



LIONS PRIDE *update*

It's all about helping you serve your community

Did you know that our presence in Wisconsin ranks us among the top three states in the nation as a Lions community service force? There is a Lion for every 260 Wisconsin citizens! "We Serve" local communities via 581 Lions Clubs —plus our even greater combined force with 118 Lioness and 48 Leo Clubs, too.

For half a century, the crown jewel—the pride—of Wisconsin Lions has been **Lions Camp**: founded to provide, free, life-changing experiences for **special children from all our communities**. The Wisconsin Lions Foundation (WLF) was charged to serve this vision—which **now includes more statewide projects in which all local Clubs participate**: children's vision screening, diabetes, eyeglass recycling, hearing, youth.

The public need for our services is **expanding, but so is the cost to maintain them**. Fortunately, Lions membership declines are lower than most service organizations, but Club contributions and Foundation funding pose ever more extreme challenges.

The Lions Pride Campaign (LPC), is a 5-year, statewide fundraising program for a **permanent endowment with a \$25 million goal**. The income it earns will be essential to the future of Camp and other statewide projects which benefit local communities.

Where does Lions Pride stand now?



Campaign Chair
"Dewey" Carl*

At the State Convention in May 2005, you ratified recommendations of the Foundation Board of Directors and the Council of Governors to launch LPC. More than a year of effort went into getting to that stage: a feasibility study, *much* planning, *many* presentations.

With your approval we went into high gear: staffing and systems development; recruiting qualified Lions for committee service; beginning to nurture prospective major donors; developing communications; training Lion volunteers to help tell the story. In short, you'll now be hearing a lot more about the Lions Pride Campaign.

*Dewey (DuWayne R.) and Bev Carl are wonderful supporters of Wisconsin Lionism. Bev is the daughter of Clarence L Sturm, Past President of Lions International, for whom the Camp Dining Hall is named. Dewey has been a

Our early emphasis will include nurturing high net worth individuals and those interested in estate planning—non-Lions and Lions. It is important that Club members be aware of LPC in order to effectively respond to inquiries from locals considering personal, corporate or foundation gifts. Volunteer LPC Ambassadors are available for Club presentations.

Help is needed—and Clubs can contribute to LPC in many ways! First, be informed about LPC. Guide us to prospective donors. Encourage members who can help us to volunteer. Use it as another reason to increase your efforts to get more Club publicity in your community—help non-Lions know more about your good works. Encourage local radio and television stations to broadcast Public Service Announcements (PSA's) about Lions and LPC. [Two new television PSA's featuring UW-Madison Head Basketball Coach Bo Ryan are ready for release now.] Please give us your support! Thank you!

Q: *Is the Lions Pride Campaign asking Clubs to commit to a donation now?*

A: *Club pledges and donations are always gratefully appreciated! But please* consider LPC contributions as being beyond your regular WLF Annual Donation (adjusted up for inflation); *current* operating expenses need to be met first. The distinction is that LPC is crucial for a *permanent* endowment fund to generate income to help meet *future* expenses. Dedicated fundraisers, multi-year commitments and reserve funds are some Club approaches to LPC donations.

Have a question about LPC? Please let us know. We'll try to answer it in a future issue of Update.

Ready for more information?

See www.lionspride.org and/or contact:

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WISCONSIN LIONS FOUNDATION
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A LEGACY OF SERVING OTHERS

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