



## Protecting our Environment

Pollution, lack of clean water and loss of plant and wildlife are just several of the growing threats to our communities. According to the United Nations Environment Programme (UNEP), only about 20% of the world's population has access to clean water. In fact, each year more people die from unsafe water than from all forms of violence, including war. Moreover, during the last century alone, the world lost over 80% of its original forests.



### Take Action

Help reach the goal of benefiting 25 million by December 2017 by participating in the "Protecting our Environment" Global Service Action Campaign!

During April, we invite you and your club to join Lions around the world to bring attention to the environment. Help us raise awareness of the importance of improving and protecting the environment in connection with Earth Day. Or, organize projects throughout the month that mobilize your club members to make a difference in your community.



### Lions Centennial Service Challenge

For nearly 100 years, Lions have served their communities with dedication and contributed to the development and well-being of millions of people around the world. As we look toward our centennial celebration, Lions are encouraged to help reach the Centennial Service Challenge goal of serving 100 million people by December 2017 through participation in the Global Service Action Campaigns.

**August-**  
Engaging our Youth

**October-**  
Sharing the Vision

**December/January-**  
Relieving the Hunger

**April-**  
Protecting our Environment



"We owe it to ourselves and to the next generation to conserve the *environment* so that we can bequeath our children a sustainable world that benefits all." – Wangari Maathai

## Project Ideas

Planning an environmental project is a great opportunity to invite your community to engage in hands-on service.

- Organize a community clean-up project.
- Work with a local forestry department to plant trees in your community.
- Educate your community about easy eco-friendly practices to adopt in daily life.
- Organize a recycling project to collect old eyeglasses, batteries, or small electronics.

## Report Your Activity

Report your service activities through MyLCI's Online Service Activity Report. For more information, visit MyLCI at <http://mylci.lionsclubs.org> and review frequently asked questions about service activity reporting.

## Resources

A number of resources such as a project idea sheet and a planning guide are available to assist you in completing a Lions Global Service Action Campaign project. For materials and campaign updates, go to the Member Center of the LCI website at [www.lionsclubs.org](http://www.lionsclubs.org).

To learn more about the Centennial Service Challenge and participate in this exciting initiative, visit [lionsclubs.org/servicechallenge](http://lionsclubs.org/servicechallenge).

