



# WE SERVE THE WORLD AND OUR LOCAL COMMUNITIES WITH PRIDE, COMPASSION AND KINDNESS.

But there's a world of service yet to be reached. One that lives within our collective aspirations. Once discovered, it will open a level of humanitarian good the world has never seen. It's out there, somewhere  
**BEYOND THE HORIZON.**



**Lions Clubs International**

# CHARTING OUR COURSE

Pursuing New Horizons with International  
President, Gudrun Yngvadottir

“TO REACH BEYOND OUR LIMITS,  
WE MUST REACH WITHIN OUR  
CLUBS, COMMUNITIES AND SELVES.”

- International President, Gudrun Yngvadottir

**In the brisk air of the North Atlantic Ocean lies a small country.**

It's a land defined by natural beauty and discovery. It's a place of grit and unwavering innovation, where nearly 100 percent of the electricity comes from renewable sources and seven of every thousand people are Lions, the highest ratio in the world.

So what is this small, but impressive, country?

**It's Iceland, and it's the home of our 2018-2019 International President, Gudrun Yngvadottir.** President Yngvadottir joined the Eik Lions Club in 1992 and, from that moment on, has served her local community and the world with the passion, care and vigor both Lions and Iceland are known for.



# REACHING BEYOND, TOGETHER

**If you go to Iceland, there's a phrase you'll often hear.** Its meaning is both simple and inspirational, and it sums up the Icelandic capacity to achieve the seemingly impossible.

## “THETTA REDDAST”

—it means that everything will work out, somehow, no matter how large a problem may be, through hard work, trust and community.

With this attitude guiding their way, the people of Iceland have been a shining example to the world of how to live harmoniously with their neighbors and the planet.

Consider these notable Icelandic statistics:

**#01**

**most peaceful country** in the world by the Global Peace Index

**#02**

**healthiest country** in the world by the Bloomberg Global Health Index

**#03**

**happiest country** in the world by the World Happiness Report

The sense of unity that helps Iceland thrive is the same attitude that allows Lions across the globe to make their communities stronger, healthier and safer.

Being a Lion is a unique experience. And an incredible honor. Our communities depend on us to meet needs that would otherwise go unmet. They entrust us with the care of some of our most vulnerable neighbors—lives and futures that can be forever altered by an act of kindness. We are men and women who realize that giving back changes lives. Including our own.

There is a spark when people come together to serve. When we unite to make our communities better, we become better. And closer to the people we serve.

**TOGETHER, WE CAN REACH BEYOND OUR LIMITS.**

# WHERE HORIZONS MEET

With an eye toward the future, president Yngvadottir will help Lions discover more impactful service projects as well as greater service outcomes. She is a resilient advocate of LCI Forward and believes in promoting the core abilities and benefits of Lions as a way of reaching the goal of serving 200 million people per year by 2021.

**This year's focus is a challenge for all Lions to move beyond their service barriers.** If a horizon is viewed not as an unreachable limit, but rather as an evolving destination that can be reached through kindness and compassion, then together Lions can provide more good to more people than we ever thought possible.



“THERE IS ALWAYS AN OBSTACLE. LIONS CHANGE OBSTACLES INTO OPPORTUNITIES.”

- International President, Gudrun Yngvadottir

**We can achieve this if we focus on maximizing four important areas of Lions:**

## 01 Moving membership forward

Each member matters. Inviting new members, and keeping current members engaged, is the best way to build the strongest service possible. In many regions, we also need to focus on inviting women to join us to reach our full potential.

## 02 Increasing leadership development

Every Lion is a leader. By providing members with leadership skills, and increasing leadership opportunities for women, we can help all Lions reach their potential.

## 03 Promoting the fellowship of Lions

Friendship is a key component of Lions. The relationships we develop are lifelong and create the ties that make our service so strong. Let's make sure this shines through in every member's club experience.

## 04 Sharing our stories

Storytelling is powerful. When we share our life-changing service stories, our communities will understand who we are and what we do. Social media and marketing can help us get our message out and invite others to join us in making a difference.

**We can reach a new world of service that lies beyond the horizon.**

# CHANNEL THE CURRENT

Harnessing the Power of 1.4 Million Lions

**Pursuing a new course is never easy. Achieving the service that lives beyond the horizon will require Lions to reach within their clubs, communities and selves. This means developing new resources, renewed motivation and a clearly defined strategy.**

Lions Clubs International and Lions Clubs International Foundation have developed programs and tools to help along the way. This includes a global support structure, grants to increase your impact, and new global service causes that are uniting Lions around urgent humanitarian needs.

By utilizing programs and initiatives aimed at increasing clubs' and individuals' ability to serve, we will all be able to deliver greater good to people everywhere.



## AT THE HELM OF DISCOVERY

The Programs that Will Carry Us  
to Greater Service

### **Our Global Causes**

Lions are supporting new global causes to define our second century of service and meet emerging needs. Lions are serving vision, hunger, the environment, childhood cancer and our new global service focus, diabetes. Our goal is to serve 200 million people per year by 2021.

### **Lions Clubs International Foundation (LCIF)**

This year marks LCIF's 50th anniversary. In the last 50 years, LCIF has awarded more than US\$1 billion in grants, lending a helping hand to millions of people around the world. As the needs of this world continue to change, LCIF continues to change, as well. At the beginning of this Lions' year, LCIF has launched a three-year US\$300 million capital campaign in order to support the new initiatives on the horizon. As Lions continue to create positive change in communities around the world, LCIF will be there in support. When Lions and LCIF work together, service activities reach more people and make a bigger impact.

### **The Global Action Team**

This team brings together the power of the Global Leadership Team (GLT), the Global Membership Team (GMT) and the Global Service Team (GST). By combining the resources and expertise of these three important segments, the Global Action Team aims to increase global membership to 1.7 million by 2021. With increased membership, Lions will be able to do more good for more people around the world than ever before.

### **Balanced Membership**

For Lions to truly be the global leader in service, we need a balanced membership of caring men and women. We will work closely with the Global Action Team to develop new strategies, programs and partnerships that can help us increase the number of women members and leaders.

### **The Horizon Is Ours**

# SETTING SAIL

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It Takes Lofty Ambitions  
to Achieve Lofty Goals

**As the largest service organization in the world, we are a force for good.** And today, it's up to Lions more than ever to lead the way and set an example that others can follow.

Lions have proven what a community focused on humanitarian service can achieve. We've been the agents of good for more than 100 years. Now, as we move further into our second century of service, we must take the opportunity to exceed all expectations—including our own—and prove that we can continue our upward trajectory of service into and beyond the foreseeable future.



## CHART YOUR DESTINATION

**Every club has a project it has only dreamed about.** A project it hasn't completed because of the obstacles in the way. Now is the time to revive that project, or identify a new one, and move forward.

It's a simple formula with incredible results:

Adding **01** new service project per year within each club would mean

**47**

**thousand**  
new horizons  
discovered

**11**

**million**  
more people  
served

toward the LCI Forward goal  
of serving **200 million** by 2021

If you target your destination and chart a new course, then we will overcome our biggest challenges. Let these simple motivators help you reach a service goal you've always dreamed of.

### "THETTA REDDAST"

- ~ Navigate with purpose
- ~ Be strategic and comprehensive
- ~ Be flexible to the need to change
- ~ Be honest about your limitations
- ~ Make your service goal a reality





# THE HORIZON IS YOURS

Go and get it. You're a Lion.