



Lions Clubs International  
**FOUNDATION**

# 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

**"Reinforce the message! I did special Model Club presentations; shared that personal and club giving for our annual MJF award count toward the Model Club goal; talked with each member privately, yielding 15 more pledges; and made a chart showing how much the club had to commit over the course of the campaign. We reached our goal through this and allocating proceeds from one fundraiser!"**

*Area Leader Grace Clower / Snellville Lions Club  
Multiple District 18*



### 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](https://lionsclubs.org/campaign100)
- Model Clubs FAQ: [lionsclubs.org/ModelClubsFAQ](https://lionsclubs.org/ModelClubsFAQ)
- Model Clubs Recognition: [lionsclubs.org/ModelClubs](https://lionsclubs.org/ModelClubs)
- Campaign Extension FAQ: [lionsclubs.org/campaign100](https://lionsclubs.org/campaign100)

**Grants:** [lionsclubs.org/grants](https://lionsclubs.org/grants)

### VIEW

**Webinars:** [lionsclubs.org/virtual-events-center](https://lionsclubs.org/virtual-events-center)

#### Videos:

- **Campaign 100 – Empowering Lions**  
[youtu.be/x2oyXsVuiVY](https://youtu.be/x2oyXsVuiVY)
- **LCIF: The Heart of Lions Service**  
[youtu.be/M1kzWEacfJw](https://youtu.be/M1kzWEacfJw)

### ENGAGE

**Facebook:** [facebook.com/LCIFLions](https://facebook.com/LCIFLions)

**Host a Fundraiser on Facebook:**  
[lionsclubs.org/FacebookFundraiser](https://lionsclubs.org/FacebookFundraiser)

**Share Your Story:** [lionsclubs.org/shareyourstory](https://lionsclubs.org/shareyourstory)

#### Contact:

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**RISE TO THE CHALLENGE**  
**[lionsclubs.org/comeback](https://lionsclubs.org/comeback)**