

CHARTING OUR COURSE

Pursuing New Horizons with International President, Gudrun Yngvadottir

"TO REACH BEYOND OUR LIMITS, WE MUST REACH WITHIN OUR CLUBS, COMMUNITIES AND SELVES."

- International President, Gudrun Yngvadottir



REACHING BEYOND, TOGETHER

If you go to Iceland, there's a phrase you'll often hear. Its meaning is both simple and inspirational, and it sums up the Icelandic capacity to achieve the seemingly impossible.

"THETTA REDDAST"

—it means that everything will work out, somehow, no matter how large a problem may be, through hard work, trust and community.

With this attitude guiding their way, the people of Iceland have been a shining example to the world of how to live harmoniously with their neighbors and the planet.

Consider these notable Icelandic statistics:

#01

most peaceful country in the world by the Global Peace Index

#02

healthiest country in the world by the Bloomberg Global Health Index

#03

happiest country in the world by the World Happiness Report

The sense of unity that helps Iceland thrive is the same attitude that allows Lions across the globe to make their communities stronger, healthier and safer.

Being a Lion is a unique experience. And an incredible honor. Our communities depend on us to meet needs that would otherwise go unmet. They entrust us with the care of some of our most vulnerable neighbors—lives and futures that can be forever altered by an act of kindness. We are men and women who realize that giving back changes lives. Including our own.

There is a spark when people come together to serve. When we unite to make our communities better, we become better. And closer to the people we serve. **TOGETHER, WE CAN REACH BEYOND OUR LIMITS.**



"THERE IS ALWAYS AN OBSTACLE. LIONS CHANGE OBSTACLES INTO OPPORTUNITIES."

- International President, Gudrun Yngvadottir

We can achieve this if we focus on maximizing four important areas of Lions:

01 Moving membership forward

Each member matters. Inviting new members, and keeping current members engaged, is the best way to build the strongest service possible. In many regions, we also need to focus on inviting women to join us to reach our full potential.

02 Increasing leadership development

Every Lion is a leader. By providing members with leadership skills, and increasing leadership opportunities for women, we can help all Lions reach their potential.

03 Promoting the fellowship of Lions

Friendship is a key component of Lions.
The relationships we develop are lifelong and create the ties that make our service so strong. Let's make sure this shines through in every member's club experience.

04 Sharing our stories

Storytelling is powerful. When we share our life-changing service stories, our communities will understand who we are and what we do. Social media and marketing can help us get our message out and invite others to join us in making a difference.

We can reach a new world of service that lies beyond the horizon.



AT THE HELM OF DISCOVERY The Programs that Will Carry Us to Greater Service

Our Global Causes

Lions are supporting new global causes to define our second century of service and meet emerging needs. Lions are serving vision, hunger, the environment, childhood cancer and our new global service focus, diabetes. Our goal is to serve 200 million people per year by 2021.

Lions Clubs International Foundation (LCIF)

This year marks LCIF's 50th anniversary. In the last 50 years, LCIF has awarded more than US\$1 billion in grants, lending a helping hand to millions of people around the world. As the needs of this world continue to change, LCIF continues to change, as well. At the beginning of this Lions' year, LCIF has launched a three-year US\$300 million capital campaign in order to support the new initiatives on the horizon. As Lions continue to create positive change in communities around the world, LCIF will be there in support. When Lions and LCIF work together, service activities reach more people and make a bigger impact.

The Global Action Team

This team brings together the power of the Global Leadership Team (GLT), the Global Membership Team (GMT) and the Global Service Team (GST). By combining the resources and expertise of these three important segments, the Global Action Team aims to increase global membership to 1.7 million by 2021. With increased membership, Lions will be able to do more good for more people around the world than ever before.

Balanced Membership

For Lions to truly be the global leader in service, we need a balanced membership of caring men and women. We will work closely with the Global Action Team to develop new strategies, programs and partnerships that can help us increase the number of women members and leaders.

The Horizon Is Ours





