

CAMPAIGN | 100



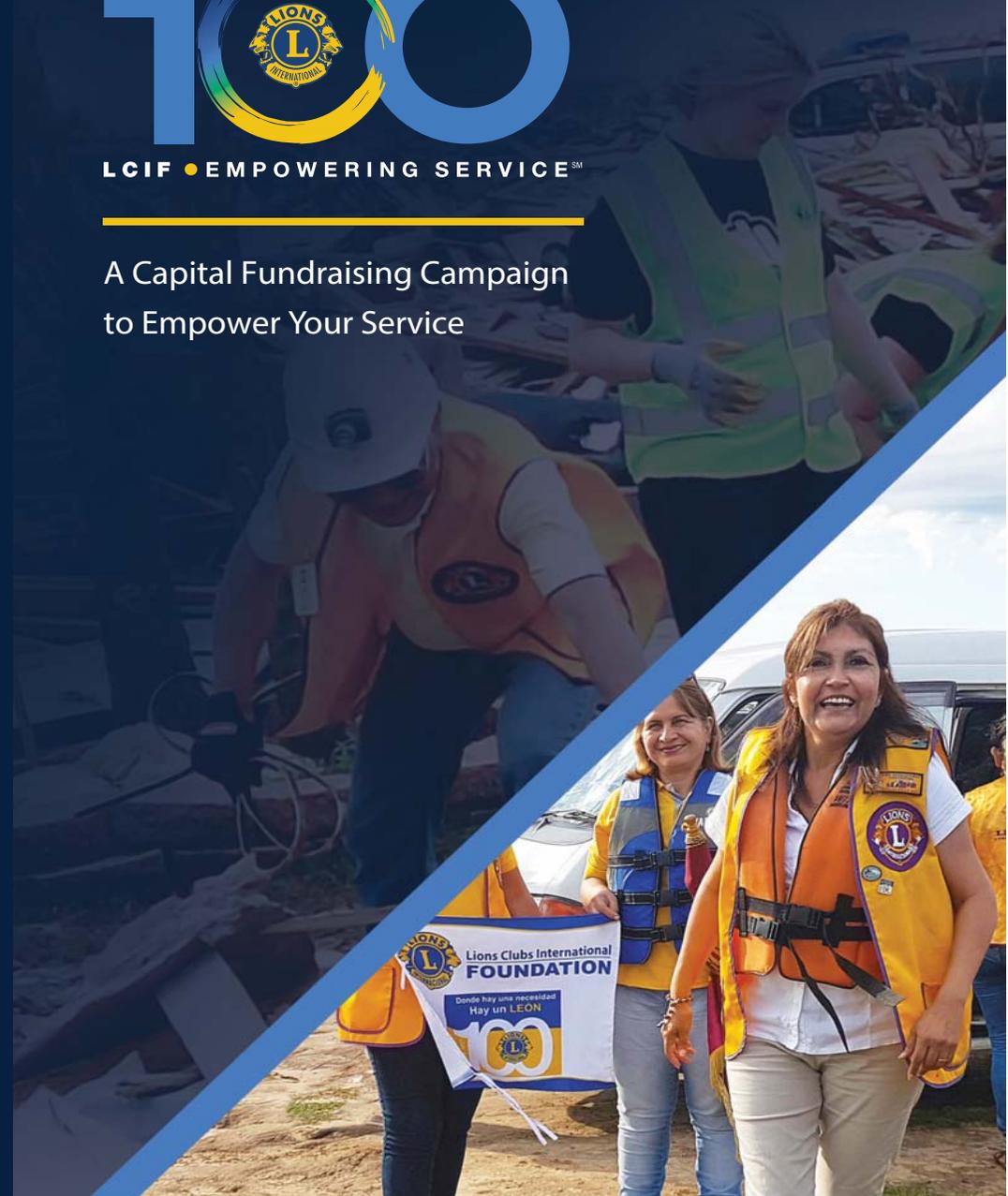
LCIF • EMPOWERING SERVICESM

A Capital Fundraising Campaign
to Empower Your Service

CAMPAIGN | 100



LCIF • EMPOWERING SERVICESM



Lions Clubs International
FOUNDATION

Lions Clubs International Foundation
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From the Campaign Chairperson



Fellow Lions,

In its first 50 years, Lions Clubs International Foundation (LCIF) empowered Lion service worldwide through a staggering **US\$1 billion** in funding for **13,000+ grants**.

Impressive, yes, but that was just the beginning. As we look back on the life-changing efforts our Foundation has made possible for you and other Lions, we must also look forward, to the next 100 years. So with an eye to a healthy future, we proudly introduced Campaign 100: LCIF Empowering Service at our 2018 International Convention.

I invite you to explore highlights of this unprecedented **US\$300 million** capital fundraising effort, including:

- A World in Need
- A Foundation for Service
- A Campaign Overview
- Recognition: Model Clubs Lead the Way

Thank you for participating in the Campaign 100 movement. Together, our work and personal financial gifts to our Foundation will ensure a brighter future for the next 100 years – and beyond.

Sincerely,

山田 實純

Dr. Jitsuhiro Yamada
Past International President
Chairperson, Campaign 100





What if 100% of Lions contributed to Campaign 100 ?

How could your US\$100 donation each year empower your service?

INVEST IN YOUR FUTURE

In 100 years, we've proven that Lions united in service can transform the lives of millions. With the help of every Lion in every club, Lions Clubs International Foundation will be poised to expand our global causes and serve more than 200 million people each year by 2021. Your personal financial support of the foundation's Campaign 100: LCIF Empowering Service is critical to meeting this goal.

Donate today to change the world even more profoundly.

- Visit lcif.org/BE100 to make a secure one-time or recurring contribution, and to learn about other donation methods.
Contact LCIF Donor Services for additional information at +1.630.203.3836 or donorassistance@lionsclubs.org.

A World in Need

245 245 people die each day from measles, prevented easily by a safe and inexpensive vaccine.



800m

Each night, 800+ million people go to bed hungry.



15%

Each year, our planet experiences a 15 percent rise in natural disasters, robbing innocent people of homes, jobs and lives.



400m

400 million people are living with diabetes; this number may soar to nearly 650 million by 2040.



1/2

By 2025, half the world's population will be living in water-stressed areas.

2min

Every two minutes, a child is diagnosed with cancer.

2/3

Two-thirds of our children report being victims of bullying.

253m



253 million individuals are blind or visually impaired; global trends suggest this number may triple by 2050.

Our challenges are great. But where there's a need, there's a Lion. Now, more than ever in our 100-year history, Lions must rise to serve. Our mission is pure, our hands and hearts ready. It's time.



**Lions Clubs International
FOUNDATION**

A Foundation for Service

In 1917, Melvin Jones united Chicago businessmen to improve his community. Did our founder envision more than 1.4 million Lions volunteering just 100 years later? Did he know the world's largest service organization would one day be funded primarily through a foundation bearing his beloved organization's name? We can't know for sure. But no doubt Melvin Jones would be proud of Lions' first 100 years and hopeful for its next, which will be even more impactful thanks to **Lions Clubs International Foundation**.

Celebrating 50 years of empowering Lion service – and funded entirely by charitable donations from Lions like you, and our friends and partners – Lions Clubs International Foundation has awarded **US\$1 billion** through **more than 13,000 grants** focused on four core areas:

Vision – Preventing avoidable blindness through our SightFirst program, which has provided 9+ million cataract surgeries, 270+ million river blindness treatments and training for 3+ million health workers.

Youth – Creating social and emotional learning programs delivered by specially trained educators through the Lions Quest program, benefitting 16+ million youth worldwide.



MODEL CLUB DESIGNATION	PER-MEMBER AVERAGE (PMA) IN US\$	RECOGNITION
Premiere Model Club	\$5,000+	Expansive Written and Public Recognition plus all benefits below
600% Model Club	\$4,500	Banner Topper plus all benefits below
500% Model Club	\$3,750	
400% Model Club	\$3,000	
300% Model Club	\$2,250	Written and Public Recognition, Certificate, Banner Patch
200% Model Club	\$1,500	
VISIONARY Model Club	\$750	
Model Club	\$500	

Note: Written recognition includes newsletter, website and other opportunities as available. Public recognition includes scrolling screens at convention, local conventions, etc.

Recognition: Model Clubs Lead the Way

Reaching Campaign 100's capital goal of US\$300 million by June 30, 2021, will require participation from all Lions and clubs worldwide. Exciting individual and club recognition programs are in place to reward those who heed the call. Model Clubs will lead the way as they:

- Raise funds through strategies such as:
 - Asking individual members to make a gift or pledge.
 - Dedicating a fundraising event to Campaign 100.
 - Making a gift to LCIF from the club treasury.
 - Asking members of the community to make a gift.
- Strive to ensure their Campaign 100 fundraising efforts raise a **per-member average (PMA) of at least US\$750**. Tailoring giving to suit each Lion's financial ability, individual pledges may be fulfilled over three to five years, based on pledge amount.
- Promote Campaign 100 causes.
- Inspire other clubs to become Model Clubs.

Is your club ready to become a Model Club and help your foundation expand our global causes and serve even more people? To learn more about the many benefits of achieving Model Club status, visit lcif.org/BE100, contact your club LCIF coordinator or district coordinator, or email Campaign100@lionsclubs.org.

Model Club Recognition

Model Clubs are critical to building campaign momentum and rewarded for doing so. Commit to being a Model Club and meet – or even multiply – the **PMA goal of at least US\$750** during Campaign 100's three-year duration. Your club will receive special recognition upon achieving each of three milestones:

- Submission of Model Club Commitment form
- Achievement of declared PMA goal through cash donations and/or documented pledges submitted to LCIF
- Fulfillment of commitments



LCIF Mission

To support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.

Disaster Relief – Providing US\$118+ million, to date, for immediate as well as long-term needs of natural-disaster-afflicted communities.

Humanitarian Programs – Helping millions access education, technology, health care, safe play places and other life-changing improvements.

As Lions seek to increase impact in our core service areas and expand our global causes to **diabetes, hunger, childhood cancer** and the **environment**, LCIF will be there to empower their service.

LCIF: Providing Grants, Empowering Service

At its core, LCIF exists to fund grants enabling Lions to do what they do best...serve.

- Our grassroots approach allows Lions to act locally while making a global impact.
- Dedicated volunteer leaders, advisors and staff provide grant oversight. Six consecutive Four Star Charity Navigator ratings illustrate LCIF's efficiency, transparency and accountability.
- Collaborative partnerships with leading organizations worldwide extend Lions' service reach.

Global foundation,
local impact.





Campaign 100: LCIF Empowering Service

As challenges facing our world expand, so must our capacity to combat them. To build a future promising even greater service impact, LCIF – your foundation – proudly introduces Campaign 100: LCIF Empowering Service.

The most ambitious fundraising effort in LCIF history, Campaign 100 will span three years and seek to raise **US\$300 million**. By June 30, 2021, Campaign 100 will empower Lions to serve 200+ million people each year and ensure you have resources to:

INCREASE SERVICE IMPACT

LCIF will expand Lions' commitment to our communities, with a focus on:

Vision – We'll lead the global charge to eradicate infectious blindness, reduce avoidable blindness and visual impairment, and improve quality of life for those who are blind or visually impaired.

Youth – We'll serve youth through improved access to quality education, vital health services, inclusive social and recreational opportunities, and positive youth development.

Disaster Relief – We'll deeply engage in disaster relief efforts and in preparing for, and responding to, natural disasters whenever and wherever they strike.

Humanitarian Causes – We'll sponsor and deliver programs that address the distinct needs of at-risk and vulnerable populations such as the elderly, the disabled, females, orphans and others disproportionately impacted by social and economic factors.



FIGHT DIABETES

LCIF will reduce the prevalence of diabetes and improve quality of life for those diagnosed.

Together, we'll respond to this global epidemic, helping prevent diabetes through multi-faceted, comprehensive health initiatives targeted to the communities where we live and serve.



EXPAND OUR GLOBAL CAUSES

LCIF will identify areas of greatest need and opportunity; conduct pilot projects to develop expertise; and build sustainable, long-term programs related to:

Hunger – We'll work toward a world in which no one goes hungry, expanding resources and infrastructure needed to address food shortages worldwide.

Childhood Cancer – We'll strengthen medical and social services, increasing life expectancy of children living with cancer, and enhancing quality of life for them and their families.

Environment – We'll protect the environmental health of our global communities, generating long-term, positive ecological impact.



Donate to Campaign 100

Since 1968, LCIF has funded service work through personal financial gifts from Lions like you. **Donate today** – 100% of your contribution supports the Campaign 100 fund that matters most to you:

- **Empowering Service Fund**, supporting all LCIF causes
- **Disaster Relief Fund**, reserved for disaster relief

Visit lcf.org/BE100 and empower Lion service for the next 100 years – and beyond.