

LCIF – Campaign 100

Introduction

LCIF is the charitable fundraising and grant-making arm of our global organisation.

Our mission is: **to support the efforts of Lions Clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.**

Thanks to the Lions membership, LCIF has been able to grant more than US\$1 billion to Lions service projects and partnerships around the world; supporting Youth, providing Disaster relief, and addressing Humanitarian Needs.

Lions Clubs International is the world's largest and most effective service organisation, and Lions themselves are respected worldwide for the service they provide. LCIF allows us to extend and magnify the impact on a global scale.

LCIF is your foundation. It belongs to every Lion, and empowers the service and impact of Lions everywhere. The success of LCIF reflects the success of our global community of Lions.

What is Campaign 100: LCIF Empowering Service?

This is the foundation's next transformational campaign (you may all remember SightFirst and SightFirst II). Over the next three years through Campaign 100, we are aiming to raise US\$300 million to increase our service impact; fight diabetes; and expand our global causes. Campaign 100 will allow us to service more than 200 million individuals per year by 2021 and ensure that Lions have the resources we need to expand our global causes and impact.

Through the Global Service Assessment, which thousands of Lions shared their passions, priorities and where our service can have most impact our Global Causes were established.

- Diabetes
- Environment
- Hunger
- Childhood Cancer
- Vision

These causes complement all of the great ways clubs serve Locally, Nationally and Internationally, and gives Lions and Leos opportunities to help meet the growing challenges facing humanity.

Campaign 100 will make it possible for LCIF to meet and address the needs and priorities of our Lions for generations to come.

How can Lions participate?

LCIF relies on Lions to help make our mission possible and Lions can participate in three key ways;

1. **As Donors:** Lions are our biggest supporters and provides the vast majority of contributions. Lion donations sustain the foundation and make it possible.
2. **As Advocates:** Lions are better than anyone at telling our storey and sharing the message and impact of our work.
3. **As Volunteers:** Lions implement the projects that the foundation supports. Lion service allows us to achieve our aims through the grant applications.

LCIF Grants Available

LCIF is there to help make Lions Service activities possible through their Grant programmes.

LCIF Grants fall into four categories:

- Humanitarian Grants
 - Matching Grants
 - Large-scale Lions Service projects that address unmet humanitarian needs.
 - Funding is for capital construction and equipment projects
 - Requires a portion of the funds to be matched by local Lions financial contributions.
 - Lions Quest
 - Educational-based life skills programme for youth (ages 5 -18)
 - Eligible activities include workshops and materials for instructor development; programme evaluation; and new programme expansion and implementation.
 - Requires a portion of the funds to be matched by local Lions financial contributions.
 - Diabetes
 - Large-scale Lions-led projects that support expansion and enhancement of diabetes prevention, education, and improved access to treatment for underserved populations
 - Key initiatives includes screening; diabetes camps; and facility expansion and equipment acquisition
 - Requires a portion of the funds to be matched by local Lions financial contributions.
- SightFirst Grants
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 - Supports the development of comprehensive eye care systems that provide preventative and diagnostic services and treatment for all relevant eye diseases as well as rehabilitation for those with irreversible blindness or low vision.
 - Prioritise aid to underserved populations
 - No specific match required, but priority given to projects with local funding and other co-funders.
 - Review by regional technical advisor required prior to submission to LCIF
- Disaster Grants
 - Emergency Grants
 - Immediate relief aid for national disaster victims
 - Funding not available to provide long-term shelter or rebuilding activities
 - Must be requested by DG in affected areas, within 30 days of the occurrence.
 - Disaster Preparedness
 - Disaster and emergency preparedness training and activities for Lions
 - Must be applied for in advance of a disaster and used within six months
 - Community Recovery
 - Post immediate needs phase
 - No construction projects
 - District eligible to apply up to 60 days post disaster and use funds within 60 days
 - Matching Grants
 - Matching grants may be requested for longer-term reconstruction projects
 - Similar criteria for Humanitarian matching grants
 - Major Catastrophe

- Funds relief efforts in the wake of major natural or civil calamities
 - Grants are for extended immediate relief aid or long-term rebuilding projects
 - May not be applied for by Lions, district/multiple district
- New Grants
 - Leo Grants (Pilot programme through June 30, 2019)
 - Community service projects that are developed, planned, and implemented by Leo Clubs
 - Projects should address a community need and provide an opportunity to highlight Leos in the communities they serve
 - Leos have six months to complete the project.
 - District and Club Community Impact Grants
 - Available to both district and clubs, where 15% of their unrestricted donations to LCIF will be made available to Lions once a minimum donation level is reached
 - Qualifying districts and clubs would need to apply to LCIF to access available funds
 - Project proposals must be submitted and explain how the funds will be used
 - Funds may be used for local service projects (these must align with LCIF focal areas) or as matching funding for other LCIF grant programmes.

Applications can be found on-line.

Each type of grant has varying requirements, but here are a few general guidelines to keep in mind:

- The project must:
 - Address an important humanitarian need
 - Serve a relatively large population
 - Be cost effective, and
 - Be beyond local fundraising capability
- The budget must show ample funding from local Lions organisations
- The project must have a strong Lions identity and involvement, and it must be endorsed by the district cabinet
- Provide as much detail as possible when completing the application. Lack of information will delay review of the request.
- Technical advisors, external evaluators, LCIF staff, and LCIF leaders conduct careful monitoring and evaluation before, during, and after the project. This may include project site visits.
- Final reports are required for all LCIF funded projects. A report form is provided by LCIF. The report should be submitted at the completion of the project and should detail the accomplishments of the project and account for all grant expenditures.

Donations to LCIF

Different ways of being a donor are;

- ❖ Individual member giving
- ❖ Club engaged in fundraising strategies
- ❖ Being a Model Club
- ❖ Lead and Major Gift donors
- ❖ Corporate, Foundation, and Government partners

An important way for Lions to participate in the foundation is as donors, both as individual members and within their clubs.

Individual Member Donations

While gifts of any amount are accepted, LCIF suggest a minimum annual contribution of US\$100 (approximately US\$2 per week) from each member.

With a membership of 1.4 million members, if every member donated US\$100 the Foundation would receive in the order of US\$140 million which could be used to support global service projects.

Club Donations

If instead of individual members contributing the Club could make a donation equivalent to US\$100 per member.

Clubs can organise and conduct a public fundraising event whose proceeds are dedicated to Campaign 100

Model Clubs

Model Clubs lead the way and set a challenging goal well above and beyond the minimum per member average and by raising funds through a variety of strategies.

A Model Club has to donate a minimum average of US\$750 per member.

The per-member average does not mean that all funds come from club members. It is a measurement tool for establishing club goals and campaign recognition levels.

Model Clubs will receive recognition in three stages:

- I. Commitment to participate*
- II. Achievement of goal*
- III. Fulfilment of pledges and commitments*

Lead and Major Gifts

Lead (US\$100,000+) and Major (US\$25,000+) gifts automatically count towards overall club fundraising numbers and will play an important role in achieving the campaign goals.

Any proposal for Lead or Major Gifts should be followed up by MD personnel.

Corporate, Foundation, and Government Gifts

Financial support from corporations, foundation, and government agencies will help Campaign 100 reach and exceed its goals.

Any proposal for Corporate, Foundation, and Governmental Gifts should be followed up by MD personnel.

Donor Recognition

Recognition is offered to donors to thank them for their support. Recognition can be made in different ways being in multiple forms: as physical items, through personal communications, in presentations at events, or a combination of each.

| Total Individual Campaign 100 Donations | Immediate Recognition (upon receipt of pledge) | End-of Campaign Recognition (available upon completion of gift or pledge) |
|---|--|--|
| Available for one-time gifts and pledges. Includes listing on LCIF website and in Donor Room at international headquarters. | | |
| US\$15,000 - \$24,999 | Collectible Campaign 100 Donation Pin | Lion of Empowerment Pin PLUS certificate and plaque, with public presentations by local Lions leaders. |
| US\$3,000 - \$14,999 | | Lions Commitment Pin PLUS certificate and plaque, with public presentation by local Lions leaders. |
| US\$1,500 - \$2,999 | | Lion of Dedication Pin PLUS certificate |
| US\$900 - \$1,499 | | Lion of Action Pin |
| US\$600 - \$899 | | Lion of Kindness Pin |
| US\$300 - \$599 | | Lion of Service Pin |
| All Other Donations | All Campaign 100 Donors are recognised on LCIF's website (Updated quarterly) | |

Available only to donors who choose the annual or monthly options for Campaign 100 donations. Includes the corresponding recognition listed above.

| | |
|---|---|
| Make a Pledge: Commit to making a gift each year of the campaign and receive an attractive gift. | <ul style="list-style-type: none"> Automated giving is available in some countries and can be made with a credit card or automatic bank draft Donors from all other areas may give annually using all approved methods Reminders will be sent each year. |
| Give Monthly: Make an automated monthly contribution and receive an additional gift. | <ul style="list-style-type: none"> Automated monthly giving is available in some countries and can be made with a credit card or automatic bank draft. Automated gifts are made in-line or via pledge form. Total amount indicated on pledge forms will be divided into 12 equal payments and charged monthly. |

Model Club Recognition

| Per-Member Average (PMA) or Total Funds Raised Level | Recognition |
|--|---|
| PMA of US\$750 | Model Club Written (newsletter, website, etc.) and public (Scrolling screens at Convention, local conventions, etc.) recognition Certificate and banner patch |
| PMA of US\$1,500 | 200% Model Club Written and public recognition Certificate and banner patch |
| PMA of US\$2,250 | 300% Model Club |

| | |
|---|---|
| | Written and public recognition Certificate and banner patch |
| PMA of US\$3,000 | 400% Model Club Written and public recognition Certificate, banner patch, and banner topper |
| PMA of US\$3,750 | 500% Model Club Written and public recognition Certificate, banner patch, and banner topper |
| PMA of US\$4,500 | 600% Model Club Written and public recognition Certificate, banner patch and banner topper |
| PMA of US\$5,000+ <i>Additional increments of US\$500 may be awarded or developed as clubs achieve or commit to these goals.</i> | Premiere Model Club <ul style="list-style-type: none"> Titles for Model Clubs with a PMA of US\$5,000 or more may include: Major, Elite, Exceptional, Landmark, or Visionary. Written and public recognition, more expansive than lower levels. Certificate, Banner patch + Banner topper |

All individual gifts will be eligible for current recognition, including Melvin Jones and Progressive Melvin Jones Fellowships. The MJF and PMJF recognise total lifetime, or cumulative, donations. Individual donations count towards credits for these fellowships. Once sufficient credits have been recorded, a donor may request the pin representing their current fellowship level.

| Current Recognition - Individuals | | |
|------------------------------------|---------------------------------|--|
| Giving Level | Recognition Level | Recognition Offered |
| US\$100,000+, cumulative | Humanitarian Partner | Recognition in the Donor Room at headquarters: lapel pin with precious stone, corresponding to level of cumulative giving |
| US\$2,000 – US\$99,999, cumulative | Progressive Melvin Jones Fellow | Lapel pin with additional diamonds or precious stones, corresponding to level of cumulative giving |
| US\$1,000, cumulative | Melvin Jones Fellow | Individual receives a lapel pin and plaque; club receives a banner patch and chevron each time a new member achieves MJF status. |
| All gifts of US\$100+ | | Recognised on the Honour Roll |

Current recognition opportunities for clubs, districts, multiple districts and other organisational entries.

| Current Recognition – Clubs and Other Entries | | | |
|---|------------------|--|--|
| US\$1,000+ | Corporate Plaque | | |
| US\$1,000+ | Club Plaque | Unrestricted funds to LCIF | |
| 100% Melvin Jones Fellows | 100% MJF Banner | Awarded to clubs when all members are Melvin Jones Fellows | |
| 200% - 500% | 200% - 500% MJF | Awarded to clubs | |

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|---|--|---|---|
| Progressive Melvin Jones Fellows | Banner | when all members are Progressive Melvin Jones Fellows | |
| All members give US\$100+ | 100% Contributing Member | Fiscal year chevrons are given for each subsequent year the club receives this status | |
| Per member average of US\$50+ in a fiscal year | Per Member Average Banner Patch | Awarded at the US\$50, US\$100, US\$2502, US\$500, and US\$1,000 levels | Awarded at the end of the Lion year (July 1 – June 30). |
| Top five clubs in each CA – total donations | Top Five Club – Total Donations Certificate | Awarded to the top five clubs in each CA based on total donations | |
| Top five clubs in each CA – per member average | Top Five Club – Per Member Average Certificate | Awarded to the top five Clubs in each CA based on per member average | |
| Current Recognition – Districts and Multiple Districts | | | |
| US\$100,000+ or a minimum of US\$30,000 with a 10%+ increase over the previous year | Chairman’s Medals | Awarded to district governor and LCIF district coordinator | |
| Top 10 districts in a fiscal year | Top Ten District Certificate | Awarded based on total funds given worldwide in one fiscal year. | Awarded at the end of the Lion year (July 1 – June 30). |
| Top five district in each CA – total donations | Top Five District – Total Donations Certificate | Awarded based on total funds given within the CA in one fiscal year. | |
| Top five district in each CA – per member average | Top Five District – Per Member Average Certificate | Awarded to the top five districts in each CA based on per member average | |
| Top five multiple districts – total donations | Top Multiple District – Total Donations Certificate | Awarded to top five multiple districts in each CA based on total donations | |
| Top five multiple districts – per member average | Top Multiple District - Per Member Average Certificate | Awarded to top five multiple districts in each CA based on per member average | |
| All clubs give to LCIF | 100% Club Participation Certificate | Awarded to district that have all clubs donate to LCIF in a fiscal year. | |
| All member support LCIF | 100% District Member Support Banner | Awarded to districts that have 100% member support | |