



October 2022

Lions District 11-C2 Newsletter

Editor: Lion Robert Tetzla PDG



District 11-C2 Officers

Governor: Lion Traci Tribley
1st Vice Gov.: Lion Ted Hamilton
2nd Vice Gov.: Lion
Secretary: Lion Becky Hamilton
Treasurer: Lion Robert Phillips
IPDG: Lion Tracy Temple

Zone Chairs

R1 Z1: Lion Jenny Stromlund
R1 Z2: Lion Carl Cozart
R2 Z1: Lion Blaine Lafler
R2 Z2: Lion Ren Vande Gutche
R3 Z1: Lion Michael O'Bryant
R3 Z2: Lion Chris Kloecker
R4 Z1: Lion Wendy Mater

Places of Interest

[Lions District Web Site](#)
[District Newsletters](#)
[Lions of Michigan Foundation](#)
[Lions of Michigan](#)
[Lions Clubs International](#)
[Lions of Michigan YouTube Channel](#)

[Around the District \(2 Pages\)](#)

[Lions Pride, Web Version](#)
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[Project Ideas](#)
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From the desk of the Governor



Fall is everybody's favorite time of year. The leaves are changing colors, the air is crisp, and the weather is perfect for outdoor activities. We love going out to the pumpkin patch, picking apples from trees, and enjoying the beautiful scenery.

I had the great opportunity to attend a joint meeting of the Ovid Lions and Elsie Lions, also in attendance was Tom McNaughton, the new All-State Band State Chair and Deb Davis, the new CEO for All-State Band. We were honored to be able to recognize both Karl and Becky Dahlke for their years of service with the Lions All-State Band. What a fun night, especially when you can recognize those who serve from the heart.

With Fall in the air, the Shiawassee Leos and the Bancroft Lioness Lions decorated the community garden for Halloween, always a joy to work with these groups.

Grand Ledge Lions hospitality is seconded to none, so welcoming when I attended their meeting. Great things happening in Grand Ledge.

I look forward to seeing everyone at the District Cabinet Meeting October 27th at the Delhi Café. It should be filled with fun and laughter, remember if we aren't having fun why bother.

Lion Traci Tribley DG

[Candy Days Brochure \(2 pages\)](#)

[VSP Global Eyes of Hope](#)
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[Global Service Team](#)
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Bit of Wisdom



Charlotte Lions



Lion Nancy Lampman, Jim and Louise Bradley, Lion Connie O'Neill

Youth Back Packs Donated

The Charlotte Lions club donated back packs to Peach Lutheran Church "Back Packs for Youth" program. Louise and Jim Bradley, co-chairs of program fill the packs with school supplies and deliver to elementary schools in Charlotte, Pottersville and Olivet. The goal this year is to provide 75 filled back packs for youth in need.



Lansing Capital Lioness Lions



Lion Sandy Henkey, Cynthia Manning, Lion Lori Shepard, Lion Kay Waldon

September was Childhood Cancer Awareness Month

District Director Lion Sheri March gathered a few Lions to assist Boyang Twin Brothers Art in assembling "Cranes For a Cure." The project collaboration with Joey's Wings Foundation is constructed using 2000 origami cranes representing approximately 2000 children who pass away from cancer each year in the United States. The Childhood Cancer Awareness Month display is open to the public beginning September 17 at MSU Abram's Planetarium. Find more information at https://www.lansingstatejournal.com/story/news/local/2022/09/14/boyang-twin-brothers-art-origami-cranes-for-pediatric-cancer-awareness/69491509007/?fbclid=IwAR321mKL1S-FMS5cJbcqEna2n_YJ0EicUI5sRk3YSA0DKdJpdYMUjtgd_WE

DeWitt Lions



Lions Shannon Schlegel, George Walter

President George Walter thanked Lion Shannon Schlegel for her informative program about the Clinton County Recycling services and presented her with one of the Lions Cook Books.

Long Distance Visit

PDG Tom Doyle presents a District pin to Lion Steve Thomas President of the Tucson Breakfast Lions Club after doing a program for the club.



St. Johns Lions



Matt King aka Elvis



Lions Marilyn Witter, Duane Witter, Nancy Presocki, Cheryl Hickey, and Laurie Blackmer; in trailer: Andrea Ryan, Gloria Carnicom, and Dixie Rositas

Concerts in the Park/Food Trailer Wrap-up:

August 31 marked the final concert for the summer. It featured Matt King who once again wowed a large crowd with his tribute to Elvis. Several St. Johns Lions Club members, with help from other volunteers, including District Governor Traci Tribley, worked at the food trailer preparing and distributing hot dogs, pulled pork sandwiches, popcorn, potato chips, caramel corn, ice cream, icy-pops, pop, and water. A total of 295 bags of popcorn was given away Wednesday night thanks to a generous anonymous donor. We were so busy that we did not have an opportunity to briefly stop for a group photograph that night. However, above is a photograph from the Miranda & the M80s concert on August 24.

Bancroft Lioness Lions Club



With Fall in the air, the Shiawassee Leos and the Bancroft Lioness Lions decorated the community garden for Halloween, always a joy to work with these groups.

Tail Twisted Notes by Lion Jean Vollmer

Fall is here, leaves sure do blow

Rake and bag, forever it seems

When the shovels are out this will seem like a dream!

Let's have fun for Halloween, On October 27 please be seen.

Wearing some orange, a mask and your pin,
Scare us with a costume and you'll fit right in.

Cash is accepted if you don't fit the bill,

Fines will be levied at the tail twisters whim !!

See you October 27, if you have the nerve

Our roar is prideful, Lions Serve!



LCIF District Coordinator Welcome

I just wanted to let everyone know, I am the new District LCIF Coordinator. My name is PDG Kurt Stromlund. You can expect to hear from me via the newsletter or emails to the Clubs LCIF Coordinator. Speaking of LCIF Coordinator it is important that every club have a LCIF Coordinator as this is the great way for all clubs to get the most updated information from LCIF. If your club does not have one, please consider adding one at your next club meeting.

Become a supporter, your donations to LCIF make a Difference.

Please consider making a donation to LCIF either as an individual or through club donation. In the past there have been numerous grants awarded to Michigan. LCIF is currently donating to Hurricane Fiona. Hurricane Fiona caused widespread, devastating flooding and landslides in Puerto Rico, and recently hit the Dominican Republic and other island regions. Reportedly, more than 3 million residents in Puerto Rico went into a blackout on the island from the catastrophic winds and rainfall. Puerto Rico's power grid remains fragile after Hurricane Maria in September 2017 that caused the largest blackout in U.S. history, killing more than 3,000 people.

When a humanitarian crisis of this magnitude strikes, we, as Lions, are ready to help. Right beside us is Lions Clubs International Foundation (LCIF), our global foundation. LCIF is mobilizing funds, including a US\$100,000 Major Catastrophe grant for Lions in Puerto Rico to recover and rebuild their island, as well as additional grant funding to support other areas impacted by this devastating hurricane. Your generous donation to LCIF's Disaster Relief Fund, specifically reserved for all disaster relief, helps Lions continue to serve. Contributions can be made by completing the [Melvin Jones Fellowship](#) and mailing it to LCIF.

If you have any questions, please feel free to reach out to me at any time, my contact information is below.

PDG Kurt Stromlund
LCIF Coordinator District 11-C2
stromlund@comcast.net
810-923-4252



October 31, 2022



Don't be bashful ask a friend or family to join



October 10, 2022



**LIONS CLUBS OF MICHIGAN
Defense Against Diabetes (DAD)
This class is being sponsored by District 11-C2
and is open to anyone in the State of Michigan**

This life changing & lifesaving program was developed to help people with prediabetes. Everyone is welcome to sign up even if you are not pre-diabetic or if you have Type 2 Diabetes. Learn how to live healthier, longer lives with the information and tools provided by this program.

This DAD workshop will be on Zoom
Starting Tuesday, November 1st 2022 6:30-7:30 p.m.

- **Lions of Michigan & Lions Club International Foundation is funding this program with your Defense Against Diabetes grant.**
- **There is absolutely no cost for participants.**
 - **You do not have to be a Lion's Club member to register.**
- **Each 1-hour session will meet on Tuesdays at 6:30-7:30 p.m.**
 - **This D.A.D. workshop will be led by Lion Carolyn Jennings.**

Click [here](#) to register for this class.

You can also type WWW.BIT.LY/NKFM-DAD into your browser to register. ***Must use all CAPS.***

Questions or Help with the registration process, please contact Ed Bohach ebohach@nkfm.org or 734-222-9800 x 2240

Defense Against Diabetes Class Schedule

Day: Tuesdays

Time: 6:30-7:30 PM

Date	Session #	Topics Covered
11/1/2022	1	Welcome to the Defense Against Diabetes Program
11/8/2022	2	Tools for Success: Healthy Eating
11/15/2022	3	Tools for Success: Physical Activity
11/22/2022	4	What's Eating You?
11/29/2022	5	Take Charge of What's Around You
12/6/2022	6	T2D, Heart Health, and Problem Solving
12/13/2022	7	Putting it All Together & Ongoing Progress
12/20/2022	8	Moving Forward, Participant Potluck

Class Location: Zoom

Site Phone #: See Coach Contact Information

	Name	Phone	&	Email Address
Lifestyle Coach	Lion Carolyn Jennings	248-890-6908		cjennings@nkfm.org
Alternate Contact	Ed Bohach	248-863-7136		ebohach@nkfm.org

Please Note: If Schools are closed in this area due to bad weather, class will be canceled for that day.

Plan for Success!

Prior Planning will increase a club's potential for a successful Candy Days fundraiser.

1. Determine sales locations and assign work schedules for your members. It is suggested that members work in teams of two for two hours.
2. Have county/city leaders pass a Candy Days Resolution.
3. Check local solicitation laws and obtain permits as necessary.
4. Do local advertising at least one week prior to your sale and indicate what your proceeds will be used for — use the radio, newspaper, and public broadcasting network to advertise your sale.
5. Make collection containers. A container that you can see through with a starter dollar works effectively.
6. On the day of the event, proudly wear your Lions apparel and some type of apron to hold the candy and any information to be distributed. Nail aprons work well.
 - * Proper wrap-up procedures will insure future success.

1. Count and deposit all money collected and make a complete report to the club at the next scheduled meeting.
2. Thank each member who helped and the local merchants that provided space for the solicitation.
3. Thank the community for their support in a follow-up article in the local paper.

CONTACT:

LIONS OF MICHIGAN FOUNDATION
5730 Executive Dr., Lansing, MI 48911
517 887-6640 (Voice)
517-887-6642 (Fax)
info@lmsf.net

Lion Mint ROLLS



- * **FIZZY FRUIT CANDY**
- * **WINTERGREEN**
- * **PEPPERMINT**

Try Lion Mint “DROPS” for Candy Days

Lion Mint DROPS

Size: 1" X 1 1/2"
Individually Wrapped
4,500 Pieces/Case
6 Boxes/Case
750 Pieces/Box



Wintergreen

Peppermint



Candy Days Commitment Form

Club Name: _____ District: _____
 Candy Day Committee Chairman: _____
 Complete Mailing Address: _____
 Telephone: _____ Email: _____

OPTION 1: Lions Clubs purchase candy for Candy Days outright and retain all profit. Clubs that order Candy Days candy in September will receive a \$5 per case discount. The maximum order is 3 cases of mints.

#	Item	Price	Total
	Fizzy Fruit Candy - 576 Rolls	\$110.00	
	Wintergreen Mints - 576 Rolls	\$110.00	
	Peppermint Mints - 576 Rolls	\$110.00	
	Peppermint Drops (4,500 Candies)	\$110.00	
	Wintergreen Drops (4,500 Candies)	\$110.00	
	Shipping - Each Case	Actual	
	Discount - Each Case	- \$5.00	
	Total Order	****	
	Advance Payment	****	

OPTION 2: Lions Clubs obtain candy for Candy Days at no cost and split profits with the Lions of Michigan Foundation. Clubs agree to split profits 50% Club and 50% Lions of Michigan Foundation. Participants agree to return all unopened cases of mints to the foundation office. The maximum order is 3 cases of Lion Mints

TERMS: Option 1 participants will be billed when their order is shipped. They will have 30 days from the shipment date to make payment. Option 2 participants must submit the Club Report Form and profit sharing check to the Lions of Michigan Foundation by November 1.

_____ Please ship our order.
 _____ Please hold our order for pick-up.

Signature—Club President _____ Date _____

Signature—Club Secretary _____ Date _____

Candy Days Club Report Form

Club Name: _____ District: _____
 Candy Day Committee Chairman: _____
 Complete Mailing Address: _____
 Telephone: _____ Email: _____

Candy Days Results

Number of participating members: _____
 Total hours worked: _____
 Number of cases of candy received: _____
 Number of cases of candy distributed: _____
 Number of cases of candy returned: _____

Candy Days Proceeds

Collections from candy sale: \$ _____
 Collections from underwriters: \$ _____
 Collections from other sources: \$ _____
 Total Collections: \$ _____

Candy Days Expenses

Cost of candy distributed: \$ _____
 Other direct expenses: \$ _____
 Total Expenses: \$ _____

Net Profit

Candy Days proceeds less expenses: \$ _____

Profit Sharing - Option 2 Participants Only

Net profit from Candy Days: \$ _____
 Percentage of profit to be retained by the Club: _____
 Percentage of profit to be allocated to the LMF: _____
 Amount of profit to be retained by the Club: \$ _____
 Amount of profit to be forwarded to the LMF: \$ _____



**18th Annual
 Lions of Michigan Candy Days
 September 30 - October 1, 2022**

WHAT IS "CANDY DAYS" ?

A Candy Day is an all-out 1-day street promotion held in the Fall of the year. The concept is simple and easy to execute. Lion Club members stand in areas of high traffic, much like during White Cane Week, and give away rolls of Lion Mints in exchange for donations. Most clubs that participate in Candy Days earn an average profit of \$1 per roll on the mints they distribute during Candy Days. Clubs that have countertop sales usually notice increased sales after a Candy Day.

LIONS OF MICHIGAN FOUNDATION

5730 Executive Drive, Lansing, MI 48911
(Voice) 517 887-6640 (Fax) 517 887-6642
www.lmsf.net - info@lmsf.net

Date Received	
Determination	
Certificate #	

VSP Vision - Global Eyes of Hope Eye Care Assistance Application

1. APPLICANT

Name:	
Mailing Address:	
City/State/Zip Code:	
Telephone/Email:	
Birth Date:	
Social Security Number:	

2. APPLICANT'S PARENT/LEGAL GUARDIAN *(For Applicants Under Age 18)*

Name:	
Telephone/Email:	

3. APPLICANT'S VISION INSURANCE *(Please Check One)*

☐ NONE ☐ MEDICAID ☐ MEDICARE ☐ PRIVATE INSURANCE

Vision Coverage Limitations:

FINANCIAL INFORMATION

Household Members Excluding Applicant

Name-Relationship-Age:	
Name-Relationship-Age:	
Name-Relationship-Age:	
Name-Relationship-Age:	

Annual Household Income:	Amount
Total Taxable Income (Form 1040, Line 22)	
Non-taxable Social Security Benefits (Form 1040, Line 20a – Line 20b)	
Other Income (Attach Schedule)	

A federal income tax return, FORM 1040, must be attached to the application unless the applicant is not required to file a tax return. Applicants who are not required to file a federal return must submit alternative documents that define all sources of income, including Social Security and public assistance.

I, _____, hereby authorize all medical care providers treating my medical condition to release protected health information to the Lions of Michigan Foundation, and I hereby attest that, to my knowledge, all information submitted with my application is accurate. I further understand that if my application is approved, the Lions of Michigan Foundation may use my information for reporting purposes and in marketing and promotional materials.

In signing this application, I authorize the use of this information, and I release the staff, officers, and representatives of the health care provider(s), the Lions of Michigan Foundation and its partners from all legal liabilities relative to the release of the information requested on this application.

Signature of Applicant/Guardian

Date

VSP® Eyes of Hope® Sight for Students® GIFT CERTIFICATE



Patient Name:		GC1223509	
Address:			
Phone:		Date of Birth:	
Patient ID:	122003509	Gift Certificate Expiration Date:	2023-01-04
Client Name: Lions Clubs International Foundation			
Client Number:	30090575	Div:	2375
Partner Contact: Nicole Kural (630) 468-7054			
Covered Services:	Elements-C	Exam:	Yes
		Lens:	Yes
		Frame:	Yes

Partner Instructions

- Please distribute a unique certificate for each individual, even if members of the same family.
- Before distributing, fill in the recipient's name, address, phone, and date of birth above, and review the Patient Instructions that follow with them.

Patient Instructions

1. Find a participating VSP® network doctor by calling **800.877.7195** or by visiting **vsp.com**.
 - Select **Find A Doctor**, and enter your ZIP code.
 - For **Select Location Type**, choose **Premier Private Practice**.
 - Select **Advanced Search +** on the top right.
 - Under **Doctor Network**, ensure **Choice is selected**.
 - Under **Frame Brands**, select **Otis & Piper™** and **Kilter®**, and apply filters.
2. Call the VSP network doctor and make an appointment. Let them know you have a VSP gift certificate for an exam, lenses, and Otis & Piper or Kilter frame.
3. Bring the gift certificate with you to the appointment.

Important Information

- You may use one gift certificate every 12 months.
- This gift certificate must be redeemed before the expiration date above.
- You must obtain your eye exam and eyewear from the same location.
- Lost, stolen, or broken glasses received through a gift certificate will not be covered or replaced.

Patient Questions?

Call **800.877.7195** or send us an email at **giftcertificates@vsp.com**.

COVERED IN FULL

Comprehensive eye exam

Otis & Piper brand frame
within \$115 allowance

Single-vision or lined
multifocal lenses

Polycarbonate lenses

Note: Lens enhancements
may be available
at an additional cost.



Patient Eligibility

To use this gift certificate, the patient must:

- be 19 years old or younger;
- have a family income at or under 200% of the Federal Poverty Level guidelines;
- not have used a VSP program in the last 12 months;

Eye care services and prescription eyewear are not available through this certificate if already covered through a private insurer and/or a government program.

Doctor Instructions

Thank you for participating in VSP Eyes of Hope to provide no-cost eye care for adults and children in need in your community! Prior to administering services, please review the following instructions to ensure you're reimbursed for the care you provide.

- Check the expiration date on the front of this certificate; expired gift certificates will not be accepted.
- If patient has a Social Security number (SSN), check whether the patient has active coverage by using the "Member Search" button through eClaim on Eyefinity® or by calling VSP customer service. Only the last four digits of the SSN are required. If no patient record appears, or if the patient does not have an SSN, proceed to the next step to validate the gift certificate.
- From the eInsurance tab, select the "Gift Certificate" button, enter the letters "GC" followed by the gift certificate number printed on the front (example: GC0000001), and click "GO."
- Create the patient record using the pre-printed "Patient ID" number on the front.
- Once the patient record has been created, check benefits covered via the VSP Provider Reference Manual for Choice or the "Patient Record" tab in eInsurance. Note: It may take 10-15 minutes after the authorization is created for the data to display.
- Process the material order through a VSPOne® Technology Center available in the eClaim dropdown menu.
- Keep this gift certificate in the patient's file.

Not a VSP Choice Network doctor?

Refer the patient back to VSP at **800.877.7195** to find a participating doctor.

Don't carry Otis & Piper frames? Visit **altaireyewear.com** to view the collection, then add them to your dispensary at no cost by calling **800.505.5557**.

Important Information

- The patient may use one gift certificate every 12 months.
- The patient must receive their eye exam and eyewear from the same location.
- Patient pays for any additional lens enhancements requested.
- Elective contact lenses are not covered.
- After redeeming the gift certificate within a 12-month period, lost, stolen, or broken glasses will not be covered or replaced.

Doctor Questions?

Call **800.615.1883** or send us an email at **giftcertificates@vsp.com**.

This gift certificate is not for resale and has no monetary value.

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Lions of Michigan Foundation Dr. Robert Mathog Lions Hearing Centers

Cookbook Fundraiser



Lions Clubs are well known throughout the world for the services we provide to help people with hearing and vision loss. Nearly a century ago, Helen Keller challenged Lions Clubs to be "Knights of the Blind," and she declared that "the problems of deafness are deeper and more complex, if not more important, than those of blindness. Deafness is a much worse misfortune, for it means the loss of the most vital stimulus — the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man."

Our new Lions Hearing Centers Cookbook was developed to create awareness for the treatment of hearing loss and to provide funding for our Michigan Lions Affordable Hearing Aid and Hearing Screening Programs, which offer affordable hearing care options for Michigan residents.

With your help, we can continue to change the lives of thousands of Michigan residents who need and depend on the Lions Clubs of Michigan and our partners, sponsors and friends for the treatment of the their hearing loss. As a Public Charity, all contributions to the Lions of Michigan Foundation are tax deductible to the full extent allowed by law. We appreciate your support!

Cookbook Order and Donation Form

☐ I would like to purchase _____ cookbook(s) for \$15 each for a total of \$_____.

☐ I would like to make a donation to the Lions Hearing Centers in the amount of \$_____.

Payment Method: ____ Check ____ Credit Card ____ Pay Pal (info@lmsf.net)

Card Number: ____ - ____ - ____ - ____ - ____ - ____ - ____ - ____

Expiration Date: _____ CVV Code: _____

Signature: _____

First Name: _____ Last Name: _____

Lions Club or Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email: _____



DISTRICT 11-C2

Eye-glass Collection Challenge

JULY 1ST, 2022-MARCH 1ST, 2023

1ST-3RD PLACE RECOGNIZED IN THE FOLLOWING CATEGORIES:

1-10 MEMBERS, 11-20 MEMBERS, 21-30
MEMBERS, AND 31+ MEMBERS

REPORTING

* Box and deliver eyeglasses to the state office by March 1st, 2023. The state office is not recording glasses turned in.

- You must fill out the online reporting form, or contact Lion Chrissy Andre so your counts are entered correctly for the challenge.

REPORT ONLINE

forms.gle/FrPgzp1KcsscfxJh6

chrissyandre113@gmail.com

989-627-3808

NEW THIS YEAR!!

CREATIVE COLLECTION BIN CONTEST!!

Get creative! Bring your fun and interesting collection bin with you to convention or send a picture of it to Lion Chrissy by March 1st, we will be awarding 1st-3rd place based on popular vote at the convention!



PROJECT IDEAS

VISION

LEARN

- Invite an eye professional to your club to educate Lions and Leos on common eye diseases that may cause blindness if left untreated.
- Access the “Lions Eye Health Program” to educate yourself and your club about blindness prevention.
- Invite a person who is blind or has low vision to talk about technology that aids in mobility or navigation and activities of daily living.
- Complete the free online “Blindness Basics Course” at Hadley School for the Blind to better understand blindness.
- Serve a meal at your club and invite members to eat while blindfolded to raise awareness and build empathy.

ACT // BEGINNER

- Collect used eyeglasses and send them to the nearest Lions Eyeglass Recycling Center.
- **Organize a braille, large print and audio book collection to benefit a local school, library or senior center.**
- Volunteer to create audio recordings of books and periodicals for people who are blind.

ACT // INTERMEDIATE

- **Work with local eye care professionals to provide a wide variety of community screenings including early childhood, school and all age's vision screenings.**
- Utilizing the Lions Eye Health Program materials, host a public event to promote healthy vision and increase awareness of common eye diseases that can cause vision loss.
- Sponsor a World Sight Day event.
- Sponsor visually impaired students through camps, contests or other activities.
- Create a community arts program for children and adults who are visually impaired.
- Collaborate with an eye bank to promote the importance of corneal donations.
- Develop a directory of community resources and services available for people who are blind or have low vision.
- Volunteer at a recreational camp, rehabilitation or vocational training center for children or adults who are blind or visually impaired.
- Organize an inclusive sporting event for children with and without visual impairment.
- Host a fundraiser to purchase and donate white canes to people who are blind or visually impaired in your community.

ACT // ADVANCED

- Work with local employers to develop an employee vision screening program.
- Develop a coupon or voucher program with local optical shops for underserved populations to receive corrective eye wear at a reduced cost or for free.
- Design a transportation program for school children, working adults and seniors who are blind or have low vision.
- Host a “Beep Baseball” game or tournament.
- Support a guide dog training program through fundraising or voluntary labor.
- Develop an assistive technology library so people who have vision impairment can access resources as their needs change.
- Create a sensory garden with plants, water features, and sculptures that engage the senses of touch, smell, hearing and taste. Provide braille or audio recordings of signage.
- Partner with a school for the blind to support their curriculum, assistive technology and maintenance needs.
- Partner with an orientation and mobility specialist to provide ongoing support to teachers of inclusive classrooms and employers of inclusive workplaces.



Global Service Team
Lion Chrissy Andre

Greeting Fellow Lions!

Did you know that last year Lions served over 495 million people worldwide? That is with only about half of clubs reporting! Imagine what that number would be if all clubs were reporting their service!

Reporting service helps to accurately measure our global impact, strengthens partnerships, brings attention to the work Lions do, and grow membership. It is important that all clubs are reporting service no matter how big or small. Currently our district only has 33% of clubs reporting service. I will be contacting clubs that have not entered any service since July to see if there is anything I can do to assist. Clubs can also send me their information to be entered if they are unable to enter service for various reasons.

LCI is working on ways to make entering service more streamlined and easier. Stay tuned this year for updates.

EYEGLOSS COLLECTION CHALLENGE

This year we have a couple of fun challenges for the Lions in our district. The first one is the eyeglass collection challenge that runs until March 1st, 2023. I will have a current list of updated in each month's newsletter. If your club is not listed and you have turned in glasses, please contact me. Please see the flyer for additional information.

Current Eyeglass Counts (as of 9/25):

Grand Ledge 796 glasses 6 hearing aids
Dewitt Breakfast 2200 glasses 1 hearing aid
Bretton Woods 1667 glasses
St Johns 1200 glasses, lots of hearing aids

SERVICE PROJECT PHOTO CONTEST

Round 1 Photos will be uploaded to the District 11-C2 Facebook page on October 1st for a two week period. Don't forget to go online and like and share your favorite photos! The photo with the most likes will be announced at the October 27th Cabinet Meeting. Please see the attached flyer for more information. Remember Round 2 begins this month and runs until December 31st. Get those cameras out and show us what service you are providing in your community.

Stay tuned for some District Service Project Opportunities in the near future! Also, if you have any ideas or would like to put together a service project for lions throughout the district to assist with, please let me know.

SERVICE BUILD DAY
PROVIDING HOPE WITH



NO EXPERIENCE NEEDED!



LEARN A NEW SKILL

HAVE FUN

MAKE A DIFFERENCE
IN A FAMILIES LIFE

SATURDAY, OCTOBER 15TH
10AM - 3PM



HARTLAND LIONS
District 11c2

JOIN US TO MAKE A
DIFFERENCE!

HARTLAND ROTARY

SIGN UP ONLINE TODAY!

WWW.LIVINGSTONHABITAT.ORG



DISTRICT 11-C2 LIONS

2022-2023 Rooted in Service

District Cabinet Meeting

**THURSDAY
October 27th
6:30PM-Dinner**

Delhi Cafe
4625 E Willoughby Rd
Holt, MI 48842



Lion Traci Tribley
District Governor



Lion Ted Hamilton
First Vice District Governor

PLEASE RSVP BY OCT 20th

Lion Becky Hamilton PDG
bbthebb2004@gmail.com
517-614-4432

**Shiawassee LEO
Club will be
collecting items
for the
Shiawassee
Humane Society**

**\$13 Dinner
OPTIONS INCLUDE
1) Gyro with Greek
Salad
2) Chef Salad
3) Cod (baked or
fried)**



RAISE THE WOOF!

DONATION DRIVE FOR SHIAWASSEE COUNTY HUMANE SOCIETY

The Shiawassee LEO Club will be collecting donations at the October District Cabinet Meeting, please help support them by bringing items to donate.



MOST NEEDED ITEMS

- Cleaning Products
- Bleach
- Laundry Detergent
- Paper Towels
- Toilet Paper
- Office Supplies (copy paper, tape, stamps, envelopes, etc)
- Dry or Canned Dog Food
- Dry or Canned Cat Food
- Enrichment items (peanut butter, canned spray cheese, canned pumpkin, canned tuna, meat baby food, brown lunch bags, catnip bubbles)

OCTOBER 27TH
DELHI CAFE
4625 E WILLOUGHBY RD.
HOLT, MI
6:00-8:30PM



For questions please contact:
shiawaseecountyleos@gmail.com

Why report service



By sharing our impact, Lions and Leos inform, inspire and grow our global legacy of service.

Strengthen storytelling

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



*Photo by: Lion Othmar Fetz,
The LEO Book*

Inform decisions

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

Inspire service

Your reported service projects can be viewed within your district and around the world. That means your club's creativity and impact can inspire Lions and Leos to embrace new causes and serve in new ways. Reports also help Lions International staff identify best practices to share globally.



Why report service



Grow partnerships

Collaborating with other organizations in your community is a great way to increase the visibility, reach and quality of your service projects. When approaching potential partners, your club's service reports provide tangible evidence of your club's effectiveness to help persuade other organizations to join with you.

Enlighten leaders

High levels of service reporting are a sign of healthy clubs, zones and districts. Knowledge of your club's service history provides invaluable insight to current and future club officers. In addition, district, zone and Global Action Team leaders can best support your club when they understand how clubs in their area serve their communities.



*Photo by: Lion Othmar Fetz,
The LEO Book*

Be proud

Service data gives us the ability to communicate how **We Serve** around the world. For example, in 2021, Lions and Leos served more than 350 million people! We can take pride in that achievement thanks to the leaders who reported over 1 million service activities. Through service reporting, your club joins in that pride and is eligible for service awards.

Would you like to learn more?

Visit lionsclubs.org/service-reporting



District 11-C2

SERVICE PROJECT PHOTO CONTEST

RULES

- Upload photos of your club's service projects using the online form or email to chrissyandre113@gmail.com during the submission period. Service Projects should take place around the same timeframe as each round.
- Photos will be uploaded to the Lions of Michigan District 11-C2 Facebook Page the day voting begins. Make sure you are following us. www.facebook.com/11C2Lions
- Top three photos with the most likes during the voting period will be recognized at the next cabinet meeting.

1st Round

July 1- September 30 - Submit Photos

October 1-October 15- Vote Online

October Cabinet Meeting- Winners Announced

2nd Round

October 1 -December 31- Submit Photos

January 1-January 15- Vote Online

January Cabinet Meeting- Winners Announced

chrissyandre113@gmail.com

[Submit Online
forms.gle/1mzeVeyqZCA7Ldqk8](https://forms.gle/1mzeVeyqZCA7Ldqk8)

Lions Bear Lake Camp

Wine, Craft Beer, & Strolling Food Stations

October 14th, 2022

Metamora Golf & Country Club

1600 Club Drive

Metamora, MI 48455



Please join us for the 10th Annual Lions Bear Lake Camp Wine Tasting Fundraiser.
Proceeds from the fundraiser will help support Lions Bear Lake Camp.

Event Highlights

Wine Tasting
Multiple Food Stations
Raffles
Music by Young's
Entertainment

Event Schedule

Doors 5:30 pm
Wine & Food Tasting 6:00 pm
Raffles 6:30-9:00 pm
Music & Entertainment 7:30 pm

Event Fees

\$65 Single Ticket
\$120 Couple Ticket
\$460 Table (8)

Event Sponsorship Opportunities are available at \$1000 and \$500, please contact
Co-Chairs Jack Becher or Brian Betzold for more information.

Register Online:
bearlakecamp.org
(under the Events tab)

To pay by check send to:
Lions Bear Lake Camp
3409 N. Five Lakes Rd.
Lapeer, MI 48446



For more information please contact:

Jack Becher Event Co-Chair 586.264.3543 becherj@ameritech.net

Brian Betzold Event Co-Chair 248.330.1101 lionbrian2021@gmail.com

Rick Fleming Metamora Golf & Country Club 248.342.1702



Thank you for your continued support of Eversight during the 2021-2022 Lions fiscal year. We know fundraising continues to be a challenge as in-person events slowly resume and the market fluctuates. You have remained a loyal advocate for sight restoration through it all.

Your gift this year was instrumental to our [overall impact](#) and helped us achieve the following milestones:

Worked with more than

6,500

eye and cornea
tissue donors

Gave the gift of sight to
more than

8,500

individuals in need of
sight-restoring surgeries

We are happy to announce Eversight's 2021-2022 Lions Sight Leaders and Supporters! This is the fourth year Eversight has supported this special recognition program, and 103 Lions Clubs throughout the communities we serve will receive this honor.

Lions Sight Leaders

Thank you to each of these [Sight Leaders](#) during the Lions 2021-2022 fiscal year that donated \$3,000 or more—an amount that helps completely cover expenses for a patient in need of a sight-

restoring transplant. We look forward to recognizing you with a Sight Leaders banner patch for your club's outstanding support.



Bedford Township Lions Club (MI)

Lakewood Area Lions Club (MI)

Lathrup Village Lions Club (MI)

Shelby Township Lions Club (MI)

Waldwick Lions Club (NJ)

Wheaton Lions Club (IL)

Sight Supporters

Eversight also thanks and recognizes each of these clubs that contributed between \$500–\$2,999. They will receive a Sight Supporter collectors pin to display on their banner for their commitment to the gift of sight.

Almont Lions Club (MI)
Alpena Lions Club (MI)
Ann Arbor Host Lions Club (MI)
Bad Axe Lions Club (MI)
Battle Creek Cereal City Lions Club (MI)
Bay City Lions Club (MI)
Beaverton Lions Club (MI)
Beverly Hills Lions Club (MI)
Bloomfield Lions Club (NJ)
Bloomington Lions Club (IL)
Buffalo Grove Lions Club (IL)
Cass City Lions Club (MI)
Center Line Lions Club (MI)
Central Lake Lions Club (MI)
Charlevoix Lions Club (MI)
Chesaning Lions Club (MI)
Chester Lions Club (NJ)
Clawson Lions Club (MI)
Cranbury Lions Club (NJ)
Deckerville Lions Club (MI)

Lena Lions Club (IL)
Les Cheneaux Lions Club (MI)
Lewiston Lions Club (MI)
Livonia Lions Club (MI)
Macomb Township Lions Club (MI)
Metamora Lioness Lions Club (MI)
Middletown Township Lions Club (NJ)
Midland Lions Club (MI)
Morris Lions Club (IL)
Mount Clemens Lions Club (MI)
Mount Pleasant Lions Club (MI)
Muskegon Northside Lions Club (MI)
Naperville Noon Lions Club (IL)
Nashville Lions Club (IL)
New Baltimore Lions Club (MI)
New Providence Lions Club (NJ)
North Warren Lions Club (NJ)
Northville Lions Club (MI)
Onokama Lions Club (MI)
Orangeville Lions Club (IL)

Delta DeWitt Ledges Lioness Lions Club (MI)	Paw Paw Lions Club (MI)
DeWitt Breakfast Lions Club (MI)	Plymouth Lions Club (MI)
Dexter Lions Club (MI)	Polo Lions Club (IL)
District 11 A-2 Lions International (MI)	Riverside Township Lions Club (IL)
District 11 D-1 Lions International (MI)	Rochester Hills Lions Club (MI)
Dundee Township Lions Club (IL)	Rochester Lions Club (MI)
Elburn Lions Club (IL)	Rockford Lions Club (MI)
Elk Rapids Lions Club (MI)	Rockford Lions Club (IL)
Emmett Lions Club (MI)	Romeo Lions Club (MI)
Empire Lions Club (MI)	Roscoe Lions Club (IL)
Franklin Lakes Lions Club (NJ)	Roscommon Higgins Lake Lions Club (MI)
Fraser Lions Club (MI)	Rose City Lions Club (MI)
Fremont Lions Club (MI)	Royal Oak Lions Club (MI)
Frenchtown Lions Club (NJ)	Sault Ste. Marie Lions Club (MI)
Fruitport Lioness Lions Branch Club (MI)	St. Johns Lions Club (MI)
Galena Lions Club (IL)	St. Joseph Lions Club (MI)
Grand Rapids Lions Club (MI)	Sterling Heights Lioness Lions Club Branch (MI)
Greenville Lions Club (MI)	Sterling Heights Lions Club (MI)
Hampshire Lions Club (IL)	Sycamore Lions Club (IL)
Harsens Island Lioness Lions Club (MI)	Tinley Park Lions Club (IL)
Harsens Island Lions Club (MI)	Union Lions Club (IL)
Hillside Lions Club (NJ)	USA Lions Club (MI)
Holt Lions Club (MI)	Warren Township Lions Club (NJ)
Hopewell Valley Lions Club (NJ)	West Milford Lions Club (NJ)
Hubbard Lake Lions Club (MI)	Wixom-Walled Lake Lions Club (MI)
Ithaca Lions Club (MI)	Wood-Ridge Lions Club (NJ)
Jackson Host Lions Club (MI)	Wyckoff Lions Club (NJ)
Laingsburg Lions Club (MI)	Zilwaukee Lions Club (MI)
Lake Orion Lions Club (MI)	

Remember: Clubs that achieve and remain at the Sight Leader level will be awarded a yearly chevron to complement their initial banner patch. Those that continue to achieve Sight Supporter status will receive a new banner pin each year that they give.

As a Sight Leader or Sight Supporter, you will be hearing from Eversight soon so we can award your banner patch or pin.

Congratulations and thank you again to all clubs recognized. Please spread the good news and share this recognition with your fellow Lions Club members and district leaders.

Target Publics and Media

by Lion Doug Klein

You may know your community better than anyone. But what does your community know about your Lions Club? You know that you should connect with your local news media and share your stories with your community in print, broadcast, or online. However, many people lack confidence in working with the news media. Training is sometimes available and is often quite valuable.

Your Lions Club can best communicate with the news media through releases alerting them to upcoming events. Such a news release is used when you want community participation or involvement. In this article, I'll discuss those more strategic considerations. I will cover some tips on how to write an effective news release and possible topics another time.

A distinct advantage of publicity over advertising as a PR/marketing technique is that you do not pay for space or time. Even in the currently fragmented media environment, there are always some ways to gain attention without resorting to paid advertising. This includes, but is not limited to, articles in newspapers or on-air spots, business page listings, community access programming, church or school bulletins, and community event calendars.

There are disadvantages to using publicity, however. There are no guarantees of publication or appearance. Each of your public or market segments pay attention to different media. Event calendars are not widely used. You cannot control the headlines or content or placement in the publication or broadcasting at low-view times.

Lions Clubs are most likely to get results when there are specific events that can interest a writer or editor, such as a special guest speaker or community-facing event. Don't forget that community event calendars are maintained by many media and civic organizations. Be sure to list your events on each using their preferred format.

Local news media may occasionally use stories about events that have already happened if especially newsworthy, but often those stories are best sent to our district and state newsletters. One advantage of writing a release that talks about something that already happened is that you can use it to help report service on MyLion.

Good research and persistence are key to obtaining coverage in local news media. Construct your own comprehensive local media list. In my area, the intermediate school district has a media list on their webpage that I use frequently to update my own list. Before sending anyone on your list a release, ask yourself if their specific readers, listeners, or viewers would likely be interested. If not, don't send a release to that outlet.

For most outlets, it will be important to e-mail a well-written news release to the appropriate address. News media people move around quite a bit, so it is often better to have the e-mail address for a position, such as assignment editor, than that of a specific reporter or individual. The specific websites of your selected news media may also be helpful for this purpose, or you may simply call the outlet and ask for the right contact information.

An Internet search can be instrumental in finding other opportunities to tell your stories in your area. Ask around. Especially ask folks like the ones you wish to reach what news media they use.



Lion Doug Klein regularly passes along tips to help your club sharpen its public relations and marketing efforts. He has been a member of the Mason, Michigan Lions Club since he retired in 2018 as a Lansing Community College adjunct professor of public relations, communication, business, and marketing. He is currently serving as Mason Lions Club Secretary and District 11 – C2 Public Relations Chair. A member of the Public Relations Society of America since 1983, he has held their prestigious APR designation (Accreditation in Public Relations) since 1996. He was inducted into the American Marketing Association's national honorary Alpha Mu Alpha in 2012. Contact him with any public relations or marketing questions at dougklein@wowway.com or (517) 775-8601.
