



# CAMPAIGN 100: BE A PART OF HISTORY



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# WELCOME!

**Lara Lebeck**

Marketing & Communication Specialist



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## GoToWebinar **HOUSEKEEPING**

- ✓ **For best quality, use Google Chrome, Mozilla Firefox, Safari**
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- ✓ Certificate and recording emailed within 24 hours
- ✓ Webinar recording:  
[lionsclubs.org/virtual](https://lionsclubs.org/virtual)

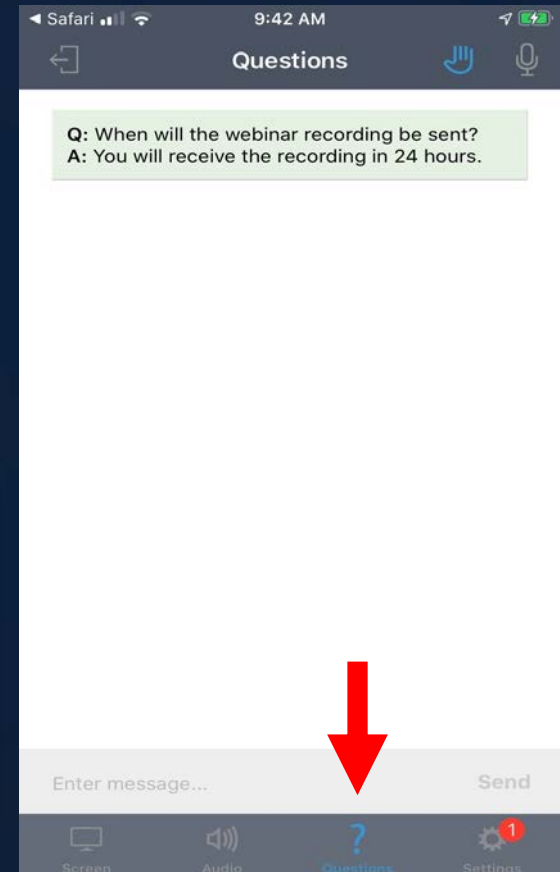
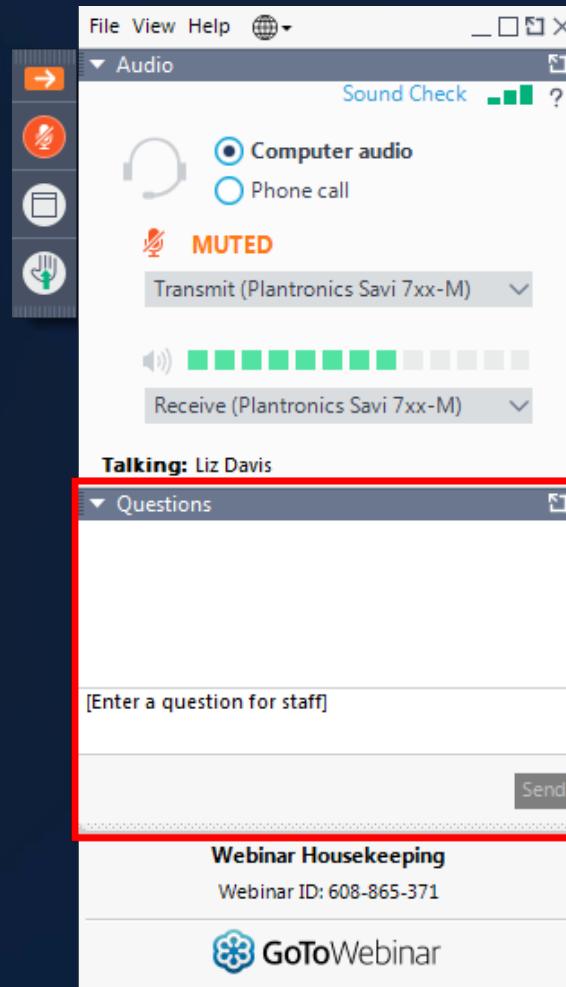


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- ✓ Submit questions any time
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- ✓ Download handouts
- ✓ FY2021-2022 webinar schedule now live!
- ✓ Take survey!



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# CAMPAIGN 100: BE A PART OF HISTORY

**Dr. Jung-Yul Choi**

Immediate Past International President  
LCIF Chairperson



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Since  
**1968**

**US\$1.1**  
billion



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# 100%

of donations  
support those  
in need



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# OUR WORLD IN NEED



**2.2 billion**  
people have vision  
impairment or  
blindness



Each day, **300**  
people die from  
measles



**300,000**  
children are  
diagnosed with  
cancer  
each year



**One-third**  
of teens worldwide  
have experienced  
bullying



**~1 in 9** people  
lacks enough food  
to be healthy  
and active



**1 in 11**  
people has  
diabetes



Weather-related  
disasters have  
increased  
**50%** in  
40 years



By 2025, **50%**  
of the world will  
live in water-  
stressed areas



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# OUR PAST CAMPAIGNS



SIGHTFIRST I (1990 - 1994)

**US\$140 million** || Goal: US\$130 million

SIGHTFIRST II (2005 - 2008)

**US\$205 million** || Goal: US\$150 million

Since SightFirst launch:

- 1,398 grants totaling more than US\$372 million
- Vision impacted for 488 million+



# CAMPAIGN 100: LCIF EMPOWERING SERVICE

**Frank Moore**

Past International President  
Campaign 100 Vice-Chairperson



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**INCREASING**  
Service Impact

**FIGHTING**  
Diabetes

**EXPANDING**  
Global Causes



# US\$300 MILLION

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**To serve our world in need.**  
We must significantly add to our progress





# CAMPAIGN 100: WHAT WE'VE ACCOMPLISHED

**Frank Moore**

Past International President  
Campaign 100 Vice-Chairperson



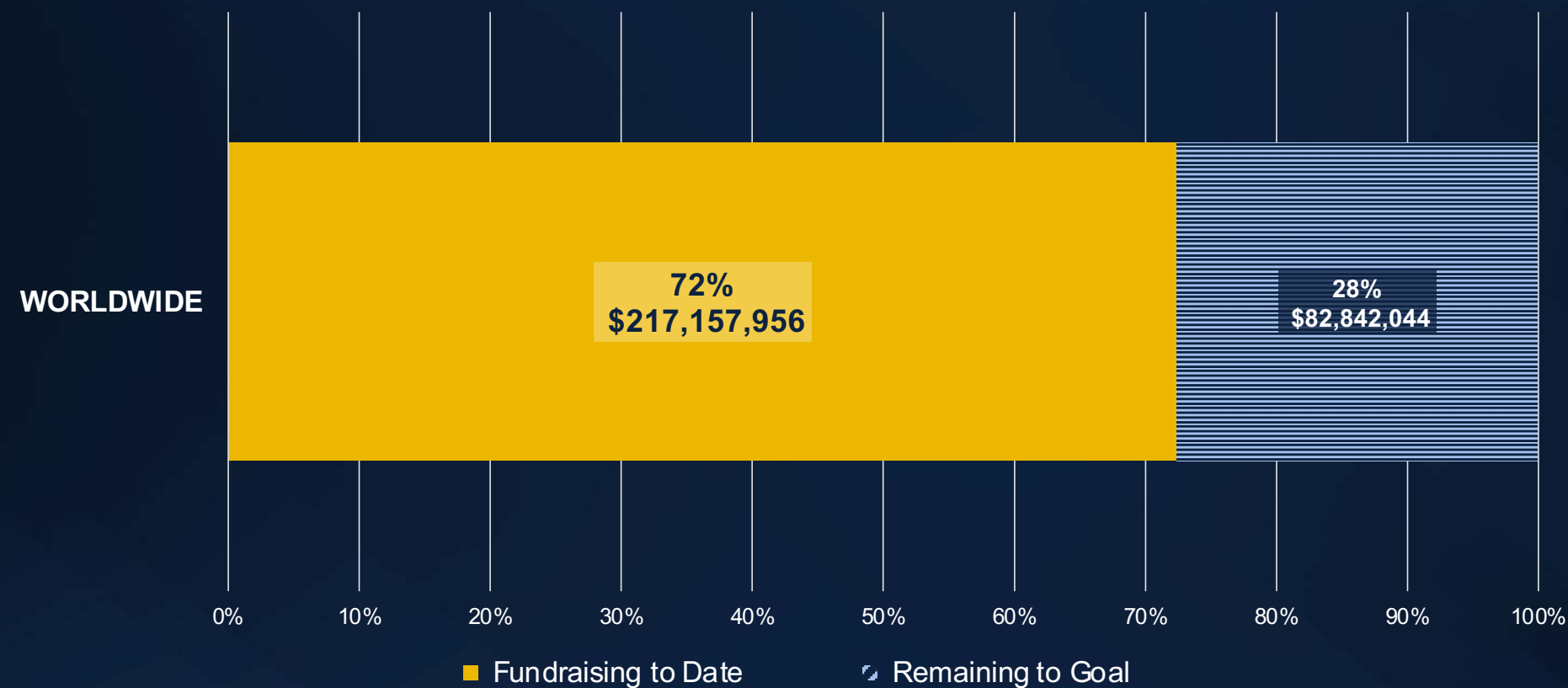
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# CAMPAIGN PROGRESS



# LAUNCHING NEW GRANT PROGRAMS



CHILDHOOD CANCER GRANT

15 grants || US\$851,935



HUNGER GRANT

37 grants || US\$1,552,144



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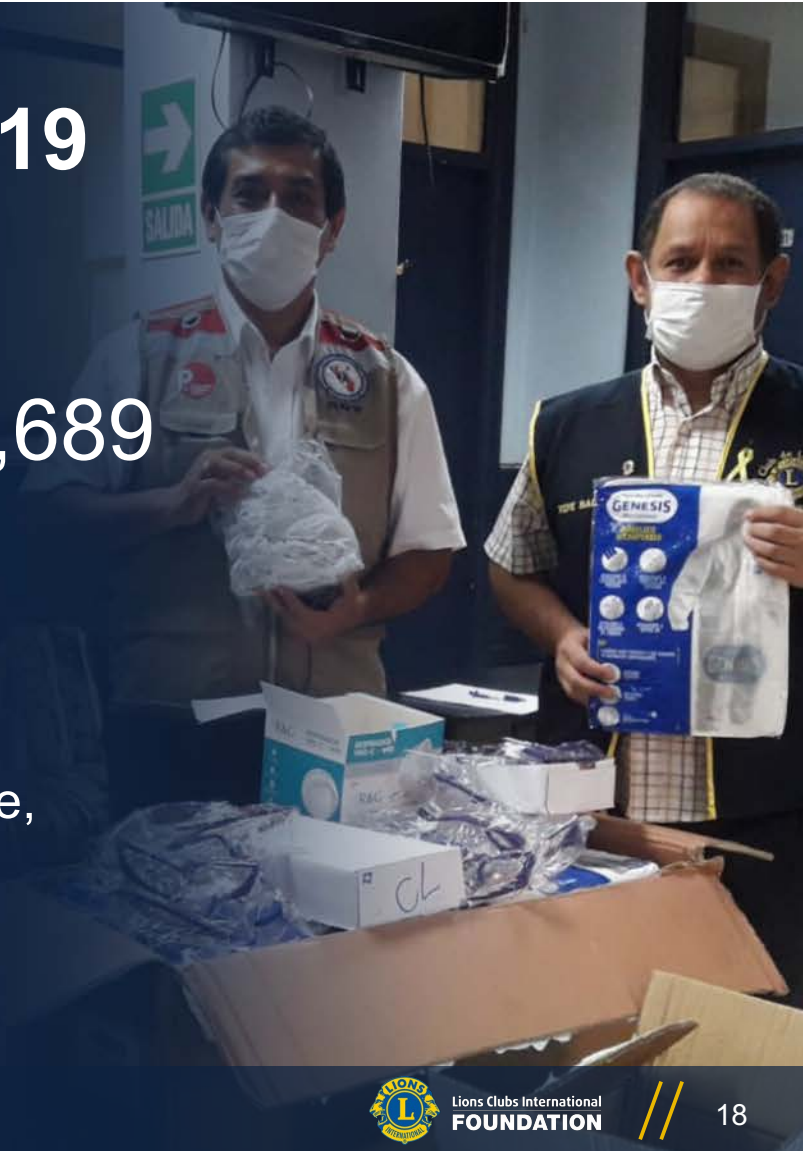
# LCIF RESPONSE TO COVID-19



WORLDWIDE

372 grants || US\$6,181,689

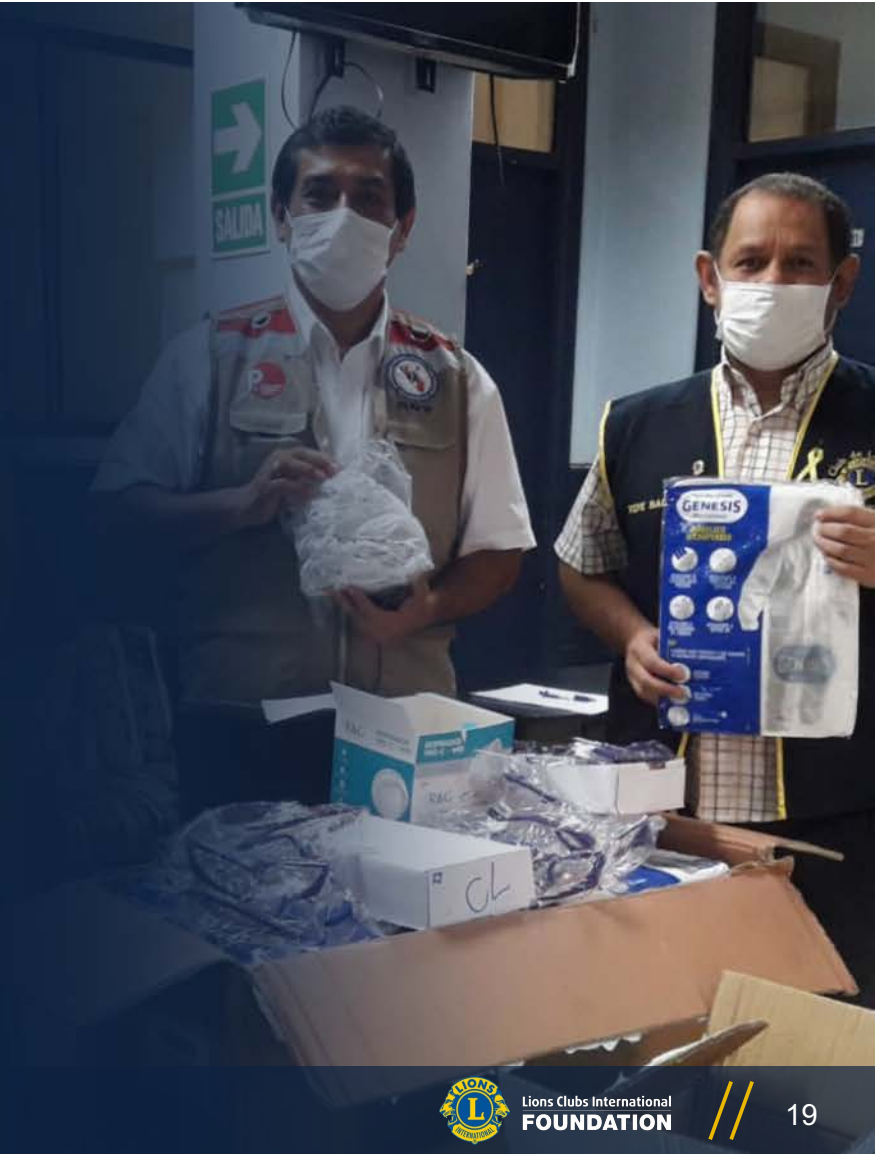
- Because of your generosity, LCIF able to award grants quickly
- Purchased protective equipment for healthcare, frontline workers



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# LCIF: RESPONDING TO COVID-19 IN CANADA



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# OUR LARGEST CAMPAIGN IN HISTORY

- Increase Model Clubs
- Increase Member Participation
- LCIF's District and Club Community Impact grant program





# CAMPAIGN 100: HOW WE REACH OUR GOAL

**Christopher Plunkett**

LCIF Development Division Manager



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# MODEL CLUBS

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Model Clubs are **leaders** in our sense of community.

The commitments from Model Clubs support the areas of greatest need for our Lion communities all over the world.



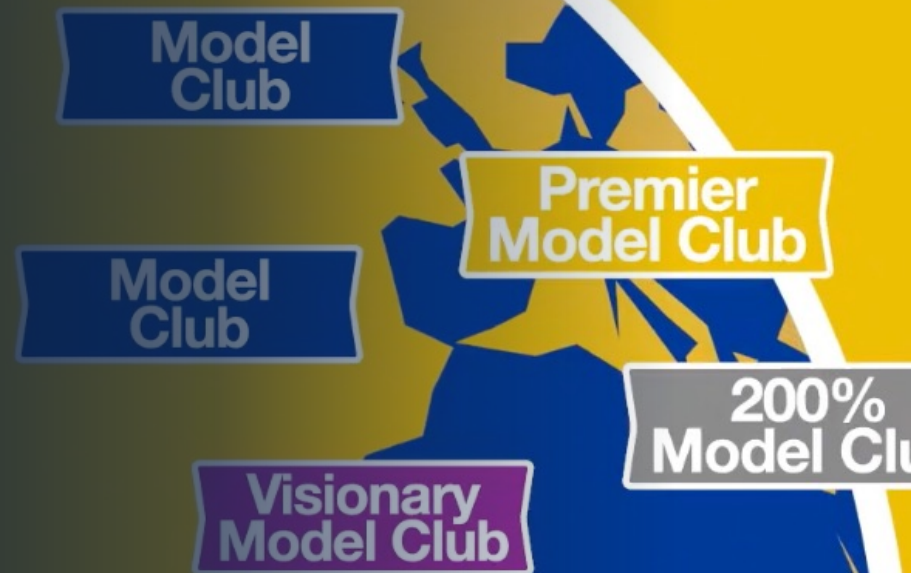
Consider a giving **goal** that will make your club a **model club**, or take it to the next level.



There are **three key things** to remember about Model Clubs:

1. All funds raised since July 1, 2017 count!
2. All funds from all sources count!

# MODEL CLUBS: LEADING BY EXAMPLE





# INCREASING MEMBER PARTICIPATION

## SUCCESS IN CONSTITUTIONAL AREA III

- 122% increase in FY20-21 individual giving participation
  - Encouraging and promoting 100% giving participation at all levels
- Locally unique ways of recognition
- Increased virtual trainings and events on a local level promoting LCIF



# AMPLIFY YOUR GIFT

## THROUGH DISTRICT & CLUB COMMUNITY IMPACT GRANTS

- Fund broad array of local service projects
- Districts and clubs donating at least **US\$10,000** and **US\$5,000**, respectively, to LCIF during Lion year may apply for grant up to **15% of donated amount**





# CAMPAIGN 100: OUR COMMITMENT TO SUCCESS

**Frank Moore**

Past International President  
Campaign 100 Vice-Chairperson



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# QUESTIONS



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# THANK YOU!



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