



# Kindness Matters Service Award

Presented By:

Leo-Lion Board Liaison Juan Manuel "Pollo" Cáceres  
Senior Program Development Specialist Erica Roche



# Introductions and Webinar Housekeeping

---



# The Importance of Lion and Leo Service

---



A global movement of service.

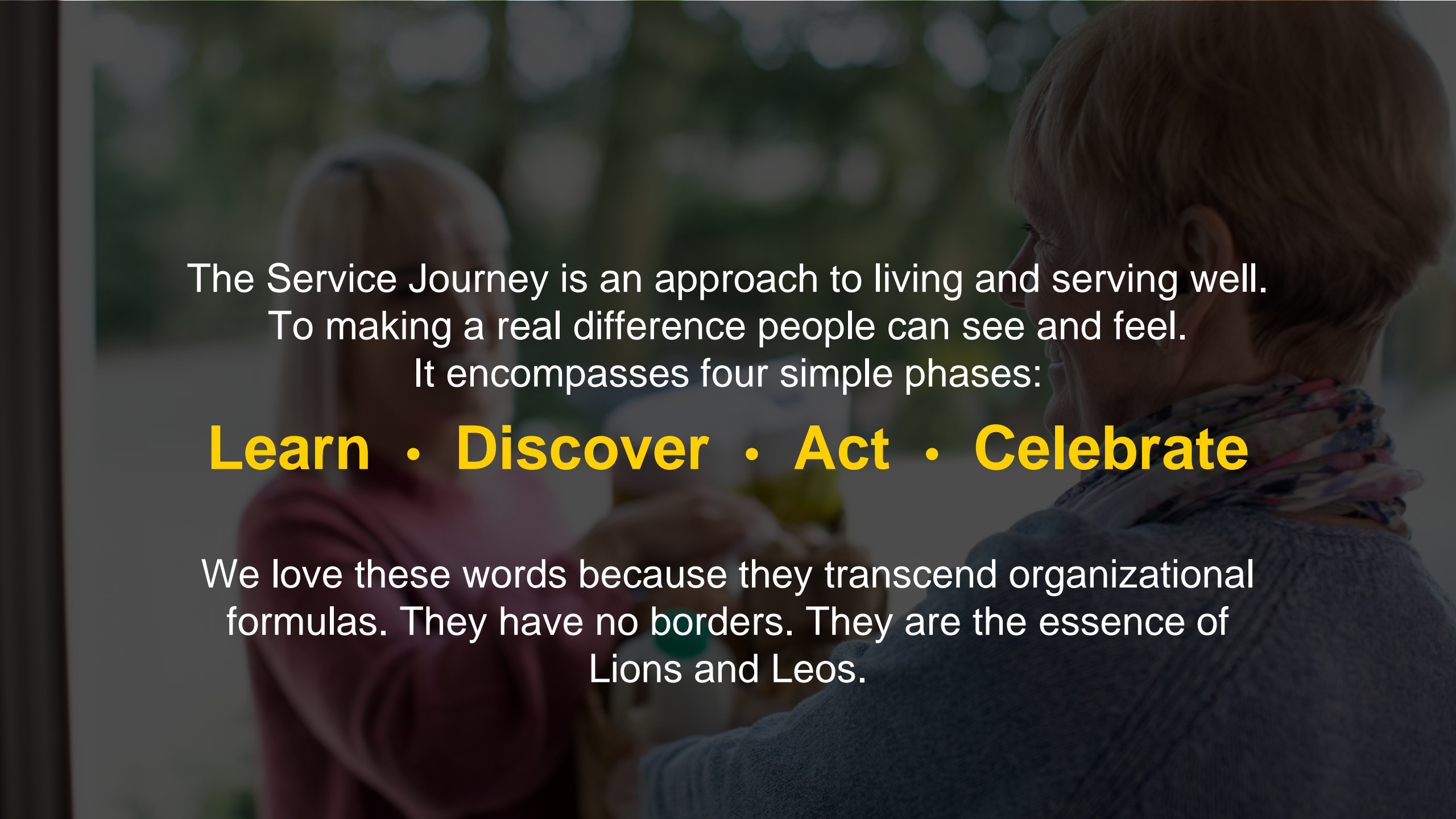


# Global Causes

## The Footprint of Our Second Century







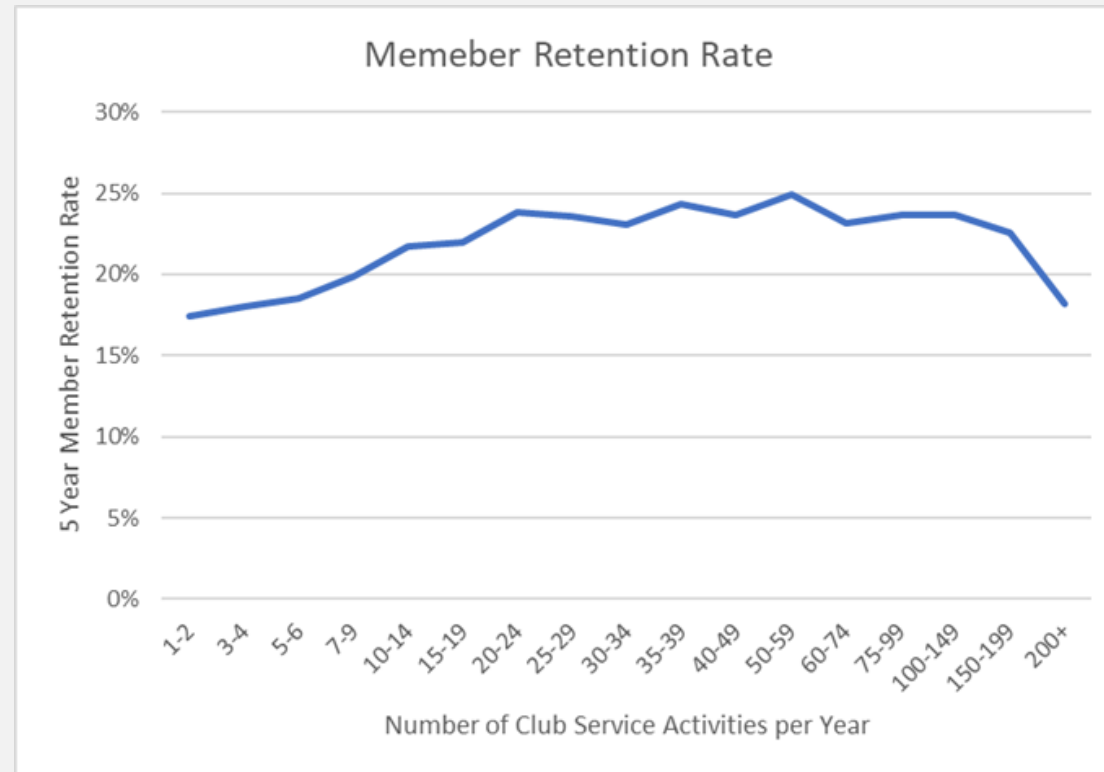
The Service Journey is an approach to living and serving well.  
To making a real difference people can see and feel.  
It encompasses four simple phases:

**Learn • Discover • Act • Celebrate**

We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos.

# Service and Membership

## How Service Impacts Member Retention







**Congratulations  
on serving over  
275 million people!**

## Let's break it down.



**5,734,744**

people served through  
vision screening



**2,278,223**

people served through  
childhood cancer awareness,  
education and advocacy



**4,361,416**

people served through environmental  
clean up and restoration projects



**1,337,746**

people served through type  
two diabetes risk awareness  
and screenings



**14,756,467**

people served through food  
collection and meal preparation



**5,762,256**

people served through tree  
planting and tree care



**2,925,727**

people served through education,  
literacy and reading programs



**2,172,113**

people served through eyeglass  
collection and recycling



**1,377,427**

people served through clean water  
and sanitation



**31,410**

people served through  
trachoma surgeries



**600,000**

people served through Lions  
Quest programs



**8,500,000**

people served through river  
blindness treatments

**And that's just a fraction of the work our Lions have done this year.**

Together, we're making our communities and the world a better place.  
Celebrate this momentous milestone with us — we couldn't have done it without you.



For more info, please visit [lionsclubs.org/lciforward](https://lionsclubs.org/lciforward)





Since  
**1968**



Lions Clubs International  
**FOUNDATION**

**US\$1.1**  
billion



Lions Clubs International  
**FOUNDATION**

**2019 - 2020**

**1,360**  
grants

**US\$41**  
million



# GRANT TYPES



**MATCHING**



**DISASTER**



**SIGHTFIRST**



**DIABETES**



**LIONS QUEST**



**DISTRICT & CLUB  
COMMUNITY  
IMPACT**



**CHILDHOOD  
CANCER**



**HUNGER**



**LEO SERVICE**



# Kindness Matters Service Award

---





# Award Overview

## WHAT IS IT?

- ▶ This service award is designed for clubs who create high-impact service projects within one of the global cause areas, including diabetes, childhood cancer, environment, hunger or vision.

## OBJECTIVES

- ▶ Encouraging creativity and recognizing high-impact service projects
- ▶ Rewarding clubs for high-caliber service activities within each of Lions Clubs International's global causes
- ▶ Identifying potential service activities for adoption and dissemination to a broader audience
- ▶ **Please note:** Clubs can send a nomination for only one service project per year; multiple nominations from the same club will not be accepted.



# Award Eligibility and Criteria

## ELIGIBILITY

- ▶ Are in active status
- ▶ Reported their project(s) in MyLion® or regional reporting system within the previous fiscal year
- ▶ Did not receive the award within the last three fiscal years

## CRITERIA

- ▶ Addresses the mission of the global cause
- ▶ Demonstrates creativity and innovation
- ▶ Achieves impact of scale and long-term sustainability
- ▶ Develops local partnerships
- ▶ Uses local Lions/Leo or Lions Clubs International resources





# Nomination Timeline

- ▶ For clubs to be considered for the award, please adhere to the following timeline.
- ▶ **July 1**: Nominations are open
- ▶ **August 15**: Deadline for club service chairpersons and Leo club presidents to electronically send one nomination to the District GST coordinator
- ▶ **September 15**: Deadline for District GST coordinator to electronically send one nomination to the Multiple District GST coordinator
- ▶ **October 31**: Deadline for Multiple District GST coordinator to electronically send one nomination to Lions Clubs International
- ▶ **January**: Winners are selected by the Lions Clubs International Board of Directors Service Activities Committee
- ▶ **January 15**: Winning clubs notified
- ▶ **March 1**: Winning clubs to receive their award from Lions Clubs International



# Award Nomination Process

- ▶ **Lions Club Service Chairperson / Leo Club President:** Nominates their club for the Kindness Matters Service Award.
- ▶ **Immediate past Club President / Immediate Past Leo Club Advisor:** Must endorse the club nomination, and send nomination to District GST Coordinator.
- ▶ **District GST Coordinator:** This position verifies project information and sends approved nominations to Multiple District GST Coordinator.
- ▶ **Multiple District GST Coordinator:** Receives nominations from District GST Coordinator. This position verifies reporting information and sends final nomination to Lions Clubs International.
- ▶ **The Coordinating Lion:** Submits nominations on behalf of the club to Lions Clubs International if the nominated club is in an undistricted area.



# Nomination Expectations for Lions and Leos

## Lions Club Service Chairperson / Leo Club President:

- ▶ Begin the nomination process by downloading the nomination form and filling out the necessary information where applicable.
- ▶ Fill out the “Service Project Description” section of this form.
- ▶ Seek out an endorsement from your immediate past club president.
- ▶ Electronically advance nomination form to the District GST coordinator once endorsement is received.
- ▶ Be sure to follow up with the District GST coordinator to ensure they received your nomination.

## District GST Coordinator

- ▶ Provide reasoning in the “Report” section of the nomination form as to why you believe that this club deserves to be nominated for this award.
- ▶ Endorse your nomination for the Multiple District GST coordinator.
- ▶ Electronically send nomination to the Multiple District GST coordinator.
  - ▶ Be sure to follow up with the Multiple District GST coordinator to ensure they received your nomination.





# Nomination Expectations for Lions and Leos

## Multiple District GST Coordinator

- ▶ Provide reporting data for this service project and indicate that it was reported in MyLion® or regional reporting system.
- ▶ Endorse your nomination for Lions Clubs International.
  - ▶ Electronically send nomination to Lions Clubs International.

## Coordinating Lion

- ▶ Fulfill the expectations of the District and Multiple District GST Coordinators.
- ▶ Endorse your nomination for Lions Clubs International.
  - ▶ Electronically send nomination to Lions Clubs International.



# Award Nomination Considerations

- ▶ If your club does not have a club service chairperson to nominate your club, please have your club president or club secretary submit the nomination with the immediate past club president's endorsement.
- ▶ If the district or multiple districts do not have the GST coordinator position, the district governor and/or council chairperson would be the appropriate officer for advancing nominations to the next level.
- ▶ A minimum of two awards will be awarded to Leo clubs. Please take all Leo club nominations into consideration when deciding which nomination advances to the next level.
- ▶ **Please note:** that all nominations should be submitted electronically. Lions Clubs International will not accept physical applications.



# Award Recognition


- ▶ Winning clubs will be notified by January
- ▶ Recognize the winner in your local Lions' or Leos' publications and social media outlets
  - ▶ This will help promote your club and create community support of your service events!
- ▶ Prepare a press release announcing the winner.
  - ▶ Include a picture of the club in action at their service project!
  - ▶ Note the specific successes of the project.
- ▶ Ensure that the award is presented to the winning club at a prestigious event by the highest-ranking officer.
  - ▶ Invite the media to attend this event!
- ▶ Each winning club will receive one trophy for the club, and each member of the winning club will receive a Kindness Matters Service Award Medal from Lions Clubs International.





# Award Resources

## NOMINATION FORM



**Lions Clubs International**

**KINDNESS MATTERS SERVICE AWARD NOMINATION FORM**

A Lions or Leo club that has performed outstanding service in a global cause may be nominated for the Kindness Matters Service Award. Lions or Leo clubs that wish to be nominated must be in active status and have reported their service project on MyLion® or their regional reporting system. A minimum of two of the twenty awards will be awarded to Leo clubs. Lions and Leo club nominations should be submitted separately.

**Nomination Deadlines**

- July 1 to October 31: Nominations are open.
- August 15: Deadline for club service chairpersons and Leo club presidents to electronically send one nomination to the District G&T coordinator.
- September 15: Deadline for District G&T coordinator to electronically send one nomination to the Multiple District G&T coordinator.
- October 31: Deadline for Multiple District G&T coordinator to send one Lions and/or one Leo nomination to Lions Clubs International.

*Please note that nominations that do not meet deadlines are disqualified from consideration.*

**NOMINATED CLUB**  
(Please indicate which type of club this nomination is for) ☐ Lions Club ☐ Leo Club

Club Service Chairperson/Leo Club President (Name) \_\_\_\_\_

E-mail \_\_\_\_\_

Club Service Chairperson/Leo Club President (Signature) \_\_\_\_\_ Date \_\_\_\_\_

Lions/Leo Club Name \_\_\_\_\_ Lions Club/Leo Number \_\_\_\_\_

Name of Service Project \_\_\_\_\_  
☐ Should my project be selected, I give consent for Lions Clubs International to use attached information and photographs of this club's service project for public recognition purposes.

**ENDORSED BY**

Immediate Past Lions Club President Name/Immediate Past Leo Club Advisor Name (Printed) \_\_\_\_\_ Member Number \_\_\_\_\_

Immediate Past Lions Club President Name/Immediate Past Leo Club Advisor (Signature) \_\_\_\_\_ Date \_\_\_\_\_

**SERVICE PROJECT DESCRIPTION**  
The following section should be filled out by the club service chairperson (Lions club) or Leo club president (Leo club). Please type and attach additional sheets if necessary.

1. What was unique, outstanding or innovative about this service project that met or surpassed the goals of the global cause?  
\_\_\_\_\_  
\_\_\_\_\_


2. Why is this service project important in your community?  
\_\_\_\_\_  
\_\_\_\_\_

3. Which local partnerships helped make this project possible, if any?  
\_\_\_\_\_  
\_\_\_\_\_

4. Were any resources from LCI such as the Service Toolkit or Service Project Planners used to plan and execute this project?  
\_\_\_\_\_  
\_\_\_\_\_

5. Additional Comments:  
\_\_\_\_\_  
\_\_\_\_\_

## PROGRAM GUIDELINES



**Lions Clubs International – Service Activities  
Kindness Matters Awards Program Overview**

**Kindness Matters Service Award**  
This service award is designed for clubs who create high-impact service projects within one of the global cause areas, including diabetes, childhood cancer, environment, hunger or vision. Overall objectives include:

- ▶ Encouraging creativity and recognizing high-impact service projects
- ▶ Rewarding clubs for high-caliber service activities within each of Lions Clubs International's global causes
- ▶ Identifying potential service activities for adoption and dissemination to a broader audience
- ▶ Please note: Clubs can send nominations for only one cause per year; multiple nominations from the same club for multiple causes will not be accepted

**Step 1: Eligibility ▶ Step 2: Criteria ▶ Step 3: Recognize winners**

**Step 1: Eligibility**  
A total 20 awards this year will be awarded to 18 Lions clubs and, at minimum, two Leo clubs that:

- ▶ Are in active status
- ▶ Reported their project(s) in MyLion® or regional reporting system
- ▶ Did not receive the award within the last three fiscal years

*Please note: During the test year (FY20-21) we will launch with 20 awards, with potential to expand in the future.*

**Step 2: Criteria**  
Award consideration will be given to clubs performing service that:

- ▶ Addresses the mission of the global cause
- ▶ Demonstrates creativity and innovation
- ▶ Achieves impact of scale and long-term sustainability
- ▶ Develops local partnerships

EN 05/20

## LANDING PAGE

**Kindness Matters Service Award**

This prestigious award is given annually to a handful of Lions and Leo clubs for performing an outstanding service project in one of our global cause areas. Nominated at the club level, the Kindness Matters Service Award is a challenge for Lions and Leo to develop exceptionally innovative and creative service projects with the aim of leaving a positive impact in their communities.

**Award criteria**

For clubs to be eligible, they must be in active status, have completed a service project within a global cause area in the previous fiscal year and have reported it in MyLion® or their official regional reporting system.

Use the following criteria to determine if a service project should be considered for this award.

Did the project:

- Benefit one of our five global causes (diabetes, the environment, vision, childhood cancer or hunger)?
- Demonstrate innovation?
- Achieve impact of scale and long-term sustainability?
- Develop local partnerships?
- Use local Lions/Leo or Lions Clubs International resources?

**How to be nominated**

Nominations begin at the club level with Club Service Chairpersons nominating their club for service projects that fulfil the above stated criteria. Clubs are encouraged to reach out to their District G&T Coordinator and Multiple District G&T Coordinator to inform them about the details of the project which they would like to be considered for the award.

Nomination Form | Coming soon!





# Thank You!

## Questions and Answers

---

If you have questions about unique circumstances, or we were unable to get to your question because of timing, please reach out to [serviceactivities@lionsclubs.org](mailto:serviceactivities@lionsclubs.org).