



Welcome to the **New Normal** **Building on Campaign 100, inspiring our future**

**Alone we can do so little.
Together we can do so much.**

Helen Keller

Nearly a century later, Helen Keller's words from her 1925 address at Lions International Convention still ring true. Lions worldwide have done much throughout the decades. Empowered by Lions Clubs International Foundation (LCIF) since 1968, they've been able to do so much more.

As we navigate a new normal, adapting creatively and resiliently to new ways of life wrought by a global pandemic, the powerful force of Lions and LCIF is more critical than ever to our world in need. Through US\$1.1 billion in grant funding, LCIF has helped Lions like you and clubs like yours address global challenges of:



2.2 billion
people live with
vision impairment



1/3 of teens
have been bullied
recently



25 million
are displaced by
sudden disasters
every year



6 million
people are affected
by measles annually



1 in 11
of us suffers
from diabetes



300,000
new cases of childhood
cancer annually
devastate families



1 in 9
people lacks food
to stay healthy



1/2 the world
will soon live in
water-stressed areas

These realities are sobering and underscore why LCIF continues **Campaign 100: LCIF Empowering Service.**

ANSWERING THE CALL

Our decade began like no other, with health care systems stressed, economies halted, and more than a billion worldwide staying home, staying safe. Answering the urgent call, LCIF provided US\$5.1 million in grant funding for global COVID-19 relief efforts – funding and service made possible with donations to Campaign 100. Much remains unclear in this unprecedented time, yet this is in sharp focus:

Never has the need to support Campaign 100 been greater.

A global pandemic didn't erase the need to feed the hungry, develop our youth, help the sick, rebuild communities. It merely overshadowed it while complicating our ability to raise funds critical to our service. For this reason, **Campaign 100 now runs through June 2022** to continue progress toward our US\$300 million goal.



**How
are YOU
helping us
reach our
goal?**

*Turn the page
to be inspired by
other Lions and
clubs, and to
access valuable
resources.*

Rising to the Campaign 100 Challenge



Rise to the challenge and receive **limited-edition Campaign 100 recognition.**

As we emerge to serve and fundraise safely in new and innovative ways, every Lion and club rising to the challenge through individual or club giving becomes a transforming force of progress. With each donation, LCIF is better prepared to respond rapidly in times of crisis while also continuing Campaign 100's promise to you — to exponentially enhance your ability to:

- Increase service impact in vision, youth, disaster relief and humanitarian efforts
- Fight diabetes
- Expand efforts in childhood cancer, hunger, and the environment



BUILDING HOPE

With an Emergency grant from LCIF adapted for COVID-19 relief, Lions in Suriname built a triage station, separate from the Lands Hospital in Paramaribo, to support the fight against the pandemic. Enjoy the story on Lions blog.

WHY I GIVE

"My support of Campaign 100 and LCIF directly impacts Lions' ability to serve. I give so children, families, and communities can be stronger, healthier, and safer."

*Dr. Jitsuhiro Yamada / Past International President
Campaign 100 Chairperson*

"I support LCIF and Campaign 100 because LCIF provides grants when districts cannot provide all needed service without additional funding. LCIF funds were critical to upgrading and expanding Alabama Lions Eye Clinic, providing eye surgeries, and purchasing costly operating room equipment."

*J. Frank Moore III / Past International President
Campaign 100 Vice Chairperson*

MODEL CLUB IMPACT

"Being a Model Club helps us think big and raise US\$1.5 million to make a life-altering difference for children through our Vidya Mandir school project. Being a Model Club provides opportunity to return the favor of support LCIF has shown us so many times. Model Club funds also help Lions worldwide do other important projects."

Past District Governor Pramod Chandak / Lions Club of Calcutta Greater District 322-B1



DID YOU KNOW?

Model Clubs earn recognition at three milestones and have through June 2023 to fulfill financial commitments!

YOUR LCIF RESOURCES AND CONNECTIONS

When you know more about LCIF, Campaign 100, and those who benefit from your service empowered by the foundation and our campaign, you do more and give what you can.

LEARN

Campaign 100 Resources:

- lionsclubs.org/campaign100
- Model Clubs FAQ: lionsclubs.org/ModelClubsFAQ
- Model Clubs Recognition: lionsclubs.org/ModelClubs
- Campaign Extension FAQ: lionsclubs.org/campaign100

Grants: lionsclubs.org/grants

VIEW

Webinars: lionsclubs.org/virtual-events-center

Videos:

- **Campaign 100 – Empowering Lions**
youtu.be/x2oyXsVuiVY
- **LCIF: The Heart of Lions Service**
youtu.be/M1kzWEacJw

ENGAGE

Facebook: facebook.com/LCIFLions

Host a Fundraiser on Facebook:
lionsclubs.org/FacebookFundraiser

Share Your Story: lionsclubs.org/shareyourstory

Contact:

- **Campaign 100:** campaign100@lionsclubs.org
- **LCIF:** lcif@lionsclubs.org
- **Donor Services:** donorassistance@lionsclubs.org / +1.630.203.3836

RISE TO THE CHALLENGE
lionsclubs.org/comeback