



# LIONS PRIDE *update*

## Pride and You: Year-end Personal Giving

### Your Gift to Pride Keeps on Giving

Chances are you're hearing more and more talk about the Wisconsin Lions Foundation Lions Pride Campaign. And that it has a very real and meaningful connection with many of the reasons you're proud to be a Lion ... within your own club, own community and our state.

When you think about giving to Lions projects or programs, the natural inclination is to think about *Club* donations. They *are* basic. But the WLF Lions Pride Campaign has an important additional dimension: *personal* giving. In fact, about 90% of Lions Pride Campaign committed dollars represent personal donations.

The Holiday season is a traditional time for giving. For many, it is also the time of year to take last minute advantage of the tax deductions allowed for charitable contributions. And what better place to give than the WLF Lions Pride Endowment Fund? [WLF is a 501(c)3 charitable organization.]

With your check payable to the WLF Lions Pride Endowment Fund, you'll be giving a gift that keeps on giving for years to come. That's because it is a *permanent* endowment; principal gifts will never be touched. But, the income it earns will provide *very much needed* support for continually increasing WLF statewide projects operating costs.

In turn, that means you'll be serving people at home—where you live—because the mission of the Wisconsin Lions Foundation is to help Lions serve their local communities statewide.

Your donation will help meet the ever increasing financial challenge of perpetuating *Lions Camp*—the project for which WLF was established by Wisconsin Lions a half-century ago. Your Lions Camp serves some 1,500 special children a year—representing 400 Wisconsin communities.

No one who visits Wisconsin Lions Camp can help but feel pride at touching this living heart of Lionism. What we—and those who preceded us—have created

in Wisconsin is certainly not a secret to Lions International. Lions Camp was chosen to represent our *continent* in the introductory video of Lions worldwide exemplary projects at the 2005 Convention.

Beyond Camp, the Foundation is responsible for administering five additional statewide projects that are common to local Lions Club community services: eyeglass recycling, childrens' vision screening, diabetes education, hearing, youth services. For more detail about WLF projects and the Campaign, see the Lions Pride Campaign website: [www.lionspride.org](http://www.lionspride.org).

You can have a powerful personal impact and help provide a lasting legacy for your own community's Lions good works with your personal donation to the WLF Lions Pride Campaign. Right now is a good time to make your personal commitment.

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### Q: What should you consider giving?

**A: The simple answer is whatever you can, but ...** Is there any Lion who could not afford committing *just 55 cents a day*—that's \$3.85 a week or \$200 a year—for five years? That would fulfill the \$25 million Campaign goal. But please do consider something that's a personal "stretch." Many are endowing a \$15,000 Camper scholarship with a pledge of \$3,000 a year for five years. Those with greater means are pledging more.

Others are taking advantage of estate planning—"living giving"—options, including the new law allowing tax-free IRA rollovers for those older than 70-1/2. Many planned giving options are described in our Safari Legacy brochure.

### Ready for more information?

Contact our office:

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