



## Lions Clubs International

### Message from International President Sid Scruggs to Lion Leaders

April 2011

Dear Lion F CURTIS,

When disaster strikes, Lions respond. This was the case when Japan was struck last month by its worst natural disaster. Lions around the world were ready to be a Beacon of Hope by providing hands on service to shed some light in a time of darkness. Of course, taking quick action when faced with natural disasters is nothing new for Lions. When a destructive earthquake struck Christchurch, New Zealand, just weeks earlier, Lions were at the ready.



In Haiti, where the 2010 earthquake has caused widespread suffering, the presence of native and visiting Lions "on the ground" makes Lions Clubs International one of the most trusted groups providing aid to the population. In fact, the respect garnered by Lions in response to this crisis has resulted in the chartering of a new Lions Club in Haiti.

Our motto is "We Serve" and we do just that. Our service can make the difference between prolonged suffering and an immediate start toward recovery. Quick, hands-on action in response to a devastating earthquake in China, Hurricane Katrina in the U.S. A., and the 2004 South Asia tsunami have made LCI one of the world's leading non-governmental organizations in responding to natural disasters.

That is a fact in which we can all take great pride, but we must also remember that every day in tens of thousands of communities around the world Lions are serving in ways that may be quieter, but no less heroic.

### Bringing it All Together

**More Lions and more Lions Clubs. Global Service Action Campaign. Lions Clubs Officer Reporting Form. Service Activities Report.** What could these things possibly have in common?

Actually, they are examples of the five critical areas that are vital to club success:

Meaningful community service;

Membership growth;

Leadership development;

Communication, and

Organizational management.

Club Excellence Awards recognize Lions Clubs that are outstanding in **all** of these areas. At the district level, the

Lions provide more and better service to communities and the world which means **More Lions and more Lions Clubs** are needed.

Best wishes,

Sid L. Scruggs III  
International President

## Global Service Action Campaigns

### Protecting Our Environment

Crippling natural disasters like the ones in Japan, New Zealand and Haiti show how much we human beings depend on our environment -- both the natural environment and the one we have created for ourselves.

They also show that Lions know how to take direct action that makes the world a better place.

By participating in the this year's fourth and final **Global Service Action Campaign** -- [Protecting our Environment](#) -- Lions in your club and district can help make your local environment a better place to live. Hands-on steps Lions can take this month include:

- Planting trees or flowers.
- Helping to build a safe drinking water system.
- Organizing a beach or riverbank clean-up project.
- Conducting community-wide clean-up projects.
- Removing debris from a nature trail.
- Organizing a roadside clean-up.
- Cleaning up a park or playground.

## Beacon of Hope Highlights

### Relieving the Hunger

Lions in more than 50 countries mobilized to help feed hungry people in December 2010 and January 2011. Lions provided food directly to more than 7 million people worldwide through 138,000 volunteer hours devoted to nearly 2,000 projects.

### Finish Strong

Lion leaders can end your year on a high note by

District Governor Team Excellence 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](#)

**Connect With us online**



ensuring that your district qualifies for a Light Keeper Award. Encourage Lions to complete one additional Global Service Action Campaign and report their activities by April 30 using the **Service Activities Report**. See the Lions Clubs International website for all information about qualifying for the [Light Keeper Awards](#).

## On the Horizon

Following club elections this month it is crucial that clubs submit the **Lions Clubs Officer Reporting Form** to international headquarters by May 15. Doing so ensures that your club will continue to receive important news, materials and announcements from Lions Clubs International.

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