

ARE YOU UP TO DATE?

Do you know what programs are offered by the Lions of Illinois Foundation on behalf of every Lions Club in the State?

These are programs suggested by the Lions and approved by the Lions during their annual meetings.

1. THE MOBILE HEARING SERVICE UNIT is a large bus-type van that travels the State, at the invitation of Lions Clubs, offering free hearing screening to adults and children ages 10—17, with a permission slip signed by their parents or guardians.
2. CAMP LIONS is a summer camping program for children between the ages of 7 and 17 who have severe vision or hearing impairments. There is also a camp for adults who have both severe hearing and visual impairments.
3. INFANT HEARING SCREENING is a statewide program offering free hearing screenings to infants age birth to 5 years of age. These screening are conducted by audiologists.
4. THE LIONS LOW VISION CLINIC is held twice yearly at the Illinois School for the Visually Impaired in Jacksonville. This is a State operated school that lacks the finances for low vision care and equipment The Lions, with the help of an ophthalmologist from the University of Illinois at the Medical Center, and low vision specialists from the Illinois College of Optometry, test children and fit them with low vision aids. This program is also offered year-round with the assistance of the Deicke Center for the Visually Impaired and the Chicago Lighthouse for the Blind, throughout the state of Illinois. The result? Children who had no useful vision can now see.
5. LIONS OF ILLINOIS FUNDS FOR EMERGENCY (L.I.F.E.) is a rotating loan fund made available for small loans (\$30043000) to Lions Clubs to help the blind or deaf. Clubs borrow what they need, then repay it as soon as possible, within two years, so that the funds will be there for other Clubs. Loans are made only to help the blind and deaf and cannot be made for other purposes.
6. THE USED HEARING AID BANK accepts used hearing aids, cleans and refurbishes them, as necessary, for persons who need hearing aids but cannot afford new ones.

7. USED EYEGLASSES COLLECTIONS accounts for over 375,000 pairs of eyeglasses annually being collected by Lions and sent to the Foundation office. The glasses are then sent, through agencies, to poverty areas all over the world. Some metals cannot be sent out of the country because of federal regulations. These frames are sold for salvage~, with the money being used for the Foundation service programs.
8. SOCIAL SERVICES AND REFERRALS is a program that means simply this, the Foundation is there to help you, help the blind and deaf Through the program, red tape is cut with the other agencies; information is provided to the blind, deaf, and Lions; the blind and deaf are helped to find what they need from other agencies; Clubs are located to help individuals purchase brailers, white canes, tape recorders, and other specialized equipment, equipment such as white canes and brailers are in stock at the Foundation office to help Lions offer immediate help to people; and persons and Clubs are helped in finding low-cost, high quality medical care within Illinois.
9. MOBILE DIABETIC EYE SCREENING is specifically designed to screen people who may be diabetic throughout Illinois. The goal: to determine if the eyes of these people have undergone some form of change due to diabetic retinopathy. This program operates similar to the Mobile Hearing Screening program (#1 of this section).

IN THE BEGINNING.....

Way back in 1917 the Lions movement began. Over the years it has grown into the world's largest service organization.

Illinois, the birthplace of Lionism, has remained in the forefront of service. In 1952, Candy Day began as an idea and ideal of the late Marvin Tench.

Over the years, Candy Day grew; It was governed by a committee of Lions. Lions were satisfied to raise money to give to other organizations. Soon even this involvement meant hiring a handful of people to oversee Candy Day, which was expanding by leaps and bounds.

The Lions became more sophisticated in their approach to the problems of their communities. Involvement in the problems of the blind became more intensive. It became obvious that giving grants, or money, to outside agencies was not enough. The needs of the blind were not being met.

As the Lions increased their involvement in the lives of the blind and visually impaired, they began offering their own service programs. They swung into action with a glaucoma screening program through the foresight of the Higgins-Norwood Lions Club (I-A)

Lionism in Illinois is part of Lions Clubs International. Lions Clubs International is divided into districts. Illinois is considered Multiple District 1. Because there are so many Lions in Illinois, it has 12 mini districts within its borders. Each of these districts have the number 1 and a letter designation. Each of these districts is headed by a Lion who is elected to a one-year term as District Governor. The 12 District Governors together form the Council of Governors, the governing body for Illinois Lions.

It was the desire of the Council of Governors to keep Illinois Lionism the strongest in the world. And it was their desire to help achieve this goal by forming a charitable Foundation that would serve those Lions. Illinois is one of the dozens of states in which Lions have formed their own charitable foundations. Others are considering it, and they are visiting 'the Illinois foundation to see how it is done

The Lions of Illinois Foundation was planned to be by, of, and for the Lions with the goal of helping the Lions create and maintain the strongest humanitarian service program possible.

THE BOARD OF TRUSTEES

The Foundation was established with a 24 - member Board of Trustees. The entire Board of Trustees is composed of Lions. Each Lions district has two elected representatives on the board. Currently there are 24 District Trustees, elected for two-year terms. Twelve (12) of the Trustees, one from each district are elected to the board each year.

Officers of the board are elected by other board members from among the Trustees and serve one-year terms of office

When the Foundation was established, it was decided by the Lions to make all board members equal partners of the Board, but to restrict the officers to the trustees because of the large work load the governors already carried in their districts.

COMMITTEES

Every member of the Board of Trustees serves on at least one committee. Those committees involve service programs, headquarters operations and personnel, by-laws and board policies, development and fund raising and other areas.

There are Lions from all over the state who report to those committees, even though they are not board members. In this way, Lion involvement is increased. For example, service programs such as Camp Lions have District Coordinators, Lions in every district that participate on these committees and report to the board.

Then there are local club chairmen for various services, working through Zone Chairmen and District Coordinators

Participation in the Foundation, therefore, goes straight to the local clubs

It all starts with a Lions involvement with the Foundation decision making and does not stop with individual club chairmen.

Every Lion in the State is involved in the Foundation, every Lion has a say in what their Foundation does. No programs may be started, no major actions taken without the approval of the Lions Membership at an annual meeting, held in connection with the state Lions convention.

From start to finish, from the presentation of an idea to its approval and implementation, local individual Lions are involved in their Foundation

Every Lion, and every Lions community, is also involved in the Foundation and benefits from it, through Foundation administered programs. Whenever a blind or deaf child from your community goes to camp, whenever the mobile units screen for hearing in your neighborhood, whenever a neighbor needs help with a vision or hearing problem, the Foundation is coming home to you.

What the Foundation does is handle the programs on the statewide level; programs that would be impossible for one person, one club, or one district, to offer alone.

Quite frankly, what the Foundation does is make it easier to be an Illinois Lion. Record keeping, materials, preparation, scheduling, timing, expenses, organization, and the thousands of other details involved in offering service programs are done for you by the Foundation and through its staff headed by an Executive Administrator appointed by the Board of Trustees.

The Lions of Illinois Foundation has been given three major responsibilities by the Lions Clubs:

1) **TO ADMINISTER SERVICE PROGRAMS CHOSEN BY LIONS**

This duty goes beyond check writing. From Camp Lions to Low Vision Clinics, from the mobile hearing units to Social Services and Referrals, the Foundation is actively involved in the preparation and delivery of unique services.

2) TO COORDINATE ANY GRANT GIVING PROGRAMS

A grant is a sum of money given to a non-Lion agency to support non-Lions programs for the blind and/or deaf. An example of a grant recipient is Hadley School for the Blind The Board helps investigate the worthiness of recipients and oversees the distribution of any grant moneys.

3) TO INITIATE AND OVERSEE FUND RAISING

The Foundation is chaired with seeing to it that Lions are able to raise the funds to meet programs and grant needs. The most widely known aspect of this responsibility is the administration and planning of Candy Day. However, in these days of inflation and increasing social needs, it is also up to the Foundation to explore and administer other fund raising mechanisms, such as the encouragement of wills and bequests, coordination of the Sight & Sound Sweepstakes and Caramel Day and other special undertakings

PUBLICITY

If you you've got it, flaunt it. Lions Clubs offer fantastic humanitarian services, rip—roaring fund raisers, and enthusiastic and informative meetings. But if you don't have publicity, the only one who knows how great your club is will be you.

With publicity, you can set the world on fire. You can take Hearing Screening and turn a turnout of 27 to 127 or more. You can change a public attitude from "What's a Lion?" to "How can I join?" You can sell more raffle tickets with no more effort, increase your Candy Day proceeds, sell out your pancake breakfast get rid of the thorns in your rose Sales, and increase your prestige in the community. The publicity you generate will mean:

1. Increased membership as more people hear about your club and its exiting projects.
2. Increased revenues because publicity translates directly into dollars in all fund-raising efforts.
3. Growth in attendance at all Lions functions.
4. A boost in prestige for your club within your community.
5. More effective services for the blind, visually impaired, deaf, hearing impaired, and others in your community.
6. Better cost effectiveness fur your programs and services - the more people are reached, the further your money goes

Your Success in obtaining publicity will depend on:

1. Credibility

This means you deliver what you say you have so stick to the facts. No reporter likes to show up at an event he's been told will be attended by 1,000 people only to find 10 people there. Once you lose your believability, it's hard to get it back

2. News Interest

Is the story Interesting, Informative or a public service?

3. Timing

Local clubs of all types, usually miss the most publicity because they do not know the newspaper, radio station, or television station deadlines, or if they do, they don't observe it.

4. Goodwill

Never be too busy to welcome the media. Remember, you need them more than they need you.

5. Facts

Remember to include who, what, when, where, and how to all your releases.

6. Your Own Efforts

If you do not read this section, if you do not bother to send out releases, nothing is going to happen.

There are many ways your club can get publicity. We have already talked about major media. But there are other things you can do to let the public know about your Club and its activities.

1. Posters in store windows.

2. Arrange for a merchant to loan you an entire store window to create a display about Lionism or your current project.

3. Ask area restaurants if they would be interested in menu clips promoting special events such as Candy Day or your golf outing

4. Post a message on a restaurant, bank, shopping center marquee, or electric Sign.

5. Use signs on your car.

6. Ask your local radio station to run spot announcements for you.

Spot announcements are free air time given by radio and television stations as a public service to charitable and community service organizations. These usually run 5 to 30 seconds and run at the discretion of the station. They are not paid advertisements.

Use photographs, photographs provide an excellent opportunity for your club to increase its publicity. Chances are, the first thing you notice in a newspaper is a photograph. Most newspapers prefer good black and white prints.

Simple press releases are available for most of the Foundation's programs and fund raisers. They are located at the end of each section of this manual.