a plan to implement a vision. It includes three sections: the vision statement, plan description, and action plan. Each of the Operational and Service Programs has established strategic plans for the present Lions year.

Vision Statement

- . That a strategic plan be developed for each of the Operational and Service Programs which will be updated annually.
- . That the strategic plan becomes the guide for action throughout the year.
- . That the chairperson's reporting will reflect the action taken according to the plan.

Plan

- . That the program chairperson will annually review the strategic plans and submit revisions as required
- . That the plans are documented amended as necessary, and used as an action guide throughout the year.
- . That a District Chairperson be named to assist in the development of the strategic plans, in sharing the information, and in guiding chairpersons in using the plan.

Action Plan

Action Steps	Who is responsible	Timeframe	Resources
Cabinet chairs to annually review strategic plan revisions.	APDG DG Committee Chairs	June/July	
Submit revisions to SP Chair	Committee Chairs	June	
Revise the strategic plan and present to all cabinet members at 1 st Cabinet meeting.	APDG	July after feed back from Committee Chairs	Funding for printing/booklets if needed.
Obtain strategic plan approval.	Cabinet	1 st Cabinet meeting	
Use Strategic Plan	Cabinet Members	Ongoing	

013 MANITOBA LIONS MEMORIAL

The following motion was passed at the District 5M-13 Mid-Winter Convention (2008): WHEREAS the District 5M-13 Cabinet established a committee in 2007-08 to investigate the possibility of establishing a Manitoba Lions Memorial; and WHEREAS the Warren & District Lions have offered space at no cost in the Warren Memorial Garden for this purpose; and WHEREAS THE Warren & District Lions are prepared to oversee the construction and upkeep of such a memorial; and WHEREAS the Warren & District Lion have provided a design and a means of financing the project; BE IT RESOLVED that the Warren & District Lions Club be authorized to develop and administer the ~~%~~Manitoba Lions Memorial+.

Vision

- . Maintain the Manitoba Lions Memorial in the Warren Memory Garden.
- . A portion of the funds received for the memory plates will be used as a donation to the Lions Medical Assistance Program with the remainder being retained by the Warren & District Lions for maintenance purposes.

Plan

- . The memorial was established through funding received from club/individual donations (\$100 and/or naming rights to specific items, and an LCIF Grant). It has an interlocking brick base upon which five pillars are attached by benches and one informational pillar. The 4x4 inch stainless steel memorial plates are attached to the pillars. \$25 of the \$100 cost, after the first ten memory plate are purchased, are donated to the Lions Medical Assistance Program (MAP), and the remainder used for maintenance purposes.
- . To encourage clubs to provide annually memory plates for deceased Lions
- . To keep the copy of the Official Opening & related info with the Manitoba Lions archives.
- . To have the display annually updated, stored and ready to be viewed at each convention.

Action Plan

Action Steps	Who is responsible	Timeframe	Resources
Encourage Clubs and individuals to obtain memory plaques for deceased Lions.	Districts 11 and 13 Chairs	Ongoing	Newsletters Personal
Contact clubs which have had a Lion member pass on in the past year and encourage plaque purchases.	Lions Memorial District Chairperson	After convention	Necrology Data

Action Steps	Who is responsible	Timeframe	Resources
Annually install plaques for deceased Lions.	Warren Lions	Ongoing	Districts 5M11/13
Consider recommendations for completed structure	Chair	Ongoing	

014 NEWSLETTER

Vision

To publish from September to June a District 5M-13 monthly Lion newsletter.

Plan

Appoint an Editor and an Advertising Chairperson.

Prepare a budget

Establish the procedure for obtaining articles.

Establish the distribution policy.

Action Plan

Action Steps	Who is Responsible	Time Frame	Resources
Appoint the Editor	DGE	Spring	
Appoint Chair			
Prepare Budget	DG & VDG\$ District Cabinet Finance Committee		
Establish procedure for obtaining articles on publication. Using Google Groups.com	Editorial Advertising Chair	July/August	Clubs will submit articles of importance on a regular basis
Report on Club Activities	Clubs	Ongoing	Use:5m13clubreports@googlegroups.com Cabinet,Newsletter & Club secretary\$ will have access to this info.
Establish Distribution Policy	Editor DG Advertising Chair	July/August	
Annual review of the format, printing. Distribution	Editor & Advertising Chair	Spring	

015 PINS

Vision

To annually assess the need for new pins.
 If required, design and select the appropriate pin.
 To coordinate the distribution and sale of pins.

Plan

Design a District pin
 Order, record, and distribute pins.
 Prepare budget requirements
 Report to Cabinet

Action Plan

Action Items	Who is Responsible	Time Frame	Resources
Design District Pin	Pin Chair District Governor	Previous Year	Funding
Prepare a budget for the purchase, sale and distribution costs (500 pins not to exceed \$2.00/pin)	Pin Chairperson	Summer	
Order pins if needed	Pin Chairperson	Spring	Funding/ Budget
Distribute pins, keeping careful record of distribution and finances	Pin Chairperson	Fall	
Make regular reports to Cabinet	Pin Chairperson	Cabinet	
Organize, collect and sell donated Lion pins at \$1.00 each with proceeds going to District 5M13 pins	Pin Chairperson	Ongoing	Pins Convention sales
Zone chairs inform clubs of pins and sales	Zone Chair	Ongoing	

016 PUBLIC RELATIONS

Vision

That the District develop and maintain an organized public relations program to inform Lions and their communities of the objectives and services of Lions Clubs and to increase the membership in Lions.

That the public relations program be used to promote Lionism and as a tool to achieve the goals of the operating and program committees.

Plan Description

. That 5M-13 will develop and maintain an organized public relations program

Action Plan

Action Steps	Who is Responsible	Time Frame	Resources
Appoint a PR chairperson and committee	DGE	To be completed by July 1 of the Lions year	
Send in reports and material to the district newsletter by the 17 th of each month.	DG PR Chairperson	Ongoing	Clubs
Encourage clubs to submit PR efforts for a convention display.	PR Chairperson	October	MD5M Newsletter
Develop a 5M13 program for a local PR Workshop.	PR Chairperson	Ongoing	
Encourage project chairs to submit one article annually for the MB Lion.	PR Chairperson Project Chairs	Ongoing	
Encourage clubs to submit articles	PR Chairperson Club Presidents	Ongoing	
Communicate with and send relevant articles to Lion's Roar MD5M	PR Chairperson	Quarterly	
Helping clubs to write Articles for the newsletter	PR Chairperson	Ongoing	
6 weeks prior to District Convention send articles To the newsletter	PR Chairperson	September/October	

017 USA/CANADA FORUM

Vision

That a dynamic effort to make Lions, Lioness and Leos aware of the vision, purpose and leadership training opportunities provided at the forum.

That financial assistance be made available to assist DG & 1st VDG to attend (Rules of Audit).

Plan

Continually educate, throughout the year, Lions, Lioness, and Leos on the purpose, content and participation in the USA/Canada Forum. At the forum the host committee showcases

its outstanding facilities, location, sessions and entertainment. Featured speakers include the LCI President and several professional speakers who provide entertainment, inspiration and education. Attendees have the opportunity to learn new ideas offered in over 80 seminars and hear other Lions speak about their clubs, projects and services.

Action Plan

Action Steps	Who is Responsible	Time Frame	Resources
Present Forum purpose and promotional opportunities to the clubs.	Zone Chairs DG Forum Chairperson	Ongoing	Zone Meetings
Advertise Forum in Newsletters	Forum Chairperson District Governor	Monthly from May to August	
Attend USA/Canada Forum	Vice DG	Annually	District Budget
Encourage all Lions to attend at least one forum.	Forum Chair	Ongoing	

S SERVICE PROGRAMS

Vision

That all Lions, Lioness and Leos in 5M-13 understand the purpose and vision, the current needs and goals, and the accomplishments of 5M-13.

5M-13 Service Programs

5M-13 service program chairpersons shall obtain, develop, maintain, and annually update their program descriptions to make sure that the District Programs Chairs are knowledgeable about their programs. The program descriptions will be in the form a presentation that is supported by speaker notes and other background information. The purpose of the program descriptions is to educate Lions, Lioness, Leos and their communities on the program goals, objectives, needs and actions.

S01 DIABETES

The purpose of the Canadian Diabetes Program Manitoba Division is to provide public awareness and financial support to the Canadian Diabetes Association (CDA), the Manitoba Division of Diabetes Awareness. Its program includes public presentations, personal appearances and fundraisers. The Lions Cavalcade for Diabetes was developed when Judge Brian Stevenson (International President 1987-88) wanted to provide a province-wide high visibility program. The CDA became involved to help develop the program and fulfill the Lions mandate for supporting Diabetes Awareness Research. The program started in 1986 and Manitoba became involved in 1990, under PDG John Anderson's leadership. In 1992 Lion Lloyd Judd became the Manitoba liaison with PDG Sharon Brooks replacing him in 2003.

The Harry A. Newman award for Diabetes has been established. H.A. Newman was the first Canadian President of the Lions Clubs International in 1924-25, and in that year Helen Keller challenged the Lions clubs and Lions to become Knights of the Blind. Each award recipient receives an engraved glass award from the CDA, a lapel pin, and a personalized letter from the CDA Chair of the Board.

The award is issued for a contribution of \$800 towards diabetes research. Applications are to be received by March 15th.

Vision

That all Lions, Lioness and Leo Clubs understand the purpose and the vision, and be educated and updated on current needs and goals, and the accomplishments of the Lions Diabetes program.

That the Lions continue to play a significant role in the presentation of diabetes awareness, the camping program for children with diabetes and to sponsor an annual fund raiser . The Cavalcade

for Diabetes, and the Diabetes Parade of Green+

Increase awareness of the medical community and residents of 5M-13 in regards to the diabetes issues, concerns and treatments.

Plan

That every Lion, Lioness and Leo will be educated and updated on the Canadian Diabetes Program on an annual basis through club programs, District newsletters, videos and information to club officers.

Materials are to be developed and updated annually for the Diabetes chairperson to inform and motivate district officers and clubs in regards to diabetes programs.

Encourage financial support.

The Cavalcade for Diabetes is held at the location of the last Cabinet meeting for the year. The Host Committee needs to form at least four committees/chairpersons: for food; parade marshalling/traffic control; publicity, sites, hotel; fundraising and others if needed.

Action Steps (Diabetes)			
Action Steps	Who	Timeframe	Resources
Develop, maintain and update presentation materials on diabetes programs for District Governor and Diabetes Chairperson.	District Diabetes Chairperson	Annually	Information, Support, Time, Budget
Study the diabetes program that LCI is working with and develop recommendations on enhancements to the program	Canadian Diabetes program	Ongoing	Materials and information from LCI
Prepare an annual schedule including club, zone, and district for the promotion of diabetes and related information	Diabetes Chair District Cabinet	September	Committee
Organize and promote fundraising . annual Cavalcade for Diabetes, Parade of Green, Tag Day	District Diabetes Chairperson	Ongoing	Committee Volunteers
Annually up-date the manual for the Cavalcade for Diabetes+including committee duties fundraising and reporting.	Diabetes Chair	Fall	
District 5M-13 Lions Clubs will present at least one program annually to their community in regards to identification of diabetes, education of diabetes, training for professionals working with diabetes and diabetes research	District Diabetes Chairperson	Ongoing	Support of Lion Clubs
Promote the Harry A Newman Diabetic Award	Club Nomination Diabetic Chair CDA	By March 15	Application CDA
Promote the sale of the Lions Clubs Diabetic Prevention Cookbooks . Meals for Canadian Health	Diabetic Chair Lions Clubs	Ongoing	Books
Encourage clubs to sponsor/participate in Tag Days . held in September or whenever a club wishes to host one, (Sept, Oct, Nov)	Diabetes Chair Clubs	Ongoing	
Provide information on diabetes through various media	Diabetes Chair	Ongoing	
Encourage Districts 5M10 and 5M11 to establish and follow a strategic plan preferably based on the District 5M13 plan.	Diabetes Chair District Governor		

S02 LIONS CLUBS INTERNATIONAL FOUNDATION (LCIF)

The LCIF is the officially adopted and incorporated activity of Lions Clubs International, designed to serve the needs of distressed people throughout the world.

Vision

That district 5M-13 follow the expectations of the plan to help meet the LCIF goal of annual giving. Promote and increase the LCIF contributions and growth in Melvin Jones Fellowships. Publicize the fact that a club or individual need only donate \$1000.00 USD to qualify for a Melvin Jones Fellowship.

That LCIF funding be obtained if necessary to support District projects

Plan

- That the District Coordinator work with the MD Coordinator in providing the leadership for effective information and funding.

Through the Chairs of the District, assist and promote contributions to LCIF from all clubs in 5M13.

Identify opportunities for LCIF grants

In the event that a major disaster might occur and financial assistance is required within the district, as a member of the Lions Relief Committee assist the DG in developing a process to coordinate, distribute, and account for major emergency grants from LCIF (Emergency Grant Procedures). The committee consists of the District Governor, LCIF Chair, Zone and club president(s) of affected areas, and 1st VDG. The procedures are at the end of this topic.

Action Plan

Action Steps	Who is Responsible	Time Frame	Resource
Education & Promotion Prepare and use effective presentation on LCIF education and promotion.	Coordinator	Ongoing	Information
Provide LCIF Information for clubs, selected zone meetings, and conventions.	Coordinator	Annually	Information
Provide articles for the district newsletter.	Coordinator	Ongoing	Information
Assist with preparation of LCIF funding requests.	Coordinator	Ongoing	
Conduct a Melvin	Coordinator	Convention	At the Saturday

Action Steps	Who is Responsible	Time Frame	Resource
Jones presentation at the District Convention.	District Governor		Luncheon or DG banquet
Publicize requirement of LCIF to qualify for Club Excellence Award.	Coordinator DG	Ongoing	Print - Information
<i>LCIF Fundraising</i>			
Individual Givings Encourage MJF and PMJF, Check with individuals re giving small donations for MJF	Coordinator	Ongoing	Gifts Information
Club Giving . Encourage clubs to award at least one MJF annually, and devote at least one fundraiser towards LCIF.			
Corporate and Foundations . identify potential donors and provide plaques for unrestricted financial gifts to LCIF.			
Planned Gifts . encourage the provision of funds to LCIF through bequests, charitable trusts and annuities, gifts of real property or life insurance, the Lions Legacy program and planned gifts.	LCIF Coordinator		
Working Relationships Establish an effective and positive working relationship with the MD LCIF Coordinator, DG, Cabinet Members and Lions.	LCIF Coordinator		
Identify Lions to assist with fundraising corporate, foundations, planned gifts, cabinet.	LCIF Coordinator		
Suggested Plan for LCIF District Coordinator			

Action Steps	Who is Responsible	Time Frame	Resource
Club and Zone Presentations Monthly and throughout the year. Inspire Lions to serve both Local and Global Communities.		Continually	
Promotional Activities	Coordinator	Continually	Convention Display Newsletter Cabinet reports
LCIF Contributions . 5-10% increase annually		Annually	
Leadership Activities Annual Strategic Plan Knowledge of the LCIF Partnership		Continually	

Emergency Grant Procedures

Action Steps	Who is Responsible	Time Frame
Clarify Action to be taken	Lions Relief Committee DG	ASAP
Lions Relief Committee meets		
Apply for LCIF Emergency Grant		
While waiting on Approval, review procedures needed		
Reach Out to Third Parties, e.g., Red Cross, EMO Identify Needs		
Receive Grant and Vouchers, allocate to clubs		
Work with Clubs re Purchasing and Distribution	Clubs, DG, LRC	
Print Vouchers and Tracking Forms	LRC	
Use funds within 30 days and submit full Emergency Grant Report.	LRC DG	

S03 LIONS EYE BANK of MB & NWON & the LIONS FOUNDATION of MB & NWON

Preamble

These two organizations operated as separate entities following their incorporation in the 1980s, until a decision by the three districts at their respective Midwinter Conventions in 2005 created a single merged organization, utilizing one employee, one office and board members who serve on both sub-groups. The organization is governed by a board of directors elected to three year terms by the Lions of Districts 5M10, 5M11 and 5M13. Also serving on the board is the seated District Governor of each District and the chairperson of the Hearing Foundation . Canadian Division. The Board meets at least three times per year to conduct business and provide direction to executive members.

1. Eye Bank

The eye bank branch serves as an Awareness Office to Lions Clubs and the general public, endeavouring to encourage eye tissue donations for use by the Misericordia Health Centre for purposes of transplant, research and teaching. A second thrust of the eye bank is the provision of funds, through applications by Lions Clubs, to financially assist individuals with burdensome costs resulting from serious medical eye-related situations. Items covered under the program include costs of transportation, accommodation, meals, medication or equipment normally not covered by the provincial medical program. Also to financially support MHC in the purchasing of some equipment needs for the Eye Bank.

The Lions Eye Bank is striving to create %outreach+programs throughout our district. Simply put, with increased facilities to enucleate, our donor base would increase, thereby reducing the waiting list for corneal transplants. With the creation of the %outreach+program, we undertake the responsibility of training enucleators, and once again realize the growth of the Lions Eye Bank. The %Canadian Lions Eyeglass Recycling Centre+CLERC strives to provide necessary eyeglasses to those children and adults in developing countries around the world.

2. Lions Foundation of MB & NWON; Medical Assistance Program (MAP)

The Medical Assistance Program (MAP) of the Foundation assists individuals with expenses that are not covered by the provincial Health programs. MAP also assists in providing mobility equipment. It administers funds donated by public-spirited citizens and Lions Clubs in accordance with the guidelines set forth by the Foundation. Individuals send invoices for expenses they have incurred. MAP then issues payment directly to the service or product provider. It assists Lions Clubs in establishing trust funds for specific individuals in need of financial assistance. Applications are completed by a local Lions Club.

A rural housing initiative at Lions Manor in Winnipeg is available, providing furnished suites for rural patients needing treatment and/or surgery. A minimal cost provides a home-like atmosphere with two meals per day and parking.

3. MD5M Lions Hearing Foundation- Canadian Division, Hearing Committee

The Lions MD-5M Hearing Foundation Inc. Canadian Division was established to assist the Medical Assistance Program where individuals suffer from hearing issues. Although the Hearing funds are in a separate Medical Assistance account, the Hearing Committee is responsible for its fundraising and distribution of funds according to the Foundations By-Law . It collects used hearing aids in order to have them refurbished and recycled for use.

4. Funding

a) Major funding for the **Eye Bank** program is derived through the annual *Journey for Sight* snowmobile ride held in January. A concurrent *raffle* for a snowmobile, as well as regular donations from Clubs, Parade of Green donations and the Decibel Award donations add to the total revenue for this branch.

b) The **Medical Assistance Program** portion of the program relies on donations from Clubs for revenue. Major fund raisers include: Hope Medal donations, Parade of Green, and the District Governor's Charity choice.

c) In order for individuals to receive financial assistance through the two programs, applications and shared funding come through local Lions Clubs.

5. Members

Every 5M13 Lions Club in good standing is a member of the Lions Eye Bank and Lions Foundation, and may put forward names of Lions to serve on the Board of Directors. The Board of Directors are elected at the District Convention for a 3 year term.

Strategic Plan 2017-2020

Our Vision: Working together serving those in need.

Our Mission: To support, promote and foster programs for the benefit of all individuals that are in need of assistance who live in the communities throughout Manitoba and Northwestern Ontario.

Our Core Values:

- **Compassion...**
Serving with caring and empathy.
- **Respect...**
We show respect to all.
- **Accountability...**
To our stakeholders.
- **Integrity...**
In all we do.

Organizational Structure plan is being reviewed...

Goal #1: To generate annual consistent funds to support Foundation Programs

Goal #2: To review the Constitution & By Laws, revise and update reflect the Strategic Plan by Sept 2019

Goal #3: To develop the Foundation Board Policies & By-Laws by September 20

Goal #4: To develop & document existing Board Policies by December 2017

Goal #5: To develop an inventory control process by June 2018

Goal #6: To develop a communication strategy by December 2017

Goal #7: To develop & implement a marketing strategy by September 2018

ActionPlan

Action Steps	Who Is Responsible	Time Frame	Resources
Develop, maintain and update presentation materials and scripts on the programs for the District Governor and Directors.	Board Directors Office Staff	Annually	Information materials,
Inform all Lions, Lioness and Leo Clubs about the programs purposes, goals, needs and achievements. Releases	Board Directors District Governor Zone Chairpersons	Ongoing	Information packages, News Displays
Conduct public awareness program	Directors District Governor PR Chairperson	Ongoing	Information packages
Cooperate with the %Journey for Sight+ Fundraising Committee and promote the Stu Peever Award	Directors District Governor Club Members	November	Organization skills, Time, Expertise, Funds
Create an %Outreach+program to train Eucleators	Directors Medical Personnel	Ongoing	Organization skills Time, Expertise, Funds
Seek rural volunteers to be trained to harvest eyes for cornea transplants and transported to Misericordia Health Centre in Winnipeg	Directors Volunteers	Ongoing	Training Transportation
Encourage fundraising initiatives such as donations, Parade of Green, MB Lions Memorial Hope Medals	Directors, District Governor Club Officers	Annually	Information packages Appeals for funds
Provide a display booth at conventions and other gatherings	Directors	November April/May	Booth Information
Conduct presentations at Zone Meetings, conventions, public and Lion gatherings	Directors	Ongoing	Booth, Funds Information Materials
Collect used eyeglasses and hearing aids	Club Members	Ongoing	Time, Effort, Collection boxes
Encourage members and public at large to complete donor cards for tissue donation	Board Members Club Officers & Members	Ongoing	Information, Donor Cards
Encourage the use of the rural housing initiative	Directors	Ongoing	MAP User clubs

Continue financial contributions to the Misericordia Health Centre for major eye equipment & matching grants to individuals	Directors Clubs	Ongoing	Finance Effort
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S04 LIONS FOUNDATION OF CANADA – DOG GUIDES (LFC)

The Lions Foundation of Canada is an incorporated charitable foundation created and owned by the more than 2,000 Lions clubs of Canada. It was incorporated in 1983 and provides service to physically challenged residents in the area of mobility, safety and intelligence.

The registered charity is governed by ten Lions representing all provinces and territories in Canada, serving on a Board of Directors for a three-year term, headed by a Chairman elected from the previous years out-going directors.

Manitoba, NW Ontario & Nunavut form an area. The three rotate supplying the Provincial Director every three years. The sitting Director, usually in consultation with the sitting Governor for that district, selects a qualified candidate to serve as Provincial Director. The candidate's name and resume are then submitted to the Foundation's Head Office before December 31st of the year prior to the commencement of the candidate's term of office. 5M-13's term is from 2013-2014 to 2014-2015 and 2015-2016.

Facilities are located in Oakville, Ontario. In June, 1998 a kennel and puppy facility was opened at Breslau, for the purpose of providing a constant and high-quality supply of puppies to the programs. It is at the main building in Oakville that applicants receive training and suitable dog guides over a 26-day training period. Six types of dog guides are trained in this facility.

- 1) Lions Foundation of Canada provides dog guides for the blind and visually handicapped.
- 2) Hearing Ear Dogs (HED) supplies dog guides for use by deaf and hard of hearing individuals.
- 3) Special Skills Dogs (SSD) provides dog guides to enhance the lives of the physically and medically challenged.
- 4) Seizure Response Dogs
- 5) Autism Assistance Dogs
- 6) Diabetic Alert Dogs

Funding for the program comes from Canadian Lions fundraising activities. These include: walk for dog guides in which owners are encouraged to get pledges on their dogs and participate in an event, Christmas card sales, raffles, Project Pride, Guide Dog Sponsorships, LFC Memorial Forest and the Pet Wall Memorial, planned giving, Lions awards and fellowships, sale of various items, etc. Promotions have been held through mall displays and floats at parades.

Strategic Plan

Vision

To provide service to Canadians who are physically challenged in the area of mobility, safety and independence, and to assist other charitable endeavours as appropriate.

That all 5M-13 Lions, Lioness and Leo clubs support and value the right of the visual, hearing, physically challenged, and autistic people to have access to the mobility choices which include quality trained dogs.

Plan Description

Support the Canadian Dog Guide program which operates six guide programs from one facility:

- 1) Canine Vision Canada (CVC) matches clients who are blind and visually impaired with a Dog Guide. The dogs are trained to navigate stairs, revolving doors, escalators and other objects encountered on most daily routes.
- 2) Hearing Ear Dogs (HED) assists clients who are hard of hearing or deaf by responding to every day sounds, bringing independence and new confidence. The dogs are taught to distinguish sounds, make physical contact with the handler and lead the person to the sound.

- 3) Special Skills Dogs (SSD) train dog guides to work with people who have physical disabilities such as epilepsy, confined to a wheelchair, etc. The dogs can operate the light switch, open and close doors, retrieve items, go for help, and so on.
- 4) The Seizure Response dogs provide assistance for those who suffer from epileptic seizure.
- 5) The Autism trained dogs . provides a support.
- 6) Diabetic Alert Dogs . detect sudden extreme changes in blood glucose levels.

The Kennel Expansion Program in Oakville, Ontario provides a facility which will allow up to 100 dogs to be housed at one time. It also provides a veterinarian clinic.

Action Plan

Action	Items	Who Is Responsible	Time Frame	Resources Needed
Assist with referrals placed for clients in need		Provincial Director District Governor	Ongoing	Information and assistance from LFC
Encourage each Lions Club in Manitoba and N.W. Ontario to provide financial support to LFC		Provincial Director District Governor District Chairperson	Ongoing	Support of LFC Zone Chair Support Club Support
Encourage continued support in Districts 5M-10, 11 and 13; working closely with the Provincial Director/LFC providing liaison for assistance		Provincial Director District Governor District Chairperson	Ongoing	Support of LFC District Leader Support Local Club Support
Increase public awareness of the programs - media interviews, presentations - establish programs & activities as a promotional program		Provincial Director District Governor Lions Clubs	Ongoing	DG Assistance PR Chair Support Lions Clubs Support
Maintain and update presentation materials on data on the LFC Dog Guides Program & be available for info at conventions		Provincial Director LFC Office	Annually	Information and Guidance from the LFC Office and Directors
Encourage participation in fund raising activities: Walk for Dog Guides Lions Project Pride Judge Brian Stevenson Award Memorial Forest Donations Opening Doors to Independence+ LFC Item sales		Provincial Director District Governor District Chairperson	Ongoing	Support of LFC District Governor District Chairperson Lions Clubs

S05 LIONS MD5M HEARING FOUNDATION, INC., CANADIAN DIVISION

The Canadian Division of the MD5M Hearing Foundation, Inc. was formed in 2000 to help serve the hearing needs of Manitoba and Northwest Ontario, and initially to help establish a universal newborn and infant hearing screening throughout the area. It is part of the MD5M Hearing Foundation, Inc., but operates as a committee (By-Law #2) of the Lions Foundation of Manitoba and Northwestern Ontario Inc. (Lions Eye Bank and Lions and Medical Assistance Programs). All residents in Manitoba and NW Ontario benefit from the research conducted at the Minnesota Lions Hearing Centre. This %Hearing Committee+has a membership of two Lions from each of Districts 5M-10, 11 and 13, appointed by the District Governors, one each year for a two year period. These members select their officers from the committee. Advisors are the Executive Secretary for the MD5M Hearing Foundation, Inc., and a variety of Health Care Professionals.

Vision

- . That all Lions, Lioness and Leos are aware of the Canadian Division's affiliation with the MD5M Hearing Foundation, its major efforts, and the importance of the hearing research underway.
- . That all Lions, Lioness and Leos understand the purpose and vision, the current needs and goals, and the accomplishments of the MD5M Hearing Foundation, Inc., Canadian Division.
- . That the Canadian Division's purpose be to help serve the hearing needs in Manitoba and Northwestern Ontario.
- . That the Canadian Division establish a recycling program for Hearing Aids to help meet the needs of clients
- . That the %Hearing Committee+work cooperatively with both the Lions MD5M Hearing Foundation and the Lions Foundation of Manitoba and Northwestern Ontario, Inc.
- . That the %Hearing Committee+continues to develop, update, and maintain presentation materials.
- . That the %Hearing Committee+develop mechanisms to collect and recycle used hearing aids from the general public.

Plan Description

- . To inform all Lions, Lioness and Leos of the vision and goals of the Canadian Division %Hearing Committee+and our affiliation with the MD5M Hearing Foundation, Inc.
- . That the %Hearing Committee+work cooperatively with both the Lions MD5M Hearing Foundation and the Lions Foundation of Manitoba and Northwestern Ontario, Inc.
- . That the %Hearing Committee+continues to develop, update, and maintain presentation materials.
- . That the %Hearing Committee+develop mechanisms to collect and recycle used hearing aids from the general public.

Action Plan

Action Steps	Who Is Responsible	Time Frame	Resources Needed
Inform Lions, Lioness, Leos and the general public of our vision and program	Hearing Committee	Ongoing	Materials Travel Costs District Newsletter Handouts

Continued

District 5M13 Strategic Plan

Continue to work with Central Speech & Hearing to maintain the Infant & Children's Loaner Hearing Aid Bank at all Audiology Sites In Manitoba	Hearing Chair Hearing Committee	Ongoing	Budget item
Develop, update, and maintain presentation Materials & Hand Outs	Hearing Committee	Ongoing	Material costs
Carefully administer any finances received for the Hearing Program	Lions Foundation MB/NWO Hearing Committee Treasurer	Ongoing	
Communicate with both the MD5M Hearing Foundation, Inc. and the Lions Foundation of Manitoba and Northwestern Ontario, Inc. regarding the program	Hearing Chair	Prior to meeting of both groups Conventions	Budget Item
Organize and hold a press conference and reception with presentation of funds for introduction of the Loaner program	Hearing Committee District PR District Governor	Ongoing	Cheque Presentation Finances
Extend efforts to new projects undertaken by MD5M Hearing Committee . hearing aids, hands & voices	Hearing Committee	Ongoing	Effort, Time, Expertise
Encourage clubs to honour deserving Lions through the purchase of Decibel Award	Hearing Chair Hearing Committee	Ongoing	Award Costs
Develop and maintain a recycling program for Hearing Aids throughout all three Districts	Hearing Committee	Ongoing	Effort, time
Continue working relationship with Horizon for the purpose of providing Hearing Aids to those in need	Hearing Committee	Ongoing	Effort, time

S06 PROJECT NEW HOPE

The District 5M-13 Cabinet passed the following motion in June, 2010: "That we accept *Project New Hope* as a 5M-13 project." In November, 2011 Cabinet passed a motion "That we support in principal Project New Hope in District 5M-13. Project New Hope Canada Inc. is a not-for-profit, non-political, educational and humanitarian organization. The 5M-13 committee is to communicate regularly with the MD-5M committee.

Mission

The mission is to provide veterans and their families the education, training, and skills necessary to manage their lives after operational service through the provision of family retreats, seminars and workshops by:

- . Creating activities and programs for veterans and their families:
- . Aiding in the establishment of provincial and territorial chapters in Canada where requested; and
- . Subscribing to the highest of ethical standards and principles relating to the implementation of support programs for our veterans and their families.

Plan Description

- . Provide family retreats for service men after operational service to enable them to better manage their lives.
- . To expand such services nationally.
- . Program assessment and evaluation will be conducted on an ongoing basis.
- . If needed, participants will be assisted in gaining additional support.

Action Plan

Action Plan Steps	Who	Time Frame	Resources
. Use MD-5M as a model	PNH	Ongoing	MD-5M
. Develop a fluid-form multi-material manual in electronic format to facilitate access to information and resources dealing with PTSD and OSI	Military Family Govt. Depts. Professional Staff	Now	
. Establish Partnerships	Military Family Recourse Centre	Ongoing	Time, effort
. Prepare program . goals, staff, retreat workshop	Resource Team	Retreat preparation	Time, effort & materials
. Seek Funding	Committee	On Going	Time, effort & contacts
. Provide publicity, identify candidates, hold sessions, evaluate carefully	Committee	On Going	Time, effort

S07 RECREATION - CURLING BONSPIEL

Vision

- . To annually host a successful provincial Lions curling bonspiel

Plan Description

- . Encourage clubs to host this event and to let the organizers know at the bonspiel of their intent to do so.
- . A request to host the event needs to be forwarded in writing to the District 5M-13 Cabinet.
- . Select the next bonspiel host prior to the Mid-Winter Convention.
- . All clubs need to be notified as to the location, date, costs, etc. prior to the end of the Lions year (June).
- . Any profit will be split between the host club and a Lions Charity of the club's choice.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Advertise info provided in <i>Manitoba Lion</i>	DG/Cabinet	Fall	<i>Manitoba Lion</i>
Select host	DG/Cabinet	November	Convention
DG/Cabinet representation at Awards Dinner	DG/Cabinet	January	
Locate ice/rink . agreement	Host Committee	Year Advance	
Set dates, times, entry deadline, etc.	Host Committee	By June	
Set types of games, ends, points, etc.	Host Committee	By June	
Set costs	Host Committee	By June	
Coffee, lunches, buffets	Host Committee	Fall	
Motels, billets, Bed & Breakfast, etc.	Host Committee	Fall	
Entertainment	Host Committee	Fall	
Awards, trophies, presentation	Host Committee	Fall	
Photographer, press	Host Committee	Fall	

S08 RECREATION – GOLF TOURNAMENT

Vision

To annually meet the expectations as specified in the District 5M-13 Cabinet motion (2008 . 34):
 That District 5M-13 host a District Golf Tournament on an annual basis with the first one being held in Virden or Oak Lake Beach, and thereafter clubs may bid for the opportunity to host this event, with profits to be split between the host club and a Lions charity of the club's choice.

Plan Description

- . Requests from 5M-13 Lions clubs wishing to host this event are to be submitted to the District Cabinet by October 31st for the following year.
- . Date, location registration procedures and other relevant information circulated well in advance.
- . That a manual/strategic plan outlines the responsibilities of the host club(s) and the District Cabinet.

Action Plan Golf Tournament

Action Steps Needed	Who is Responsible	Timeframe	Resources
Receives requests to host event	Cabinet	Octo 31 st	
Selects host	Cabinet	Convention	
Provides awards/trophy(s)	Cabinet	Before Event Funding	
D.G./Cabinet rep at awards presentation	Cabinet	Set Date	
Date & Location . course agreement	Host	May	
Type . single, 4 person, scramble, Shot gun start, etc.	Host	May	
Entries . single, couple, team	Host	June	
Costs	Host	June	
Obtain prizes, draws	Host	Before Event	Donations
Availability of carts	Host	Before Event	
Course hole supervision	Host	Before Event	

District 5M13 Strategic Plan

Canteen, lunch	Host	Before Event	
Awards Dinner/Presentations	Host	Before Event	Caterer

S09.0 YOUTH OUTREACH

The term Youth Outreach refers to the following youth programs:

- S09.1 Leo Clubs
- S09.2 Lions Quest
- S09.3 Peace Poster
- S09.4 Project Pride
- S09.5 Speak Off
- S09.6 Youth Exchange

General Comment

Vision

All 5M-13 Lions and Lioness Clubs place service involving youth at a high priority, and they support programs and initiatives that meet the needs of youth in their communities, as well as supporting Lions International Programs for youth worldwide.

Each Lions and Lioness Club should consider youth programs as integral and important to its club's program of service.

Efforts are to be directed toward recognition of young people's contributions, as well as toward adults who dedicate their energies aiding youth.

All Lions are encouraged to help and support youth by challenging them to learn, to achieve, to serve, to grow and earn awards.

- . All Lions should seriously understand the Mission: To provide the young people of the world with opportunities for achievement, learning, contribution and service, individually and collectively, through sponsorship of activities identified as best practices in the field of youth development.

Plan Description

Steps will be taken to ensure that the District Governor and the District Program Chairs are knowledgeable about Youth Programs so they can lead the Lions, Lioness and Leos in service in their district.

The various district youth program chairs will prepare and make available information packages to be used by clubs in the implementation of youth programs.

Advertising of various awards for clubs to present to worthy recipients will be done.

Pursue liaison of programs with district schools and youth organizations.

Action Plan

Information packages for each youth program are to be developed.

Action steps appear under each project's section.

Responsibility lies with the District Governor and each District Program Chair.

Reminders sent to clubs in all districts, concerning the following recognition items:

District 5M13 Strategic Plan

- * Young Leaders in Service Award
- * Young Ambassador Award
- * Lions-Quest Fellow Award
- * Appreciation Certificates, and others

S09.1 Youth Outreach - LEO CLUBS

The letters of Leo ♀, E and O+stand for Leadership, Experience, and Opportunity. Leos are a youth organization of Lions Clubs International established in 1947 for people between the ages of 12 and 17. The purposes of the Leo Clubs are to promote service activities among young people, give Leos the opportunity to educate themselves, and to get experience in leadership and service activities. Being a Leo is also about making new friends in the neighbourhood, within the country, and on an international level. Leo clubs are non-political and non-religious.

Vision

- . District 5M-13 will support the Leo clubs and encourage their formation in more communities.
- . The District chairperson will develop public relations programs to educate Lions, Lioness, and their communities on the merits of Leo clubs.

Plan Description

- . Steps be taken to ensure that the District Chairperson is knowledgeable about the Leo club program.
- . The Leo chair will produce club level information packages on the Leo program.
- . The Leo chair will keep informed of Leo activities, provide encouragement and assistance as required, and promote the Leo program.

Action Plan Leo Clubs

Action Steps Needed	Who is Responsible	Timeframe	Resources
Increase Leo awareness	Leo Chair Zone Chairs District Governor	Ongoing	Material Package Handouts
Hold presentations at club and district levels	Leo Chair	Ongoing Convention	
Have a booth/seminar at the convention	Leo Chair District Governor	District Convention	Space Materials
Provide at least one article in the district newsletter	Leo Chair	Annually Special Event	
Identify potential areas for Leo clubs in the district, and encourage local club support	Leo Chair	Ongoing	
Charter additional Leo clubs in District 5M13 during the year	Leo Chair District Governor	Annually	Budget Item
District 5M . a) Lions club Leo (CD) b) Youth Groups . Leo Club (CD)	Chairman Committee	Annually	Budget Item

S09.2 Youth Outreach - LIONS-QUEST

Lions-Quest is a school-based positive prevention and life-skills program, which teaches young people from kindergarten to grade twelve life skills, character education, service learning, drug prevention and solving conflicts peacefully. The program unites, under a common focus, the three groups directly concerned with the raising of children: the school, the parents, and the community. Its mission is to empower and support young people throughout the world to nurture responsibility and caring wherever they live, work and play.

One extension of the Lions-Quest Program is the one-day conflict management workshop. It provides valuable assistance to those involved with young people: teachers, group leaders, parents, council members and Lions.

Lions-Quest Canada offers community programs focused upon teaching adults who interact with young people. Boy Scouts, 4-H, church, sports and other youth groups. It will help organize such training sessions.

Vision

The district chairman will develop public relation programs to educate Lions, Lioness and their communities on the matter of Lions-Quest.

Students in all schools in the district should be taught by Lions-Quest trained teachers.

Lions-Quest programs should be available in all private and public schools.

Lions-Quest programs help develop young people into responsible, healthy and caring adults

Awards are to be made readily available for deserving Lions and others.

Plan Description

Steps are to be taken to ensure the District Chairperson is knowledgeable about the Lions-Quest program to serve clubs in the district.

The Chairperson will produce club level information packages on the program.

The Chairperson will be prepared for responsibilities in (1) knowledge of the programs, (2) organizing workshops, (3) distribution of materials and information, (4) maintain financial records, (5) updating of the strategic plan.

Promote distribution of awards.

Guide and develop a Committee in the district's efforts in Lions-Quest

Lions Quest – Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Increase Lions-Quest awareness through Lions . schools and youth groups	Chairperson District Governor Zone Chairs	Annually Ongoing	Material Package Handouts Projector DVD s
Articles in District Newsletter	Chairperson	Annually Ongoing	Information, Photos
Media Coverage	Chairperson Committee Coordinators	Ongoing	Information Materials Media Contacts
Lions-Quest Presentations	Chairperson	Ongoing	Publicity Materials Display Hand Outs
Lions Quest Booth at Functions	Chairperson	District Convention	Publicity Materials Display
Presentations to Clubs	Chairperson Zone Chair Club Chairperson Committee Members	Ongoing	Publicity Materials Handouts DVDs & Projector
Promos in School	District Chair Affiliate Trainers	Bi Annually	Information Package
University Education Students Training	District Chair	Ongoing	Funds, Trainer, Site
Information to School Divisions	Chairperson School Staff	Ongoing	Information Pkg.
Workshops & Seminars	District Chair Committee members	Ongoing	Trainers Funds Sites Coordinators
Finances LCIF Grant \$10,000.00 Encourage Fellowships	Districts 13 LQ Chair District Chair	Ongoing	Will need to make reports regularly to LCIF

S 09.3 Youth Outreach – PEACE POSTER

The District Peace Poster Chairperson is responsible for co-ordinating this annual contest that challenges young people to think about peace and express what it means to them through the medium of posters. The Lion who serves as Chairman should be: well organized, creative, enthusiastic about the contest, available to clubs as a resource, and prepared to assist Cabinet in locating sponsoring clubs.

Duties

Duties include: become familiar with the rules of the contest; prepare a presentation for clubs; serve as a resource to clubs; promote participation through Conventions; work with the District Governor in capacity of judging; ensure winning entry gets to Council Chair; assist with club publicity of sponsored schools(s); liaise between district and LCI; update the strategic plan annually and assist clubs with judging procedures.

Vision

- . All clubs place a high priority on the Contest.
- . Each and every club sponsors the local school, at the minimum.
- . Appropriate recognition is awarded and publicity secured.

Plan Description

- . Create awareness of the program in Cabinet and Clubs.
- . Provide suggestions for a plan of action
- . Recognize efforts of participating Clubs.
- . District winner receives a certificate and a \$100 monetary award

Action Plan

Action Steps	Who is Responsible	Timeframe	Resources
Know duties and responsibilities.	District Chairperson	Spring & Summer	LCI Material
Set a goal . participating schools.	District Chair DG Clubs	May & Summer	LCI Material
Hold information sessions (Zone Meetings, Newspaper, flyers)	DG District and Zone Chairs	Ongoing	Info packages
Develop Presentation package for clubs	District Chair	Ongoing	Package, DVD
Awards Follow-up	District Chair DG Clubs	November/ May	Recognition Awards District Chair
First place winner recognition, convention or school.	Convention. Chair. Sponsoring Club.	District Convention	Funds Convention
Recognize Clubs	District Chair Zone Chairs DG	District Convention	Certificates Display
Survey Club	District Chair	Fall	Posters to DG

Action Steps	Who is Responsible	Timeframe	Resources
participation			
Deadline Oct 15	Participants	October 15th	Posters to DG

S 09.4 Youth Outreach - PROJECT PRIDE

The Project Pride activity develops patriotism and pride in our flag and our country among the very young in our schools (Grade 1), while at the same time providing valuable public relations for Clubs. The Chair's responsibilities include the following: study information on Dog Guides pamphlet, encourage club participation, provide information (flag, certificate, flag history), encourage positive publicity, encourage clubs to contact local Grade 1 teachers, and update the strategic plan each year.

Vision

- Project Pride enables positive publicity for the local club and Lions.
- Promotion of Lionism through this activity.
- Instill in young people pride in their flag and country.
- Financial help to LFC through surplus program funds from purchasing presentation kits.

Plan Description

- Develop and maintain an effective public relations program.
- Encourage contact with local schools.
- Create awareness of the program in the public and in Lions.
- Encourage participation at any time of the year

Action Steps	Who is Responsible	Time Frame	Resources
Information Material	District Chairperson	Sept and Feb	Package
Notices	District and Zone Chairpersons	Ongoing	Sheets Kits Newspaper
School Contact	Club Chairperson	September and May	Principal Teacher Kits
Order Materials	Club Chairperson	April	Funds Order Forms
Outline for Club Presentations	District Chairperson	February	Presentation Material
		Annually	
Survey clubs	District Chairperson	Autumn	Club reports & contact with clubs

S 09.5 Youth Outreach - SPEAK OFF

This youth project was started on 2000-2001 to provide students with an opportunity to think about current issues; organize their thoughts and ideas; and to present their ideas publicly.

Vision

To annually hold successful Speak Off contests at the club, zone and district levels.

Plan Description

Encourage the formation of club Speak Off committees for local contests.

Inform Clubs of Speak Off rules:

- * co-educational contest;
 - * available at three levels: Middle Years - Grades 6-8; Grades 9 & 10; and Grade 11 & 12;
 - * participants must be attending a Manitoba Department of Education sanctioned school;
 - * speeches of 4-6 minutes (5 point deduction for 1/2 minute or portion thereof to be assessed);
 - * contestants may use notes . excessive reading to be penalized;
 - * speakers are expected to use the microphone supplied;
 - * speeches must be original, on a topic of speaker's choice;
 - * at the end of speech, two questioners will pose questions to the contestant, based on the speaker's topic;
 - * order of speaking will be by assigned numbers drawn prior to the contest;
 - * speeches will be evaluated in 4 categories . delivery, material, response to questions, and language and grammar. Each of the following will be scored out of a possible 10 points: voice/modulation; enunciation; pace; poise/confidence; organization; clarity of message; speaker's passion for topic; grammar/language; response to questions adequate & logical; and was the response to questions made in a clear and fluent manner.
 - * A speaker's resume is needed for introductory purposes and needs to include: name, age, grade, school, parent(s) names, address, phone numbers and email, sponsoring Lions club, hobbies, career aspirations, and other relevant information.
 - * prize standards for age categories will be 1st - \$150, 2nd - \$100 & 3rd - \$50 . with Grade 12 winner getting the option of a \$200 cash prize or \$1,000 towards the Youth Exchange Program.
- Publicize the events and contests results.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Encourage clubs to form Speak Off Committees	Speak Off Chair Zone Chairperson Club President	December, complete by January 15th	Up to \$100 for awards Judges/Questions Certificates of Appreciation
Encourage Zone Speak Off	Speak Off Chair Zone Chairperson	First & 2 nd Zone	Handouts re rules Certificates of

Contests		Meetings	Appreciation Contests, Judges, & Questions
Inform clubs as to the Speak Off Rules. Note deadlines.	Speak Off Chair	September Zone Chairs	
Inform clubs as to the Speak Off Rules. Note deadlines.	Speak Off Chair Zone Chairs	Early spring ongoing	
Organize District Speak Off Contest	Speak Off Chair	October prior to Convention	Banquet re awards Certificates of Appreciation M.C., Judges, Timekeeper, Questions, Meal Costs
Publicize the event, contest, and winners	Speak Off Chair	Ongoing	District Newsletter Public newspaper
Establish a budget including age category cash awards and \$1,000 for Grade 12 winner to cover possible selection of Youth Exchange Program	Chairperson Treasurer	Last Cabinet meeting of the Lions Year	Funding
Inform sponsoring clubs that their responsibilities include making arrangements for transportation and other costs relating to the contests.	Speak Off Chair Club Presidents	With first Contact	Verbal & written communication

S 09.6 Youth Outreach – YOUTH EXCHANGE

The Youth Exchange program is conducted by Lions who combine an interest in improving international relations with sponsoring a youth activity. The chairperson must be familiar with the District Youth Exchange Chairman's Guide, policy statements on youth activities and international relations, screen host families and participating youth, carefully record finances involved, and ascertain that all youth traveling abroad have the necessary travel documents and are adequately insured.

Vision

- That all Lions, Lioness and Leos put service to youth at a high priority and that they support youth programs.
- That all students ages 15 to 21 in 5M-13 who want to be involved in the Lions Youth Exchange program will have the opportunity and that the international students who want to visit communities in the District will be provided with host families. During the six weeks stay students may have more than one host family and a week at camp.

Plan Description

- That the Youth Exchange chairperson is knowledgeable about the program in order to lead those they serve in the District.
- That the chairperson will provide an information package to each club in the District.
- That Youth Exchange programs are held.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Work to have youth exchange students come into the District & one District student visit another country	Youth Exchange & Youth Outreach MD-5M	Annually . no later than March	Finances
Meet the goal of \$1,000 to total club contributions to youth exchange	Youth Exchange Chairperson	Annually	
Provide information through meetings, displays, reports and newspaper articles	Youth Exchange Chair Zone Chairs	Ongoing	Manitoba Lion Newsletter
Identify host families to meet exchange student needs	Exchange Chair	February	
Organize a summer camp for all the Youth Exchange students	Exchange Chair	May/June	Finances
Provide the senior speak off winner the opportunity to either participate in the youth exchange program or receive the cash award	Chairman (Speak Off) Chairman (Youth Exchange)	Annually	Speak Off budget for funding

District 5M13 Strategic Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Maintain suitable camping materials	YE Chairperson	Annually	Funding
Encourage clubs to promote the project & provide assistance to participants	Club Presidents	Annually	Club responsibility

ZONE CHAIRPERSON

Vision

- . Provide the leadership for a well-organized Lions District and Club organization so as to furnish the best possible support for Lions Service Programs.

Plan

- . Focus and share Lionism Leadership and communicate activities with zone programs.
- . Attend the fall and spring District Leadership Training.
- . Be an interface between the clubs and the District Governor.
- . Provide strong support to the District Governor in meeting District goals and accomplishing District Strategic Plan actions.
- . Highlight our accomplishments as Lions to encourage our Lions, Lioness and Leos in working as a team to accomplish our goals of service.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Promote Lionism and be knowledgeable of District goals and strategic plans	Zone Chairperson	Ongoing	Strategic Plans/goals DG
Participate in leadership seminars and training sessions	Zone Chairperson GLT	As Scheduled	
Know the basic responsibilities of the Zone Chairperson & develop your annual plan	Zone Chairperson	Upon Appointment Ongoing	Information form Training Develop a self plan
Work directly and indirectly with other Zone Chairpersons, Clubs, DG/GLT/GMT	Zone Chairperson	Ongoing	
Know your clubs: President .Secretary Chartered Date Significant Past Programs . Fundraisers Membership . Status Quo (?) Growth (?) . Reduction (?) Extension possible New Club Areas Leadership . strength/weakness Action needed . dues, reports, info	Zone Chairperson Club Contact District Officers	Upon appointment Ongoing	Able to submit a report to all Cabinet meeting quarterly

Action Steps Needed	Who is Responsible	Timeframe	Resources
Assist Program Chairs in promoting their programs and funding	Zone Chairpersons Program Chairs	Ongoing	Zone Meetings
Schedule Zone meetings for the entire year	Zone Chairperson	Summer	All dates shared with club presidents in August
Send out zone meeting notices at least 30 days before the meeting	Zone Chairperson	As per schedule	Email or Phone
Plan your Zone meetings carefully	Zone Chairperson	In Advance	Send agenda to all clubs
Provide your Zone clubs with District information and take District items to the District Cabinet meeting	Zone Chairperson Club reports in Zone	Receive from Clubs	
Contact any club not attending Zone meeting	Zone Chairperson	Ten days before meeting	Telephone Expenses
Submit Zone meeting reports within five days of the Zone meeting to DG	Zone Chairperson	As Scheduled	Email
Prepare Zone reports for each Cabinet Meeting	Zone Chairperson	As Scheduled	
Visit all clubs in your Zone at least once	Zone Chairperson	During Year	
Receive, review and act on membership and activity reports	Cabinet Secretary Zone Chairperson District Governor	Ongoing	LCI Monthly Healthy Club Assessment
Contact clubs whose membership reports are not received by the 15 TH of the month	District Governor Zone Chair	Ongoing	
Contact clubs whose dues are in arrears and have them forwarded as requested	Zone Chairperson DG	Ongoing	MYLCI Statements
Manage District Governor's points contest as required	Zone Chairperson	Ongoing	
Attend District Governor's visitations in your Zone	Zone Chairperson	Ongoing	

Action Steps Needed	Who is Responsible	Timeframe	Resources
Work in partnership with the GLT and the GMT	Work with the GLT and GMT Chairs	Ongoing	
Provide leadership training to the clubs in your zone	Zone Chair GLT	As Needed	

The Role of the District Officer

PLANNING YOUR YEAR

1. District Cabinet Meeting
2. Zone Advisory Meetings
3. Club Visitations
4. District Conventions
5. District Conferences
6. Multiple District Conventions April/May
7. Multiple District Conferences
8. District Officer Training Schools October & March
9. Special Events to Attend
10. As a VDGE, prepare your Cabinet by March 31st

PREPARATION

- Know Clubs, Zone and District
- Know elected and appointed District officers
- Review Zone and District programs
- Review protocol
- Review Lions Constitutions, District, MD5M & LCI
- Consult Past District Officers if and when necessary
- Communicate with other District Officers
- Write MODEST resume, as you may be asked for it.
- Select Cabinet Secretary & Treasurer
- Prepare visitation schedule
- Inform family and employer of your schedule
- Arrange for travelling companion if needed
- Work on an appropriate speech

WHAT DO I TALK ABOUT ON MY OFFICIAL VISIT & also what to be aware ofö ..

- Operation of club and its history, read about club on MYLCI
- Club accounts if necessary, any o/s accounts with LCI or 5M13
- Membership and activity reports if necessary, are they up to date??
- Governor's efficiency contest, if you decide to have one.
- Encourage 100% Presidents and Secretaries award
- Benefits of interclub visits
- Membership
- District Chairperson's activities, be sure they are doing what is expected of them.
- Importance of Zone meetings
- Lions International programs . Keep it light

BEING A DISTRICT OFFICER

PERSONAL TRAITS ASSOCIATED WITH LEADERSHIP

1. Intelligence
2. Ability to get along with others
3. Ability to motivate yourself and others
4. Emotional stability and self-control
5. Planning and organizing skills
6. Strong desire to achieve goals
7. Ability to work with groups
8. Necessary technical skills
9. Ability to be effective and efficient
10. Decisive
11. Be familiar with technology

WHAT LEADERSHIP IS OR IS NOT Leaders are supposed to motivate, delegate, solve problems, make decisions, and give directions; but, the only meaningful definition of a leader is . *one who has* followers. If you can't get people to follow you, you are not a leader. Leadership is directly associated with management - accomplishing work through the efforts of others.

Which way did they go?

How many of them were there? How fast were they going?

I must find them!

I am their leader.

DISTRICT OFFICERS ZONE CHAIRPERSONS

Image

- Remember who you are
- Dress appropriately for the occasion
- Lions Pin
- Enthusiasm
- Be yourself
- Mix and mingle
- Careful Drinking
- Limit jokes and watch language
- Don't travel alone
- Limit private conversations
- Make it easy for them to respect you
- Have fun!!!!

BE PREPARED TO:

- Induct new members
- Install Officers
- Present awards
- Introduce people
- Thank people
- Toast to Lions Clubs International
- Reply to toasts
- Answer questions about Lionism
- Discuss Roberts Rules of Order
- Support the Governor and goals
- Discuss/interpret International, Multiple, District Constitution
- Advice on proper protocol & Be familiar with protocol

YOUR BRIEFCASE SHOULD CONTAIN

- Your modest resume
- New member induction script
- Officer installation script
- An appropriate toast to the spouses
- A Lions International Constitution
- A Multiple constitution
- A District constitution
- A copy of Roberts Rules of Order
- Information on International Programs
- District Strategic Plan
- Information on protocol
- Your date book

ZONE CHAIRPERSON – SPECIFIC DUTIES

- Know your clubs
- You are the eyes and ears of the Association
- Plan your Zone meetings carefully
- Invite other Cabinet members & Program Chairs
- Invite Lioness and Leos
- Invite an interesting and informative speaker
- Complete Zone meeting reports (include who was present)
- Discuss problems, if any, with WMMR reports and club accounts
- Revisit clubs with problems and if able attend social functions
- Attend Charter Nights, Anniversaries, etc.
- Keep your Governor and Vice Governors informed

OFFICIAL CLUB VISITS

- Stick to visitation schedule
- Call Club President before you arrive; arrive early with appropriate materials
- Research club in advance
- Remember who you are and act accordingly
- Sit at the head table, if there is one.
- Be prepared to perform various functions
- You are the only speaker on your official visit, speak 10 to 15 minutes maximum
- Easy on the drinks and jokes
- Recognize past and present District and International Officers
- No tales or rumours
- Admit you don't know if necessary, research answer and reply promptly
- ***Look for your successor
- Be honest and straight forward
- Complete visitation report with club executive, stay to answer questions and leave at an appropriate time
- Look for troubled clubs and do something to help them and inform your DG Team

ZONE / CABINET MEETING

Broaden your thinking from Club to Zone / District+

BEFORE MEETING

- Much planning
- May have input into agenda
- Determine Zone feelings on issues
- Concerns to be discussed
- Know your Zone
- Short, typed, factual and meaningful report
- Arrive early for consultation
- Summaryō DO YOUR HOMEWORK

DURING THE MEETING

- Participate (mouth in neutral, mind in gear)
- Look alive and interested
- Limit private conversations . business meeting
- Stick to the agenda
- Keep order and keep moving
- No drinks on the table

AFTER THE MEETING

- Stick around for consultation
- Minutes out soon after the meeting
- Handle follow-ups as soon as possible

IT TAKES A DARN GOOD MEETING TO BEAT NO MEETING AT ALL

“To make a good District Officer, you should have the diplomacy of an ambassador, the judicious skills of a wise judge, the wisdom of Solomon, the courage of a gladiator, the obedience of a soldier, the sweetness of a mother, the philosophy of Dante, and the wit of Will Rogers. You should be prompt, dependable, and a master of detail. You should be kind and forbearing, a companion, a leader and a loyal friend.”

DECISION MAKING

Some tough decisions may be required during your year. So forget:

- What is best for you as a Lion
- What is best for your Club
- What is best for your Zone
- What is best for your District

REMEMBER . *Your responsibility is to do what is best in Lionism*

This is not always easy, but you were elected to do this at every opportunity. Always do what is best for Lionism and you won't make any mistakes during your year as a District Officer. Being a District Officer does not require you to sacrifice your integrity.

And finally, you will not be the first District Officer, nor the last to find new ways to make mistakes. So don't let it bother you. Have a good year.

PROGRAM CHAIRPERSON – ACTION SUGGESTIONS

A. Your Selection

Selection is based on: respect in District; knowledge of District clubs; knowledge & interest in your project; personal drive with proven abilities to get things done, ability to work with others; and ability to communicate. You want to meet these expectations.

B. Your Job Description

- a) Develop detailed knowledge of your project
 - . Assemble latest data & information on your project
 - . Define your project: What is it? What are the goals? Who does the project serve? How is the project used? What are the annual project and budget needs?
 - . What are the future goals and what is required to meet them?
 - . Provide a history of the project, its accomplishments to date, and the Lion involvement
- b) Provide Information on Your Topic
 - . Prepare a presentation, using the above information, to use with Lions clubs and others
 - . Educate every District Lion on your project - goals, accomplishments & needs
 - . Encourage every Lions club to support your project
 - . Provide a program to each club at least once every three years
- c) Be a District Officer
 - . Attend District level leadership training
 - . Attend District meetings & conventions

C. Strategic Plan

- . Each Project Chairperson is responsible for assisting in the preparation of an annual strategic plan.
- . It involves: a vision, plan description, and an action plan which includes the action steps (How?), who is responsible (Who?), time frame (When?), and resources needed (What?)

D. Communicating Your Plan

- a) Oral Presentations
 - . Prepare a brief (2-3 minute) presentation for your project . brief background, vision, progress to date, future needs
 - . Prepare a longer presentation (10-15 minutes) . introduce your topic: provide project information: use video, film . if suitable; be enthusiastic; sell your project; and provide time for questions and answers.
 - . Present according to the occasion
 - Club* . note time, group size, publics; *Zone* . check with zone chairman regarding presentations;
 - Cabinet* . provide a written report, using your strategic plan to indicate progress & future plans, for records; don't read, give a brief overview or stress important points; *Convention* – plan to gain support, perhaps additional speaker

b) Written Communication

- ✓ Contact clubs as to your project and solicit support; prepare project article(s) for the ~~Manitoba~~ Manitoba Lion; prepare reports for Cabinet; a display may be in order

c) Speaking Engagement

A successful speech requires planning, preparation and practice

- ✓ Identify your purpose . what ideas are you selling? What results do you want?
- ✓ Your speech . opening statement to capture audience; message . points you want remembered; closing . summarize and sell
- ✓ Questions
Listen for content and intent; repeat the question; take one question at a time; do not guess . follow up may be necessary

E. Project Evaluation

- a) Develop and know your Strategic Plan
- b) Regularly review your progress
- c) If changes are required, make them
- d) Use your plan as your guide
- e) At the end of the year do a self-evaluation based on your strategic plan
- f) Prepare recommendations for the following year
- g) Give any changes and suggestions to the District Long Range Plan Chairperson prior to the end of the Lions year (June 30th)

CLUB EXCELLENCE AWARD

Membership, the
Service Activity Report, and the Club

Our Handbook, together with our constitution and by-laws, outlines the expectations of our district cabinet members. As for our clubs, let us set goals including the criteria required for a Club Excellence Award. Cabinet and clubs will work together to meet their goals. Our District will make every effort to meet our International President's theme and goals.

Officer Report (PU-101)) in a timely manner

As we strive to meet these goals let us remember **Lionism – An Enjoyable Experience**

To qualify for the award a club must further the objectives of the association, adhere to the association's constitution and by-laws and policies, and meet each of the following requirements:

1. Club In Good Standing

The per capita taxes and member entrance fees are paid as well as outstanding debts

2. Service

The club has conducted at least three service activities

3. Contribution to LCIF

The club made an instalment payment for a Melvin Jones Fellowship or donation to LCIF

4. Membership

Club achieved a net growth or sponsored a new club

5. Communication

The club publicized club services through local media and effectively communicated to members

6. Leadership Development

Offices were filled according to the constitution and by-laws by qualified Lions. Club officers participated in a leadership training process, and the club was represented at zone meetings

7. Club Development

Club hosted regular and meaningful club meetings and submitted the monthly

Role of the District Administrator

Vision: To assist the District Governor and indirectly strengthen the district

Plan:

The District Governor, if they decide to appoint someone to act as the District Administrator, must complete a form ~~To~~ Authorize Access to MYLCI and send to MemberServiceCenter@lionsclubs.org early in July.

Action Plan:

This position can:

- assist the DG and also assist the clubs with reporting issues
- edit membership information to assist clubs, so that their membership information is accurate and up to date
- assist clubs with New Officer form completion in May
- train secretary on reporting to MYLCI
- correspond to LCI with club questions
- follow up with clubs who are not reporting to MYLCI regularly, from information obtained from the LCI Monthly Club Health Assessment
- Send reminders to clubs re: Club Excellence Award and criteria needed to be eligible for this award

WHO TO CONSIDER FOR THIS POSITION:

- A current Past District Governor who is organized and willing to carry out the duties of this role.
- Someone who is comfortable with technology

Conclusion

A PLAN IS . . .

A design blueprint, a procedure, a goal, an objective, strategies and a Living Document.

A PLAN IS A LEADERSHIP DOCUMENT

ō which provides organizations of Lions with resources, coordinates the work, controls the efforts of subordinates, gains cooperation among Lions Clubs International Foundation, stimulates Lions to perform and achieve, and provides for a review and evaluation of planned activities.

This plan is presented to identify what Lions in District 5M-13 intend to accomplish in the next year.

Even as this plan is provided to Lions of District 5M-13 Cabinet, changes can be immediately inserted to improve our organization and better provide service to those in need.

A Plan is a changing document and must be regularly updated to meet new requirements or just plan **“to do things better+**. Hence, as each Lion envisions a need to improve a vision statement or update the action plan, do not hesitate to provide input to the 5M-13 Long Range Planning at any time and take immediate action to better the Lions motto, **“WE SERVE”**

IMPLEMENTATION AND COMMITMENT ARE THE FOUNDATION FOR ANY PLAN'S SUCCESS

LEADERSHIP

Leadership is the foundation on which **PLANNING**,
Effective **COMMUNICATION**, Dedicated
COMMITMENT,
And **TEAMWORK**,
Make **VISIONS** happen.