



Lions Clubs International

Message from International President Sid Scruggs to Lion Leaders

January 2010

Dear Lion F CURTIS,

As we begin 2011 we are also beginning the second half of our year together as Lion leaders. During the first half of my presidency it has been my privilege to travel the globe and see first-hand the light that Lions bring to some of the most challenging places in our world. Lions are making a difference in the lives of millions of people each year and I have never been more proud to be a Lion!



I am especially proud that this year the Global Service Action Campaigns have focused our light on service with a laser-like intensity. Each of the first three campaigns has been an outstanding success.

Traveling as your president I have visited some of our world's most beautiful places, as well as some of the most troubled. It has given me a renewed appreciation for the precious and fragile resources we have on our planet Earth. This is why I hope I can count on you to make the fourth and final Global Service Action Campaign -- Protecting our Environment -- an equal success. This last campaign may be the most important because it affects all of us no matter where we live.

Lions know that we cannot fulfill the bumper-sticker mandate to "Save the Planet," but we can do what Lions always do: make a difference. We can shine a light on the environmental challenges we see. We can educate others on solutions, and serve as an example for others to follow in solving these challenges related to our environment. If we are to ensure that our children and grandchildren inherit

Light Keeper Award

Last month I introduced the [Light Keeper Award](#) to recognize district governors for high club involvement in service campaigns and growth due to service. Districts where 50% of clubs participate in 2 of the 4 Global Service Action Campaigns or districts that perform a district campaign involving 50% of clubs will receive the **Silver Level: Harbor Light Master Award**. Districts that achieve the requirements for the Harbor Light Master award and exceed membership growth of 2% or more from July 1 through April 30, 2011 will receive the **Gold level: Light Keeper Master Award**. Membership growth excludes dropped members thru August 2010 from clubs cancelled for nonpayment.

a healthy, sustainable environment, we must raise awareness and demonstrate on a local scale what must be done on a global scale.

Lions Protecting our Environment Global Service Action Campaign is scheduled for April 2011 in conjunction with the international observance of Earth Day. I urge all Lions clubs to plan an event and take part in this global effort. Be sure to record your efforts on the Service Activity Report.

Best wishes,

Sid L. Scruggs III
International President

Global Service Action Campaigns

Protecting our Environment

Lions Clubs International adopted environmental protection as an official policy in 1972 and as an Adopted Service Program in 2003. Today, the need for a global response to the environmental issues of our planet is greater than ever. We live in a world in which the forests that renew its air and the water that brings life to all things are in danger.

These are not dire predictions of the future. They are happening today. According to the United Nations Environment Programme, only about 20 percent of the world's population has reliable access to clean drinking water. More people die each year from unsafe water than from all forms of violence, including war. The UNEP also estimates that the world has lost more than 80 percent of its forests in the last century alone.

In April, Lions Clubs International will shine a light on the environment. All Lions clubs around the world are invited to participate in this global effort by planning events and activities such as:

- organizing a community clean-up project;
- working with a local forestry department to plant trees in your community;
- educating your community about easy eco-friendly practices to adopt in daily life, and
- organizing a recycling project to collect old eyeglasses, batteries and small electronics.

There are many more project ideas available, along with a

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planning guide and other information at ["Protecting Our Environment" Global Service Action Campaign](#).

Beacon of Hope Highlights

Sharing the Vision

More than 400,000 people worldwide had their sight protected or restored because of Lions special emphasis on vision in October. Nearly 600 Lions Clubs in 61 countries helped make the Sharing the Vision Global Action Campaign a success by committing 71,917 volunteer hours to 849 projects. That's equivalent to one Lion working around the clock for more than eight years!

In one project alone, 300 elementary school students were screened for vision problems in a project conducted by the Quezon City Cubao Lions Club in the Philippines. The club also added to the nearly 225,500 eyeglasses collected in October.

Relieving the Hunger

In the 639 projects reported to date, Lions worldwide are helping to sustain the lives of more than 580,000 people by providing food and other necessities to those in need. During the month of December, the Manila Infinity Lions Club, in the Philippines, sponsored and toy and hunger project for 120 children. Each child received a bag with different kinds of small toys and were provided with hotdogs and drinks.

The Relieving the Hunger campaign runs through the end of January and clubs have until March 31 to report their activities.

Please visit [Lions Global Service Action Campaign Projects](#) for updates on the progress of the campaigns.

Set Your Sights High

Community service, membership growth, leadership development, communication and organizational management are the five essential elements for the ongoing health of any Lions Club. Clubs that succeed in ALL FIVE critical areas are eligible for the Club Excellence Award.

At the district level, the District Governor Team Excellence

11/01/20

January eletter from President Scruggs

Award recognizes the leaders in districts that strive for excellence in leadership, achieve positive membership growth and actively encourage clubs to conduct effective service projects.

For more information and to download an application form please visit [Excellence Awards](#).

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