

Where There's a Need, There's a Lion

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Coming Summer 2014  
Victoria Place  
Assisted Living  
...building for our future

Kista Hofer wins  
SM13 Peace  
Poster Contest

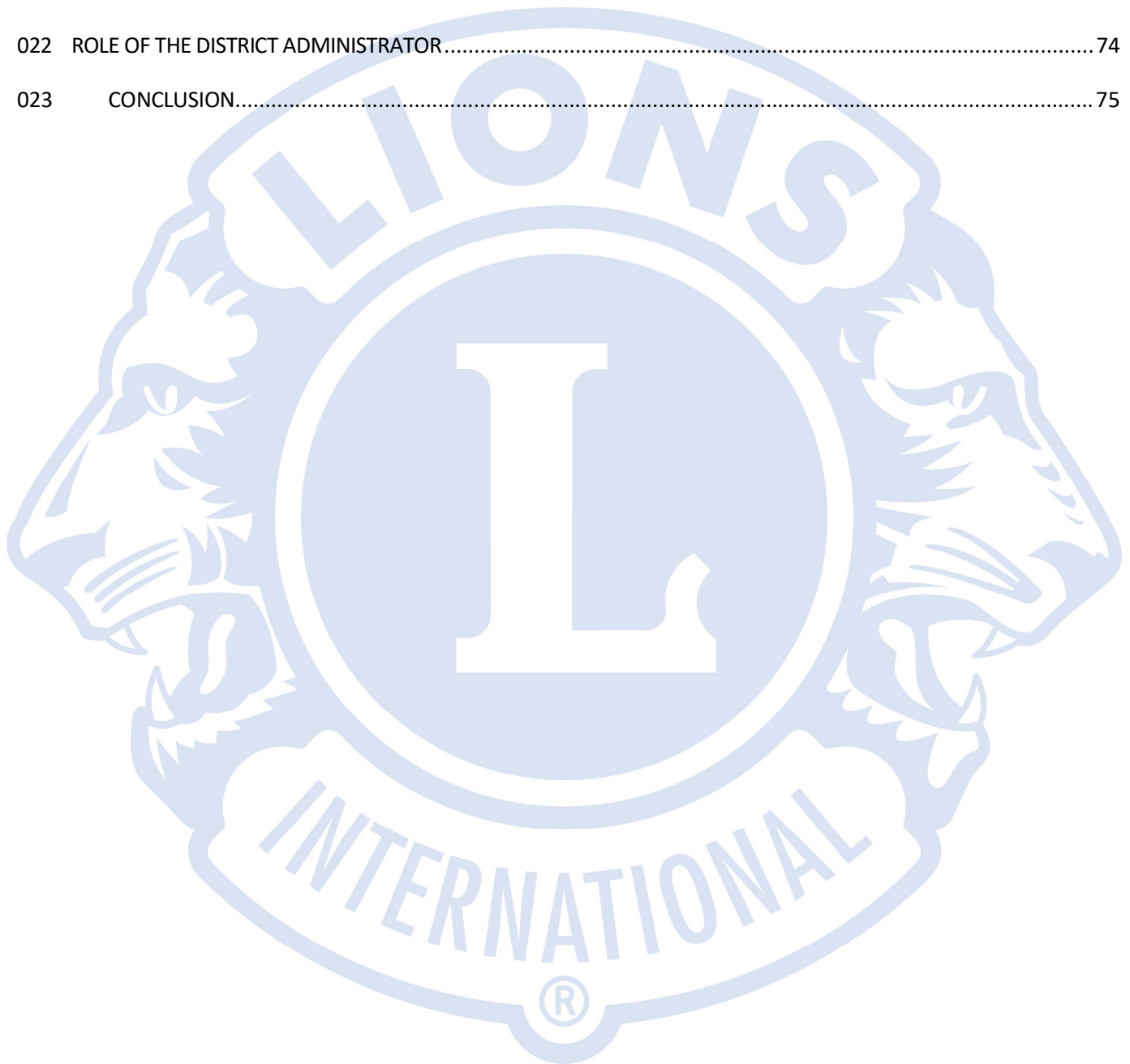
***Approved by 5M13 Cabinet***

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## Preface

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, becoming part of District 5M-13. Since that time, our district actively reaches out to the communities we serve for growth and renewal in membership.

Our vision as Lions is constantly being refined and that vision can and does change with the times. The results of our humanitarian work are based on our vision and most importantly the hard work of Lions members throughout our district. The Action Plans outlined in this document will help make our vision as Lions a reality.

We urge all members of District 5M13, especially new members and those less familiar with the larger organization of Lions Clubs International, to become familiar with the contents of this document.

## What is the Strategic Plan and Why Do We Need It?

This document was originally developed in the year 2000 in Districts 5M-13 and District 5M-12 (no longer extant) by Lions PDG Roland Hainsworth and PDG Lion Harvey Kingdon. Since that time the document, now known as the District 5M-13 Strategic Plan, is updated as required, nearly on an annual basis.

Each year the Long-Range Plan Chairperson or District Administrator will review and update the Strategic Plan as required. 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 change and a new future. This document is meant to serve as a resource to augment that process. If you have a cabinet or committee position, we ask that you contribute to this document each year to keep information about the position you occupy up to date, and to save time and effort for your successors. You will make more effective those Lions who follow you by sharing your knowledge and experience.

## 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, Leos and their communities on the program's 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 Long Range Planning Chair as requested in JULY prior to the first District Governor's Cabinet meeting in August. This Chair 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 District 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 year 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
  - 1. Revise the manual annually and changes as needed.
- That the District Governors Honorary Committee and District Governor's Advisory Committee will meet annually. The 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' 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, MD5M Global Leadership Chair and 5M-13 Global Leadership Chair.
  - 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.

## O1 ARCHIVES

The District historian (PDG) 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 chairpersons, 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 Inc in Brandon, MB	Archive Chair	On Going	

## 002 District Governor's Honorary Committee (DGHC)

This committee of Past District Governors (PDG'S) 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 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 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 throughout 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	DGHC	Ongoing	DG report
Develop a process of review; annually meet with the DG, GLT, GMT & GST chairs to review present status & identify areas for help	DGHC District Advisory Com	By Oct 30	DGHC DG Team Advisory Com
Monitor District Effectiveness; Identify areas of concern; provide recommendations for improvement.	GLT/GMT/GST Zone Chairs PDG's	Ongoing Spring Assessment	DG – DGHC reports
Maintain close liaison with Long Range Planning Committee.	Advisory Committee DGHC	Ongoing	LRP/DG Team/DGHC
Provide assistance and encouragement for a strong GLT, GMT & GLT to build membership and stronger clubs.	Advisory Committee District Governor DGHC	Ongoing	GLT, GMT GST 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, DG DGHC	By first Cabinet Meeting	LRP DG Team, DGHC Reports
Monitor for effectiveness and recommend changes if needed.	DG Team DGHC	On Going	DGHC/ DG Reports
Name the chairperson of the Constitution and By-Laws, traditionally the Immediate Past District Governor, and two(2) other knowledgeable Lions	District Governor	Annually, in March/April	DG Team/ DGHC
Nominate a candidate for the MD5M Red Cap Award	DGHC	Annually /March	Guidelines

## 003 AWARDS

Awards for deserving Lions can be an incentive “to serve”. The Awards Committee is Immediate Past District Governor & District Governor

### 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	July/August
Develop a selection process	Awards Committee	July/August
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 President's Award, International Leadership Award, International Certificate of Appreciation(s) and	Awards Committee	August
The MD5M Al Jensen Leadership Award.	Awards Committee	February/March/Sent to MD5M

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 Inc; BJ “Ben” Ward Fellowship; Decibel Award and Hope Medal.

## 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
- Ensures the District Governor and the Cabinet have easy access to 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 5M13 Website
- Include the section “Standing Rules” in the District’s Constitution & By-law booklet

### Action Plan





Action Steps Needed	Who is Responsible	Timeframe	Resources
Provide updated copy of the Constitution and By-Laws to MD5M Exec Sec	Constitution, By-law & Policy Chairperson	When updated	Existing Constitution & By-laws
Assist District Governor in preparation for the District Convention	Constitution, By-law & Policy Chairperson	August	Most current 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 chair 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	Ongoing	District Constitution & By-laws
Print & circulate copies of the 5M-13 “Standing Rules” via Zone chairpersons to all clubs	Chairperson Zone Chairperson	Annually	Delivery by Zone Chairs

## 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 and Leos regarding the various conventions - district, 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 and given to the Cabinet Secretary to be forwarded to the next District Governor
-  That the manual outlines 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 and Convention Chair 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	MD5M Emailed info
Encourage Attendance	District Governor Zone Chairs	Ongoing	
District Convention Host	DG Convention Host	Fall	
District Assistance of \$1000. seed money if required	District Treasurer	Fall	Convention Fund
Select Convention Chair	Host Club(s)	Fall	
Develop Convention Program	Conv 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 by June or sooner	Accurate Records
Review recommendations for next convention and incorporate needed changes.	Convention Committee. Convention Chair DG	June Cabinet meeting	
Follow Convention Guide	District Governor	July 1 yearly	CBL



## 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 /Vice District Governors Assistance Fund 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 (District, Multiple District), 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 "Rules of Audit"
- ☞ To operate on a balanced budget.
- ☞ To have a District Governor's and Vice District Governors' 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 - \$ .40 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.
- Family Unit Membership; The first family members(head of household) pays full international and district dues and up to four additional family members pay only half (1/2) the international and district dues. All family members pay the one time entrance fee to become a member set by LCI.

Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Establish a Finance Committee	District Governor/Cabinet	1 <sup>st</sup> Cabinet meeting	
Review Article IX – Governor & Cabinet Members Expense Guidelines	Finance Committee	July	5M-13 Constitution and By-Laws Strategic Plan
Cabinet members are to submit their budget request for the new year	District Officers & Program Chairs	June	
Establish a budget	Finance Committee DG & VDG's	July	Committee Input, Past Records
Budget approval	Cabinet	1 <sup>st</sup> Cabinet meeting in Lions Year	Budget Financials emailed to Cabinet
Hold regular meetings as req'd	Finance Committee	Ongoing	
Establish policy and communicate to clubs	Finance Chair Treasurer	Ongoing Newsletter	Financial reports
DG/VDG Assistance Fund final report sent to membership.	Cabinet Treasurer	Each Fall	

## 006.1 REIMBURSEMENT INFORMATION FOR DISTRICT GOVERNORS

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

**District Meetings:** Up to six (6) meetings which include club officer orientation (held within 60 days prior to or after June 30th), cabinet meetings, the district convention and/or district membership and/or leadership development meetings.

These meetings should not exceed two days and two nights each. The District Governor may submit their expenses for an additional club visit or district meeting for which an International President or Vice President is attending. These expenses are limited to the expenses allowed for the said club visit or district meeting.

Expenses must be submitted by the 20th of the following month, electronically. The link for the expense form is found at [www.lionsmd5m.org](http://www.lionsmd5m.org).

MD-5M pays:

Up to three (3) multiple district functions which may include one council meeting, multiple district conferences, multiple district conventions or multiple district Global Action Team GMT, GLT, GST and club quality program meetings. These meetings should not exceed three days and three nights each.

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

District 5M-13 pays:

Kilometrage: 0.40/km (CAD\$); Hotel: up to \$75/night (CAD); Meals: \$35 CAD per day for meals, (\$10/ Breakfast, \$10/ Lunch \$15/Supper)

District Governor Club Visits and District Events

LEO Charter Nights

USA/Canada Leadership Forum (DG only- not including Registration)

International Convention (end of DG's year- not including Registration)

Actual postage and additional stationary as required.

Basic Telephone monthly cost for 10 months.

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

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 "Governor's Assistance Fund" pays for additional costs above that received from "Rules of Audit".

### I. GOVERNOR

#### A. Lions International

Governor's Stationary	Three 5M Council Meetings	One visit to each club
Clubs 25 Anniversary	Four 5M-13 Cabinet Meetings	Two Charter Nights
Clubs 50 & 75 Anniversary	Telephone as per rules/audit	District Officers' School

#### 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) Once/year in mid June (District pays mileage to airport & parking costs if applicable)  
Leo Charter Nights  
USA/Canada Forum (Governor only – not including Registration)  
International Convention (End of Governor's year – not including Registration)  
Actual Postage & Additional Stationary  
Attending District Approved Functions

#### D. District Governor's Assistance Fund

Uniform for District Governor and Uniform for the District Governor's 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's Home Club usually buys the District Governor's Personal Pins, if they decide to have a pin.



II. GOVERNOR ELECT/1<sup>ST</sup> VDG/  
& 2<sup>nd</sup> VDG & 3<sup>rd</sup> 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 2<sup>nd</sup> VDG and Partner in Service
- 2<sup>nd</sup> VDG training in October

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

. Registration only for the USA/Canada Forum for 1<sup>st</sup> Vice District Governor and Partner in Service.

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

b) Signing Authorities will be the District Signing Officers as set up annually by Cabinet at the 1<sup>st</sup> meeting of the year.




c) There will be an annual review of this "Fund" at the completion of the Fiscal Year, and a compiled statement submitted by the District Treasurer in the fall to all membership.

**\*\*\* 3<sup>rd</sup> Vice District Governor will have a budget line in the 5M-13 Financial Budget to cover expenses incurred as per Rules of Audit to carry out district business.**

**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 1<sup>st</sup> Cabinet meeting. Need 2 signatures every transaction cheque.
-  Work closely with the District Governor while administering the fund.

## Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Administration of the funds	Finance Committee	Ongoing	Budget
Collect funds from club membership	Treasurer	July & January	Clubs
Review the requests for finances	Finance Committee	Ongoing	DG Assistance Fund Balance
Annually review the DG/VDG Assistance Fund	Finance Committee	End of Year	Treasurers Report

## 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 encourages 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). Set up a succession plan
- . 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 Quality Initiative (CQI) is encouraged in all clubs.
- . The District Governor will nominate outstanding candidates for the International President's 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> , Club Presidents	July/August	GLT Reports to <u>Cabinet</u>
Establish District training and development <u>plan</u>	GLT Teams	August	Set dates
Organize & promote training at <u>District convention - seminar</u>	GLT Coordinator	September	Confirmation of <u>session from DG</u>
Collaborate with GMT/GST re needs of <u>suitable training</u>	DG Team, <u>GLT/GMT/GST</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 Zone chairs, <u>Club Presidents</u>	May/June	Evaluation <u>Report to Cabinet</u>
Train zone chairs to present to clubs	GLT	July/August	Zone chair reports

Action Steps Needed	Who is Responsible	Timeframe	How Known
Ensure all Club Report to LCI	GLT/Club Secretary's	Monthly	Club Health Report
Organize Certified Guiding Lion	GLT, <u>Zone chairs</u>	By. Dec. 1 <sup>st</sup>	Names/Lions <del>LCI Website</del> <u>Reports</u>
Organize Club Quality Initiative process- <u>CQI</u>	GLT	By December each year	CQI has taken place —
Ensure new member orientation is implemented	GLT <u>Zone chairs</u>	Early in the new Lions Year Ongoing	Reports to Cabinet
Encourage clubs to change executive at least every 3-4 years	GLT Zone Chairs	February/ March yearly	New Officers Form— Report
Identify & encourage potential leaders based on aptitude, experience, and interest for further training – mentoring	GLT Zone chairs	<u>Ongoing</u>	Communicate with <del>Zone chairs</del> <u>Promote Lions to attend the MD5M Regional Institute</u>
Identify community leaders to join Lions – Completing community assessments	GLT & <u>Zone chairs</u> Club Presidents	Ongoing <u>CQI process</u> —	LCI reports - on the Club Health Assessment
. Report to GLT – MD Coordinator – <u>Virtual Meeting</u>	GLT Coordinator	Meetings / 2 months	Copy to DG Team
Encourage all clubs to obtain the “Club Excellence Award” Identify/encourage Lions to attend Regional Lions Leadership Institute (RLLI)	GLT/DG Team	Ongoing & make personal phone calls	Know criteria Encouragement  Send application information to all clubs



## 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 1,250.
- 👉 That each club elect a membership chairperson who is aggressive, dynamic and committed to increase the club's membership.

### Plan

- 👉 Review the DG Goals 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	
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,	GMT Clubs/Members	Ongoing	
Hold Lions Info evening	Clubs	Annually	
Hold membership drive	Clubs	Ongoing	
Retention – Orientation Sessions	GMT Clubs	At least Annually	Material/LCI
Meet member needs	GMT/Clubs	Ongoing	Survey
Members involved/appreciated	Clubs	Ongoing	"How are your
Member feedback –	Clubs	Ongoing	LCI Tools
Monitor the ongoing state of each club in order to identify possible problems/corrective	GMT Club officers Zone Chairs DG Team	Ongoing	All clubs will be stronger

Encourage all clubs to end the year a +1 membership	Club/GMT	Annually	
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Action Steps Needed	Who is Responsible	Timeframe	How Known
Establish a Lion Exit Interview Policy	GMT	Annually	Responses
Develop a Team to be responsible for clubs & split up	GMT	Summer	Clubs will be visited regularly
Identify possible areas for new clubs.	GMT Zone Chairs	Summer	One new club formed
Check with existing clubs regarding new ones, sponsoring	GMT Zone Chairs	Ongoing	
Investigate the possibility of a Campus, Leo, Morning club.	GMT Zone Chairs	Ongoing	
Follow LCI checklist for information on chartering new clubs.	GMT Zone Chairs	Ongoing	Materials on LCI website
Succession planning	GMT & Cabinet & DG	Ongoing	

## 8.1 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.
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, GMT-D, GST-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	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 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 knowledgeable 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 promoting the use of Social Media in club communication

**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. 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
Encourage the use of LCI webinars for training of all kinds.	IT Chair GLT Chairs Zone Chairs	Ongoing	LCI Resource site
Continue the Development of the website and keep it updated	IT Chair	Ongoing	
E-mail whenever possible to communicate throughout the year	All members through the District Administrator	Ongoing	
Encourage each club to have a website and help with its creation.	IT Chair	Ongoing	
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	
Set up and manage the Zoom Account for the district & club use	IT Chair	Annually & ongoing	

## 010 GLOBAL SERVICE TEAM (GST)

### Vision

Helps clubs identify resources and use best practices to improve their projects and by extension, their impact in their communities. Quality service projects increase member satisfaction and helps to attract new members who are looking to serve.

### Plan

One act of service, one encouraging word, one gift of generosity is often all it takes to bring hope where it is needed most.

We now have an opportunity to change the world, with all the Lions and LEO's in our large global organization.

The Global Causes are Diabetes, Vision, Hunger, Environment and Childhood Cancer.

The Service Journey is an approach to living and serving together well. It encompasses four simple phases: Learn, Discover, Act, and Celebrate.

Use the LCI Global Service Toolbox for ideas to pass on to the clubs in 5M-13. Lions sometimes struggle with the difference between Service, Fundraising & just making donations. Lions need to be visual in their communities serving people less fortunate than themselves. This direct form of action is Service.

### Action Plan

Action Steps	Who is Responsible?	Timeframe	Resources
Encourage clubs to do more service, ie 2/3 service and 1/3 fundraising	GST Chair Zone Chairs DG/ club visits	Ongoing	LCI GST ToolKit
Promote community awareness and education	GST Chair  Zone Chairs	Ongoing	
Encourage all clubs to complete the Community Needs Assessment	GST Chair Zone Chairs	Ongoing	LCI Club & Community Needs Assessment tool
Access the tool kits and suggestions for each of the Global Service Areas listed above	GST Chair DG Zone Chairs	Ongoing	LCI 's Advocacy Toolkit
Monitor that all clubs are reporting their service	GST Chair Zone Chairs DG	Ongoing	LCI reports
Organize presentations for clubs and district convention	GST Chair	Ongoing	LCI Materials

## 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.
- 👤 Work with the GLT/GMT/GST 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 5M-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 "Vision" in the strategic plan.	LRP Chair DGHC District Advisory	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	
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/Honorary Committees		Ongoing	
Conduct such business as directed by the DG			
Work collaboratively with GMT to increase District membership and member satisfaction	LRP Chair GMT Club Exec	Ongoing	LCI Resource website CQI Process Lions Orientation
Target void areas to establish a new club	GMT Zone Chairs	Ongoing	
Training session for District Cabinet and club officers	GLT Zone Chairs	Annually	
Orientation sessions for Zones	GLT	Annually	

Work collaboratively with MD5M Strategic Planning team	LRP MD5M CC	Ongoing	
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## 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 is 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/Committee chairs to annually review strategic plan	LRP DG Committee Chairs	June/July	
Submit revisions to LRP Chair	All Committee Chairs	June	
Revise the strategic plan and present to all cabinet members at 1 <sup>st</sup> Cabinet meeting.	LRP Chair	July after feed back from Committee Chairs/present at 1 <sup>st</sup> Cabinet meeting	Living document on the district website
Obtain strategic plan approval.	Cabinet	1 <sup>st</sup> Cabinet meeting	
Use Strategic Plan as a Cabinet/Committee role description	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 Foundation of Manitoba & Northwestern Ontario, Inc, Helping Hands 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.
- . Cost is \$100/plaque

### 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
Contact clubs which have had a Lion member pass away 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 & Dist Lions	Ongoing	Districts 5M11/13



## 014 MANITOBA LION NEWSLETTER

**Vision**

- ☐ To publicize articles and send to the District 5M-13 membership periodically throughout the Lions year

**Plan**

- ☐ Appoint an Editor and assistant/team
- ☐ 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 Appoint Chair	DGE	Spring	
Prepare Budget	DG & VDG's Finance Committee	August Cabinet meeting	
Establish procedure for obtaining articles on publication.	Newsletter Team	July/August	Clubs will submit articles of importance on a regular basis to the team
Report on Club Activities	Clubs	Ongoing	
Establish Distribution Policy	Editor & Team	July/August	
Annual review of the format, printing. Distribution	Editor & Newsletter Team	Spring	



## 015 PINS

**Vision**

- ☐ If required, design and select the appropriate pin.
- ☐ To coordinate the distribution and sale of pins.

**Plan**

- ☐ Design a District pin if Cabinet decides to establish a pin
- ☐ Order, record, and distribute pins.
- ☐ Prepare budget requirements
- ☐ Report to Cabinet
- ☐ Not something we do presently

**Action Plan**

Action Items	Who is Responsible	Time Frame	Resources
Design District Pin	Cabinet to form a committee	When needed	Funding
Prepare a budget for the purchase, sale and distribution costs	Cabinet	Summer	
Order pins if needed	Designated Lion by Cabinet	Spring	Funding/ Budget
Distribute pins, keeping careful record of distribution and finances	Designated Lion	Fall	
Make regular reports to Cabinet	Designated Lion	Cabinet meetings	
Inform clubs of availability of pins and costs/pin	Zone Chairs	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 reports and material to the district membership	DG PR Chairperson Dist Admin	Ongoing	
Encourage clubs to submit PR efforts for a convention display.	PR Chairperson	Early fall	
Circulate convention information to all clubs	PR Chair	6 Weeks prior to convention date	
Encourage clubs to submit articles	PR Chairperson Club Presidents	Ongoing	
Communicate with and send relevant articles to Lion's Roar MD5M	PR Chairperson	Quarterly	MD5M Newsletter

## 017 USA/CANADA FORUM

### Vision

- That a dynamic effort to make Lions and Leos aware of the vision, purpose and leadership training opportunities provided at the forum.
- That financial assistance be made available to assist DG & 1<sup>st</sup> VDG to attend (Rules of Audit).

### Plan

- Continually educate, throughout the year, Lions 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
Attend USA/Canada Forum	DG & VDG	Annually	District Budget
Encourage all Lions to attend at least one forum.	Forum Chair	Ongoing	

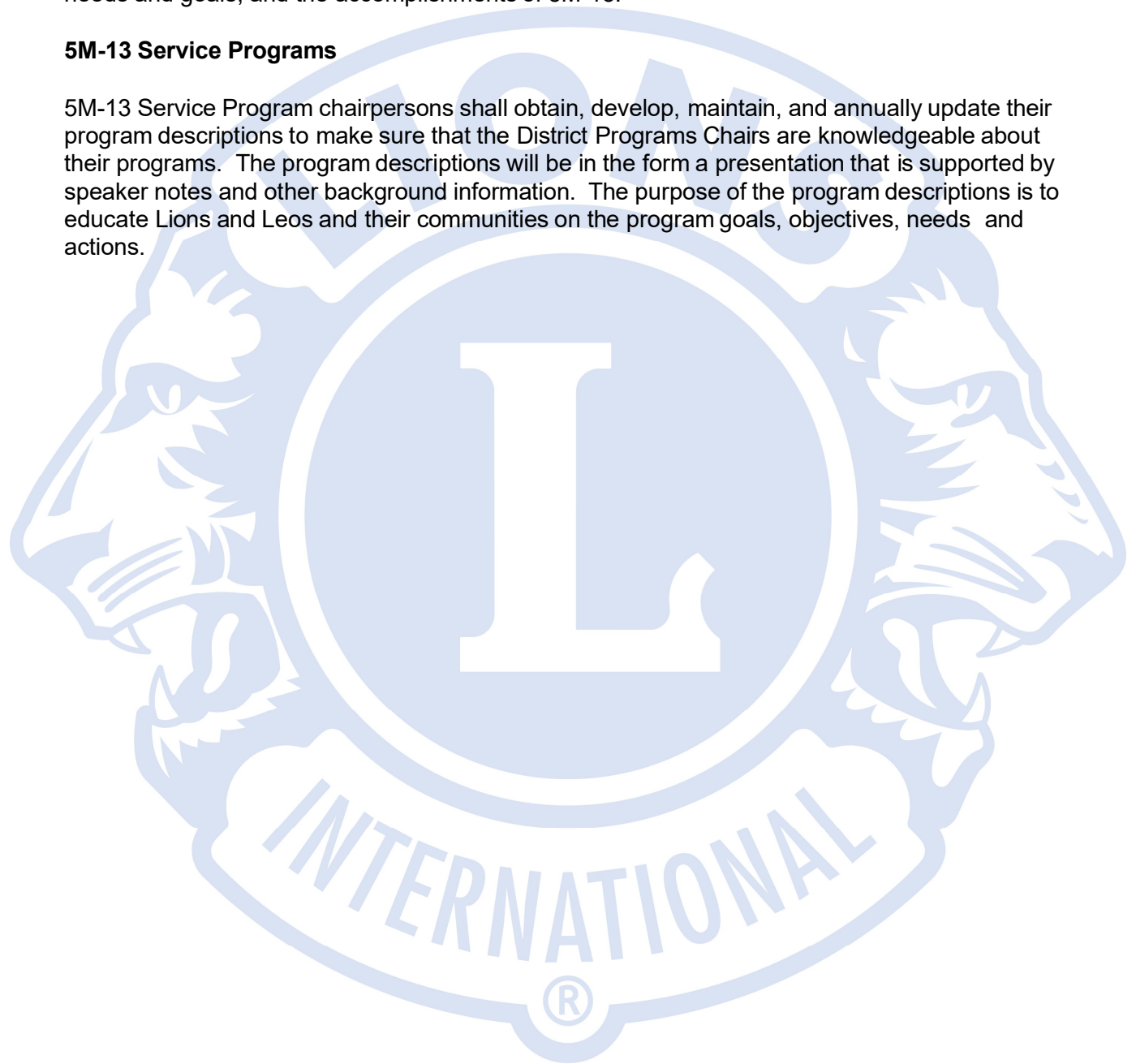
## S SERVICE PROGRAMS

### **Vision**

That all Lions and Leos in District 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 and Leos and their communities on the program goals, objectives, needs and actions.





## S01 DIABETES

The purpose of the Diabetes Awareness chairperson is to encourage provide public awareness and financial support by the Lions clubs of 5M13 to Diabetes Canada, formerly known as the CDA or Canadian Diabetes Association. Diabetes Canada partners with Lions clubs for public service activities, presentations and fundraisers to create awareness of diabetes.

The Lions Cavalcade for Diabetes was developed when Judge Brian Stevenson (LCI International President 1987-88) wanted to provide a province-wide high visibility program. The Cavalcade for Diabetes is no longer an active program. However, many older Lions will still refer to “the Cavalcade” when speaking of diabetes fundraising. 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 was the first Canadian President of 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 Diabetes Canada, 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 received by March 15<sup>th</sup>

### **Vision**

- That all Lions 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 Diabetes Canada “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 and Leo will be educated and updated on the Diabetes Canada programs on an annual basis.

Materials are to be developed and updated annually for the Diabetes chairperson to inform and motivate district officers and clubs in regard to diabetes programs, and to encourage financial support.

Action Steps (Diabetes)			
Action Steps	Who	Timeframe	Resources
Develop, maintain, update presentation materials on diabetes programs for clubs.	Diabetes Chair	Annually	Information, Support, Time, Budget
Study the diabetes program that LCI is working with and develop recommendations on enhancements to the program	Diabetes Chair	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, Parade of Green	Diabetes Chair	Ongoing	
Nominations for the Harry A Newman Award	Clubs	By March 15	

## 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. Promote individual donations, now that people in Canada can receive a tax receipt for income tax purposes.

- That LCIF funding be obtained if necessary to support District projects

### Plan

- That the District Coordinator works 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 Team, LCIF Chair, Club President(s) of affected areas. 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.	LCIF Coordinator	Ongoing	Information
Provide LCIF Information for clubs, selected zone meetings, and conventions.	LCIF Coordinator	Annually	Information
Provide articles for the district distribution	LCIF Coordinator	Ongoing	Information

Assist with preparation of LCIF funding requests.	LCIF Coordinator	Ongoing	
Conduct a Melvin Jones presentation	LCIF Coordinator	District Convention	

Action Steps	Who is Responsible	Time Frame	Resource
<i>LCIF Fundraising</i>			
Individual Giving's Encourage MJF and PMJF, Check with individuals re giving small donations for MJF	LCIF Coordinator Club Presidents	Ongoing	Gifts Information  Club Health Record  Listing club LCIF Donations
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	Ongoing	



Identify Lions to assist with fundraising corporate, foundations, planned gifts, cabinet.	LCIF Coordinator	Ongoing	
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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.		Ongoing	
Promotional Activities	Coordinator	Ongoing	Convention Display Newsletter Cabinet reports
LCIF Contributions – 5-10% increase annually		Annually	
Leadership Activities Knowledge of the LCIF Partnership		Ongoing	

### ***Emergency Grant Procedures***

Action Steps	Who is Responsible	Time Frame
Clarify Action to be taken	Lions Relief Committee DG, Clubs involved	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	

***OTHER LCIF GRANTS AVAILABLE, SEE THE LCIF WEBSITE***

## S03 The LIONS FOUNDATION of MANITOBA and NORTHWESTERN ONTARIO, INC

### **Preamble**

The work of the Foundation was originally performed by separate entities (one for hearing, one another for Vision) following their incorporation in the 1980's, 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 L i o n s of Districts 5M10, 5M11 and 5M13. Also serving on the board is the seated District Governor o f 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.

In 2021 the former Lions Foundation of Manitoba & Northern Ontario Inc and The Lions Eye Bank of Manitoba & Northwest Ontario Inc amalgamated and is now known as “The Lions Foundation of Manitoba and Northwestern Ontario Inc”. The agency supports various programs for individuals living in Manitoba & Northwestern Ontario through its programs which include health, hearing health, medical assistance and housing for people who come into Winnipeg for medical appointments or treatments. The new foundation has pillars known as the Helping Hand Program, formally known as Medical Assistance Program (MAP), Vision Programs, formally known as The Lions Eye Bank, Kidsight, Hearing Programs, and Serenity Suites, formally known as Rural Housing.

### **Mission Statement;**

Our mission: To support, promote and foster programs for the benefit of both children and adults who need assistance and live throughout Manitoba and Northwestern Ontario.

### **Vision Program;**

Aid with eye exams and corrective eyewear, specialized vision treatments and equipment, vision screening for children (Kidsight), and donations of used eyeglasses. Also, to financially support the Buhler Eye Centre in the Misericordia Health Centre, and to purchase eye equipment not funded by a provincial Health Plan. We provide funding for the training of enucleators for the Buhler Eye Centre.

The “Canadian Lions Eyeglass Recycling Centre” (CLERC) strives to provide necessary eyeglasses to those children and adults in developing countries around the world.

### **Helping Hand Program;**

Provide assistance with non-medical costs related to transplant procedures, medical treatment and equipment, that is not covered by a provincial Health Plan. The program 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, the foundation issues payment directly to the service or product provider. Administration assists Lions Clubs in establishing trust funds for specific individuals in need of financial assistance. Initial Applications must be completed by a Lions Club.

### **Hearing Program**

The Lions MD-5M Hearing Foundation Inc. Canadian Division was established to assist the Medical Assistance Program where individuals suffer from hearing issues, and is now known as the “Hearing Program”.

The Hearing Program helps with hearing screening and hearing aids for infants, children, and adults.

It collects used hearing aids to have them refurbished and recycled for use.

### **Serenity Suites**

Provide a home away from home for Northern and Rural families in Manitoba and Northwest Ontario who require medical treatment in Winnipeg, providing furnished suites at a minimal cost with a home-like atmosphere, two meals per day and parking.

### **Contact Information:**

Lions Foundation of Manitoba and Northwestern Ontario, Inc

320 Sherbrooke Street, Winnipeg, Manitoba. R3B 2W6

Phone; 204-784-1650 Toll Free; (800) 552-6820

e-mail: [info@lionsfoundation.org](mailto:info@lionsfoundation.org)

<http://www.lionsfoundation.org/>

## 1. Funding

a) Major funding for the **Vision 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 other donations add to the total revenue.

b) The **Helping Hand Program** relies on donations from Clubs for revenue. Major fund raisers include: Parade of Green donations, and the District Governor's Charity choice.

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

## 2. Members

Every 5 M13 Lions Club in good standing is a member of the Lions Foundation of Manitoba and Northwestern Ontario Inc. and may put forward names of Lions to serve on the Board of Directors. The Board of Directors is elected at the District Conventions. Each of the districts, 10,11,13 have 4 directors who serve 1 three-year term and may complete a second three-year term, and then must be off the board for 1 year before letting their name stand again for election. The Directors are elected at their respective District Conventions.

## Strategic Plan

**Our Vision:** Working together serving those in need.

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

### Our Core Values:

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



**District Action Plan for Lions Foundation of Manitoba and NW Ontario, Inc.**

<b>Action Steps</b>	<b>Who Is Responsible</b>	<b>Time Frame</b>	<b>Resources</b>
Develop, maintain and update presentation materials and scripts on programs and policies.	Board Directors Office Staff	Annually	
Inform all Lions and Leo Clubs about the programs' purposes, goals, needs and achievements.	Board Directors District Governor Zone Chairpersons	Ongoing	Displays Information Packages
Conduct public awareness program	Directors District Governor PR Chairperson	Ongoing	Information Packages
Collaborate with the Journey for Sight Ride Committee Promote the Stu Peever Award	District Governor Directors Club Members	Oct -Nov	
Provide information to members	Directors	Quarterly	
Encourage fundraising initiatives such as donations, Parade of Green, MB Lions Memorial	District Governor Club Officers Directors	As needed	Information Packages
Provide a display booth at conventions and other gatherings	Office Staff	As needed	Information Packages Display materials
Conduct presentations at Zone Meetings, conventions, public and Lion gatherings	Directors District Governor	As needed	
Promote the Serenity Suites	Board Directors Club members	As needed	
Encourage members and public at large to complete donor cards for tissue donation, or sign up for life.ca	Directors	As needed	
Continue to support Buhler Eye Care Centre Financially for equipment	Directors	As needed	

## 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 clients.

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 Chairperson as elected by the Board of Directors.

Manitoba, NW Ontario & Nunavut form an area. Districts 5M-10, 11, 13 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 31<sup>st</sup> of the year prior to the commencement of the candidate's term of office.

Facilities are 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.

### Dog Guide Programs:

- 1). Canine Vision- for people who are blind or visually impaired
- 2). Hearing - for people who are deaf and hard of hearing
- 3). Autism Assistance- for children who have autism spectrum disorder
- 4). Service- for people who have physical or medical disability
- 5). Seizure Response- for people who have epilepsy
- 6). Diabetic Alert- for people who have diabetes with hypoglycemic unawareness
- 7). Facility Support- for professional agencies assisting individuals in traumatic situations.

Funding for the program comes from Canadian Lions fundraising activities. These include: Walk for Dog Guides – in which owners are encouraged to get pledges and participate in an event, raffles, Project Pride, Guide Dog Sponsorships, LFC Memorial Forest and the Pet Wall Memorial, planned giving, Lions awards and fellowships, sale of various dog guide items, etc. Promotions have been held through mall displays and convention displays, showcasing the promotional items, such as clothing, etc.

### 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 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

- 1) Support the Canadian Dog Guide program
- 2) 2021, plans are underway for a new facility

At present 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

District Action Plan for Dog Guides of Canada

Action Steps	Who Is Responsible	Time Frame	Resources



**Action Plan**

<b>Action</b>	<b>Items</b>	<b>Who Is Responsible</b>	<b>Time Frame</b>	<b>Resources Needed</b>
Assist with referrals placed for clients in need		Provincial Director District Governor District Chair	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 District Chair	Ongoing	DG Assistance PR Chair Support Lions Clubs Support
Maintain/update presentation materials on data on the LFC Dog Guides Program & be available for info at conventions		Provincial Director LFC Office District Chair	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 catalogue 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

## History;

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 (Complete change, now a pillar of the Lions Foundation of MB & NWO, INC)**

That the Lions Foundation of Manitoba and Northwestern Ontario, Inc Hearing Program is one of the pillars of the Foundation with an added board member. The Board of Directors will be monitoring and planning ways to help serve the hearing needs of infants, children and adults in Manitoba and Northwestern Ontario.

The Lions Foundation of Manitoba and Northwestern Ontario, Inc was formed in 2021 as the new Foundation when the Foundation and the Eye Bank became one with pillars as described in S03.

**Action Plan**

<b>Action Steps</b>	<b>Who Is Responsible</b>	<b>Time Frame</b>	<b>Resources Needed</b>
Lions Foundation of Manitoba & Northwestern Ontario, Hearing Program promotion	The Directors	Ongoing	Social Media and printed materials
Continue to work with Central Speech & Hearing to maintain the infant/children Loaner Hearing Aid Bank at all Audiology Sites in Manitoba	The Directors	Ongoing	
Encourage clubs to honour deserving Lions through the purchase of Decibel Awards accumulated donations	The Directors	Ongoing	
Develop and maintain a recycling program for Hearing Aids throughout <u>all three Districts</u>	The Directors	Ongoing	
<u>Continue the working relationship with Horizon Hearing to provide hearing aids to Individuals at a lesser cost</u>	The Directors	Ongoing	





## S06 PROJECT NEW HOPE

### HISTORY:

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.

### 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.

**\*\*\*At present we do not have a committee in place, June 2021. If and when this becomes a 5M-13 program or need; the action plan can be implemented. In the interim if an individual, family or families request assistance to attend a camp, we could possibly contact the Project New Hope MD5M Chair, and possibly individuals can join one of their camp retreat weekends.**

### 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	Ongoing	Time, effort & contacts
. Provide publicity; identify candidates, hold sessions, evaluate carefully	Committee	Ongoing	Time, effort

## S07 RECREATION - CURLING BONSPIEL

### Vision

- . To annually host a successful District 5M-13 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 District Convention.
- . All clubs need to be notified as to the location, date, costs, etc.
- . 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
Select host	DG/Cabinet	Fall	Convention
Advertise	DG/Cabinet/Host	Fall	Social Media Manitoba Lion
Locate ice/rink	Host Committee	Fall	
DG/Cabinet representation at Awards Dinner			
Set dates, times, entry deadline, etc.	Host Committee	Fall	
Set types of games, ends, points, etc.	Host Committee	Fall	
Set costs	Host Committee	Fall	
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

- Due to the fact that clubs were not supporting the annual golf tournament and Host Clubs were needing to cancel for financial reasons, it was decided by District 5M-13 Cabinet to join the MacGregor Lions Memorial Golf Tournament annually, and it has been a success.

### Action Plan Golf Tournament

#### Action Steps Needed

	Who is Responsible Resources	Timeframe
Date & Location – planning of the day	MacGregor Lions	June
Type – single, 4 person, scramble, Shot gun start, etc.	MacGregor Lions	
Entries – single, couple, team	MacGregor Lions	June
Costs	MacGregor Lions	June
Obtain prizes, draws	MacGregor Lions	Before Event
Availability of carts		Before Event

## 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 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 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 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.
- 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 the district, concerning the following recognition items:
  - Young Leaders in Service Award
  - Young Ambassador Award
  - Lions Quest Fellowship Award



## S09.1 Youth Outreach - LEO CLUBS

The letters of Leo “L, 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 and their communities on the merits of Leo clubs.

### **Plan Description**

- . Steps are 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

<b>Action Steps Needed</b>	<b>Who is Responsible</b>	<b>Timeframe</b>	<b>Resources</b>
Increase Leo awareness	Leo Chair Zone Chairs District Governor	Ongoing	Material Package Handouts
Hold presentations at club and district levels	Leo Chair Zone Chairs	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 Zone Chairs	Ongoing	
Charter additional Leo clubs in District 5M13 during the year	Leo Chair District Governor	Annually	Budget Item

## S09.2 Youth Outreach – LIONS QUEST CANADA

Lions Quest Canada is a PreK-12 Social and Emotional Learning (SEL) program in use by educators in over 90 countries around the world.

Social and emotional skills provide the foundation for dealing with anger and frustration, preventing negative behaviours, and developing positive school behaviours that increases academic performance.

Social Emotional Learning;

- Self Management
- Self Awareness
- Social Awareness
- Responsible decision
- Relationship Skills

Connection to school, Positive Behaviour, Anti-bullying, Character education, Service-learning, Drug, alcohol, vaping and tobacco awareness

Lions Quest schools have improved school climate, student-teacher relationships, interpersonal skills, and commitment to service.

Evaluation studies report:

9% improvement in grades

57% decline in school absences

82% decline in school suspensions

44% decline in out of school suspensions

47% decrease in bullying

### **Vision**

- ☐ The district chair will develop public relation programs to educate Lions and their communities on the possessiveness of Lions Quest.
- ☐ Strongly encourage school divisions in the district to promote that their teachers be trained in Lions Quest
- ☐ Lions Quest programs should be available in all private and public schools and homeschooling situations
- ☐ 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 Chair is knowledgeable about the Lions Quest Canada program to serve clubs in the district.
- ☐ The District Chair will work closely with Lions Quest Canada Office to develop presentations, and now training and presentations can be conducted virtually which has been a real benefit as educators can join educators all across Canada
- ☐ The District Chair 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,(6) applying for LCIF grants for the district
- ☐ Promote distribution of awards, Guide and develop a Committee to work as a team in the district

Lions Quest CANADA– Action Plan

Action Steps Needed	Who is Responsible	Timeframe	Resources
Increase Lions Quest awareness through Lions to schools and youth groups & Community Youth leaders	District Chair District Governor Zone Chairs	Annually Ongoing	Material Package Handouts Projector/ Computer & website
Articles in District Newsletter	Dist Chair	Ongoing	Information, Photos, etc
Media Coverage	District Chair Committee Coordinators	Ongoing	Information Materials Media Contacts Social Media
Lions Quest Presentations	District Chair	Ongoing	Publicity Materials Display Power Point
Lions Quest Booth at Functions	District Chair	District Convention	Publicity Materials Display
Presentations to Clubs	District Chair  Zone Chair Committee Members	Ongoing	Publicity Materials Handouts Projector Computer
Promotion in Schools	District Chair Affiliate Trainers	Ongoing	Information Package
University Education Student's Training	District Chair	Ongoing	Funds, Trainer, Site
Information to School Divisions	Dist Chair School Staff	Ongoing	Information Pkg. Lions Quest website
Workshops & Seminars	District Chair Committee members	Ongoing	Trainers Funds Sites Coordinators
Finances LCIF Grant \$15,000.00 US Encourage Fellowships	District 5M- 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 coordinating 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 MD5M Council Chair; assist with club publicity of sponsored schools(s); 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 Social Media
Develop Presentation package for clubs	District Chair	Ongoing	Package,
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	Convention
Recognize Clubs	District Chair Zone Chairs DG	District Convention	Certificates Display
Deadline for completion	District Chair	November 15th	Posters to DG

Deadline for DG to forward to MD5M Council Chair      December 1



## 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: encourage club participation, provide information (flag, certificate, flag history), encourage positive publicity, encourage clubs to contact local Grade 1 educators,

### 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	September	Package
Promotion of Project Pride Program	District and Zone Chairpersons	Ongoing	LFC
School Contact	Club Chairperson	Anytime/ Year	Principal
Clubs Order Materials	Club Chairperson	September	Order Forms
Outline for Club Presentations	District Chairperson Club Chair	Ongoing	Presentation Material
Connect with clubs and promote this program in Grade 1.	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 1<sup>st</sup> - \$150, 2<sup>nd</sup> - \$100 & 3<sup>rd</sup> - \$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 <sup>nd</sup> Zone	Handouts re rules

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	Speak Off Chair  District Treasurer	Last Cabinet meeting of the Lions Year	Budget
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 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 three weeks stay students may have more than one host family and a camp experience.

### 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
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	Youth Exchange Chair	February	
Organize a summer camp for all the Youth Exchange students	Youth Exchange Chair	May	
Provide the senior speak off winner the opportunity to either participate in the youth exchange program or receive the cash award	Chair (Speak Off) Chair (Youth Exchange)	Annually	

*District 5M13 Strategic Plan*

<b>Action Steps Needed</b>	<b>Who is Responsible</b>	<b>Timeframe</b>	<b>Resources</b>
Maintain suitable camping materials	YE Chair	Ongoing	Funding
Encourage clubs to promote the project & provide assistance to participants	Club Presidents	Ongoing	Club responsibility





## 018 ZONE CHAIRPERSON

**Vision**

- Provide the leadership and support to Lions and LEO Clubs and the district, so that District 5M-13 can be a strong viable district, doing what Lions do: "Serve".

**Plan**

- Focus and share Lionism Leadership and communicate activities with clubs
- Attend Leadership Training provided by the District, MD5M and Lions International.
- 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 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
Participate in leadership seminars and training sessions	Zone Chairperson	As Scheduled	Virtual training webinars District Training sessions LCI Learning Centre
Know the basic responsibilities of the Zone Chairperson & develop your annual plan, set yearly goals	Zone Chairperson	Upon Appointment Ongoing	LCI Zone chair Seminar online Zone Chair Training Develop a self action plan
Work directly and indirectly with other Zone Chairpersons, Clubs, DG Team	Zone Chairperson	Ongoing	
Know your clubs: President & Secretary Chartered Date Significant Past Programs, Fundraisers Membership Growth (?) Reduction (?) New Club Areas Leadership – strength/weakness Action needed – club support	Zone Chairperson	Upon appointment  Ongoing	Able to submit a report to all Cabinet meeting 4 x year

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 (4/year) September, November February, April	Zone Chairperson	August	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/Set up a program speaker	Zone Chairperson	In Advance	Send agenda to all clubs, 15 days before the meeting
Provide your Zone clubs with District information and take District items to the District Cabinet meeting	Zone Chairperson Club Secretary reports	Quarterly	
Contact any club not attending Zone meeting to discuss the reason	Zone Chairperson	Ongoing	Telephone rather than email
Submit Zone meeting reports within seven days of the Zone meeting to DG	Zone Chairperson	As Scheduled	Email
Prepare & Submit Zone reports for each Cabinet Meeting to Dist Sec.	Zone Chairperson	As Scheduled	
Visit all clubs in your Zone at least once/year	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 and Service reporting is not current	District Governor Zone Chair	Ongoing	LCI Monthly Healthy Club Assessment
Contact clubs whose dues are in arrears and have them forwarded as requested	Zone Chairperson Dist Treasurer	Ongoing	MYLCI Statements
Attend District Governor's visitations in your Zone, a common courtesy to be given their schedule	Zone Chairperson DG	Ongoing	District Governor's visitation schedule

Action Steps Needed	Who is Responsible	Timeframe	Resources
Work in partnership with the GLT, GMT	GLT, GMT, GST Chairs	Ongoing	
Provide leadership training to the clubs in your zone, be comfortable with club orientation, Secretary reporting	Zone Chair GLT	Ongoing	LCI training seminars online, sit at your computer and train yourself!



## 019 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
7. Multiple District Conferences
8. District Officer Training Schools October & March
9. Special Events to Attend
10. As a DGE, prepare your Cabinet by March 31<sup>st</sup>

### PREPARATION

- Set your district goals and circulate with the district cabinet
- Know Clubs, Zone and District
- Know elected and appointed District officers
- Review Zone and District programs
- Review protocol
- Review/Be familiar with the 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 to portray the Lions message
- Decide and arrange for a District Administrator to assist with your administration duties
- Choose a mentor, usually a current PDG if you desire that you feel comfortable to discuss matters, and ask for direction.

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

- 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 service activity reports 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 and for members to attend.
- 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 your goals
7. Ability to work with groups
8. Necessary technical skills, very important now in our virtual world.
9. Ability to be effective and efficient
10. Decisive

**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 their goals
- Discuss/interpret International, Multiple, District Constitution & BY-Laws
- 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 current Lions International Constitution
- A current Multiple constitution
- A current District constitution
- A copy of Roberts Rules of Order
- Information on International Programs
- District Strategic Plan
- Information on protocol

**ZONE CHAIRPERSON – SPECIFIC DUTIES**

- Know your clubs
- You are the eyes and ears of the Association
- Plan your Zone meetings carefully
- Invite DG, other Cabinet members & Program Chairs
- Invite Leos
- Invite an interesting and informative speaker, one of the district program chairs
- Complete Zone meeting reports (include who was present)
- Discuss problems, if any, with reporting to MYLCI , MYLion and club accounts
- Revisit clubs who are having difficulty
- Attend Charter Nights, Anniversaries, etc.
- Keep your Governor and Vice Governors informed
- If you are asked a question that you are not sure of the correct information, say: I will get back to you, and do so in a timely manner.

**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 two years
- c) Be a District Officer
  - . Attend District level leadership training
  - . Attend District meetings & conventions
  - . Utilize the Lions Learning Centre on LCI for self education.

**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?). Report changes/updates to the LRP Chair.

**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 Power Point 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; give a brief overview or stress important points; *Convention* – Presentation.

## b) Written Communication

Contact clubs as to your project and solicit support; prepare project article(s) for the “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 30<sup>th</sup>)

## 022 CLUB EXCELLENCE AWARD

Form available on LCI website, Complete by August 31st

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.

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. **MEMBERSHIP-**

Achieved a net membership growth, or chartered a new club or LEO club or Branch Club

### 2. **SERVICE-**

Contributed to LCIF, or started a new project, or three project events hosted by the club

### 3. **ORGANIZATIONAL EXCELLENCE-**

Club in good standing, not in Status Quo or Financial Suspension.

District Dues paid, no unpaid balance with LCI greater than US\$50 outstanding for more than 90 days.

Key officers participate in one or more of the following leadership training events, District, Lions Learning Centre, International, Multiple District, Webinars  
Improved club operations. Use the CQI opportunities

### 4. **MARKETING & COMMUNICATION**

Club has publicized its service activities

## 022 ROLE OF THE DISTRICT ADMINISTRATOR

**Vision:** To assist the District Governor with district administration duties and indirectly strengthen the district

**Plan:**

If the District Governor decides to appoint someone to act as the 5M-13 District Administrator the "Access to MYLCI Form" needs to be sent to Lions Clubs International (LCI) by the District Governor Elect, by mid June, so that he position can take immediate effect after the International Convention in July, and send to [MemberServiceCenter@lionsclubs.org](mailto:MemberServiceCenter@lionsclubs.org)

**Job Description;**

- a. Assist the District Governor and Club Secretary's as requested
- b. Assist and update club member's information in MYLCI as requested by the Club Secretaries
- c. Monitor the "Monthly Club Health Record and Re CAP of Accounts Form" that is emailed from the District Governor monthly. Share the clubs in arrears with the Global Action Team (GAT)
- d. Follow up with clubs who are not reporting membership to MYLCI and Service to MyLion monthly
- e. Forward emails to clubs from the District Governor as requested
- f. Assist club secretaries with reporting procedure and give online training as required
- g. Correspond with LCI if requested by clubs with their concerns, and copy Lions Club Secretary on the email. Be sure that the reply gets reported to the club.
- h. Annually in March, start working with the club secretary's to collect the "New Officers" information for the coming Lions Year. Look at the information on MYLCI to see if all required information is correct. Be sure that email addresses and phone numbers are available. If not contact the individual and obtain the correct information. Then update the member profile in MYLCI.
- i. Send reminders to clubs who qualify for the "Club Excellence Award"
- j. Present at District Leadership seminars if requested by the Global Action Team (GAT)

**WHO TO CONSIDER FOR THIS POSITION:**

- A current Past District Governor who is organized and willing to carry out the duties of this position
- Someone who has knowledge of the district and the clubs in the district
- Someone who is comfortable with technology and has good communication skills



## 023 CONCLUSION

### A PLAN IS . . .

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

### A PLAN IS A LEADERSHIP DOCUMENT

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

... to identify the needs and guidance for the Lions in District 5M-13 to accomplish their goals during their Lions year.

... even as this plan is provided to the Lions of District 5M-13 Cabinet, changes can be immediately inserted to improve our organization and better provide service to those in need, and report changes for the next document update.

**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 Chair at any time and take immediate action to better the Lions motto, **“WE SERVE”**

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

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