



OCTOBER 2023

PROMOTING YOUR CLUB

How your Club is perceived in the community is essential to its success. Developing and implementing a comprehensive public relations programme will help ensure that community members support your club. Public relations involves all forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions lapel pin and marching in a parade.

Your PR (Public Relations) programme will encompass both ongoing Club publicity, and promoting special events, such as fundraising and service activities. Good public relations will help foster community support. It can support your Club's membership efforts, as people want to belong to a successful and reliable organisation. By actively promoting your Club and its worthwhile activities, you will be projecting a positive image in the community.

Equally important is internal communication. Many clubs worldwide find that preparing a Club Directory and publishing their own newsletter help keep their members informed. Another communications tool that is becoming essential is a Club website. The site can reach your internal and external audiences.

Explore public relations opportunities that are available via the Lions Club International website and through social media such as Facebook, YouTube, Twitter, Flick and Instragam. You can share your news, videos and photos with captions with the public or with your Club members as your Club decides is appropriate.

ED's note: The article is taken from the Lions International Team Officials Manual.

WHAT IS SUCCESS?

***SUCCESS does not come to you. You have to go for it.**

***SUCCESS has many definitions that vary from person to person, organisation to another depending on their values.**

***SUCCESS is not a destination but a journey. The doing is often more important than the outcome.**

In general SUCCESS is accomplishing goals set by yourself or by others. The most important things that define SUCCESS are: The way you manage when you have nothing and the way you behave when you have everything.

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MEETING A GREEK LION

After our Club Secretary Lion Lorna Farrugia received an email from Lion George Papadakis President of Lions Club Kifissia Anne Sullivan of District 117



Greece – Cyprus that he was visiting Malta, it was decided by our Club President that I meet the Greek Lion while he was in Malta. I duly met Lion George on Saturday October 6 in Sliema. We had a very interesting discussion about Lionism. I explained our Club's activities and how we manage to raise much needed funds to fulfill our commitments "TO SERVE" in the true spirit of Lionism. Lion George Papadakis visits Malta frequently on business. His next visit is scheduled for May 2024 and he wishes to attend our

Club meeting. I informed him when our Club meets and he will try to attend one of our meetings next time he is in Malta. I also informed Lion George about our 50th anniversary celebrations in November 2024. He hopes to come to Malta perhaps together with members of his Club.

LIONS CLUB SFAX THYNA

Among the various foreign Lions Clubs with which we have been twinned is Lions Club Thyna Sfax of Tunisia. Though for a time we lost contact with this Club, the current Board of Directors of the Tunisian Club have expressed their wish that the two Clubs continue the friendship between the two Clubs. We will be following this in the near future with perhaps reciprocal visits.

THINGS TO KNOW

Every Lions Club appoints a Treasurer who administers the Clubs funds. Normally a Lions Club has two accounts namely the Public (Activities) Funds and the Administrative Funds.

The **PUBLIC ACTIVITY FUNDS** account is commonly known as the Philanthropic Account. Any funds therein are used solely for services of a philanthropic nature. According to the Lions Clubs International Statute, all funds raised from the public must be returned to the public use. This includes money accumulated from invested public funds. The only deductions that may be made from the “activity account” are the direct operating expenses of the fund raising activity. Money accumulated from interest must also be returned to the public account.



ADMINISTRATIVE FUNDS are supported through contributions from members through fees, fines and other individual contributions.

The individual membership dues go into this account. From the annual dues the Club has to forward the international dues of each member to Lions Clubs International at Oakbrook.

A Club may have other accounts as for example our **CLUB ARTS FUND**. This account is used solely to promote arts among youths. It was setup a few years ago by Past President Ian Lochhead and his wife Elizabeth. The Club has a Sub-Committee whose members propose to the Club’s Board of Directors any project benefitting an individual or group to further his/her/their studies in Arts.

It is important for Club members to note that the Club which is registered as a Voluntary Organisation has still to submit a yearly balance sheet to the Voluntary Organisation and to the Inland Revenue Department. This shows how important it is to keep accurate accounts. The Club is fortunate that for several years we have had capable and hard working Treasurers. We are also fortunate to have other Lions, who were Treasurers in the past, who despite relinquishing the office of Club Treasurer continue to give advice to the Treasurer when needed. Despite being a Voluntary Organisation, our Club must abide by the laws of our country.

WEAR YOUR LIONS BADGE WITH PRIDE

On becoming a Lions Club member, the new member is presented with the International Lions Badge. This badge should be worn every time and everywhere especially when attending a Club meeting or any other event organised by the Club or any other function organised by any other Lions.

Unfortunately members often do not wear the badge. It is the norm that members who fail to wear the badge at official meetings or functions to be fined. The Tail Twister is empowered to fine members normally a meagre one euro. Wearing the badge is often when travelling who recognise that you are badge. A good number of badges and often ask to



We Serve

a matter of pride for Lions. Quite abroad you may meet another Lion a fellow Lion when seeing the Lions Lions worldwide collect Lions exchange badges.

During international conventions or fora, like the Europa Forum, companies who make badges put up a stand advertising their product. You will also find Lions who collect badges exchanging or asking for badges. Our Club badges were in great demand on various occasions. Avid collectors at times offer money to obtain a badge. Our Club issued a commemorative badge to celebrate the Silver Jubilee of its foundation. It is now envisaged to have another commemorative badge for the Golden Anniversary in 2024.

LIONS ARE LEADERS

The Lions code of ethics and objectives are modelled to make members of this organisation leaders in their communities. The code of ethics instils in members a sincerity of purpose, liberality in judgement, purity in life and generosity in mind, heart, and purse toward their fellow men.

The mission statement of LIONS CLUB INTERNATIONAL is: *“To create and foster a spirit of understanding among all people for humanitarian needs by providing voluntary services through community involvement and international cooperation”.*

The objectives of Lionism also bring to the fore the sense of leadership since two of the most important objectives are: *“To create and foster a spirit of understanding among the peoples of the world”* and *“to take an active interest in the civic, cultural, social and moral welfare of the community”.*

It is thus appropriate that the slogan of Lions Clubs International is: “LIBERTY, INTELLIGENCE OUR NATION’S SAFETY”. The first letter of each word in the slogan forms the word “LIONS”. The Lions Motto is “WE SERVE”.

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LIONS’ GREATEST ACHIEVEMENT: SIGHTFIRST

In the late 1980s blindness plagued 18 million people around the world. Left unchecked experts predicted that the number would more than double to 80 million by the next generation. Despite this grim situation, the experts estimated that 80% of all cases of blindness were preventable, treatable or even curable. About 90% of people with vision impairments live in developing countries where significant but surmountable challenges impeded progress. The situation was dire but not unsolvable.

After a year of initial work, the Lions Clubs International Foundation (LCIF) was officially inaugurated **Campaign SightFirst** in 1991. It would immediately become the most ambitious and far-reaching fundraising drive in the organization’s history. The goal of the campaign was to raise US\$130 million by 1994 and to aim to conquer blindness, in all its diverse forms, through grant projects driven by local Lions. With that in mind, Lions focused on creating programmes that could provide direct, practical benefit to people in the developing world with easily preventable or treatable afflictions.

The most prevalent cause of blindness in the early 1990s was cataracts. Surgery had long been common, safe and very effective but developing countries had to contend with major barriers. The lack of education about the causes, symptoms and treatment for cataracts was one obstacle. Unfounded fear of treatment was another.

Assuming a broad education campaign could help raise awareness, there were still many inherent challenges to overcome, lack of accessible medical services in remote areas, lack of transportation or communications, infrastructure to facilitate treatments, and lack of trained eye-care professionals, facilities and technologies. By December 2005 over US\$180 million were raised for 758 projects in 89 countries. These projects included constructing or expanding 207 eye hospitals, providing 65 million treatments for river blindness, training eye care professionals and launching the world’s first initiative to combat childhood blindness. Lions funded cataract surgeries also restored eye sight to some 4.6 million people.

Lions Club Sliema supported this international project by making donations to support Eye Banks to provide eye tissue for sight-saving surgeries. The Club has also contributed towards the establishment of an Eye Bank at Mater Dei Hospital and Eye Screening Equipment at six Health Centres in Malta and Gozo.

CLUB PRESIDENT'S MESSAGE

There is no greater feeling of giving and knowing that through our actions we elevated our peers, we gave hope to those who might have lost it, we gave courage to those who do not possess it! Doing this does not make us successful. If we do think that we are, then we are not doing what we do within this club to help, but we will be merely building what we perceive as a successful image. We might feel that this is what is needed to match our financial image and we may even put that liquidity behind what we're doing. But success isn't measured in amounts, success isn't measured in numbers.

We cannot compare ourselves by where we are at today with others, because there will always be someone who is ahead of us. Whether it's financial gain, intellectual level or simply the peers we hang out with. Success is only measured by the good, of any level we instigate around us without expecting nothing in return. For me success is a daily event, giving a good morning to a stranger and getting a smile back sets a positive attitude towards those amongst us. So, I do ask you to remember the oath we took when we became Lions, and I ask you to remember the reason why we are here on a regular basis. A fellow Lion member reminded me that patronising each other isn't what this club is about, antagonising each other isn't what this club is about. Each time we or one of our members forgets this, our club and that what we stand for weakens.

THE LIONS – WHO ARE THEY? *Lions is our name, all bonded in one theme. All together hand in hand we are a chain all over the world. On snow or sand serving is our password. Summer heat may be vanishing, autumn leaves are falling, wheels of time will be turning but the Lions sun will always shine. "WE SERVE" come what may.*

STOP AND THINK: *Life is too short to argue and fight. Count your blessings. Value the people who love you and make the best of each day.*

WE SERVE

BERNA'S POST

TAKE SOME TIME TO THINK. Thoughts are the source of power. Take time to have fun – having fun is the secret of youth. Take time to read – Reading is the fountain of knowledge. Take time to pray – Prayer is the support of endurance in moments of strength. Take time to Love – Love is what makes life sweet. Take time to Agree – Agreement is the way to tolerance. Take time to laugh – Laughter is the music of your soul. Take time to give – Giving is the light of the day. Take time to do you thing – Work is the source of peace. Take time to be thankful – Thank you is the icing in the cake of life.

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INTERNATIONAL PRESIDENT MESSAGE

"CHANGING THE WORLD"

Dear Lion,

You are making such a big difference in people's lives every single day. Now imagine how much more your club could accomplish if everyone in your community knew of all the good, they could do as part of your club.

Let's show our pride in our clubs by shining a light on our service every day. We are the global leader in humanitarian service, and we need to make sure that our communities know how we serve and how they can participate. Let's use great marketing and communication to show our communities that we are changing lives and that they can change the world with us by becoming Lions and Leos.



Yours in Service

***Dr Patti Hill*International President**

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VISIT TO DAR TAL-PROVIDENZA

The annual visit to Dar tal-Providenza organised by Lions Malta Zone will be made on Sunday November 12 in the morning. The 3 Maltese Clubs will make a donation to the home. After mass, lunch is being held at the Caribiu Restaurant at Marsaxlokk. Price for lunch is Euro 30 which includes a markup for a donation to the LCIF Morocco Earthquake appeal. It is hoped that a good number of Lions attend this dual event. Bookings with Lion Joe Messina.

