



MULTIPLE DISTRICT 410 – 2023/2024

REPORT TO 3rd COUNCIL OF GOVERNORS MEETING – 2 May 2024

PORTFOLIO – GST

BY – Avril Hobbs

SERVICE and MEMBERSHIP seem to be more interwoven, and rightly so. Clubs continue to serve but without an increase in membership, this service will be stifled, and the opportunities to serve, and serve more effectively will be missed.

MULTIPLE DISTRICT PROJECT:

The CHILDHOOD CANCER AWARENESS campaign or BIG Walk for Little Warriors as it has been billed took place mostly on the 24 February 2024. It was a far greater success and reached further into the communities than envisaged.

A composite of all events held for the combined Multiple District BIG Walk for Little Warriors is attached.

While approximately half the clubs in the Multiple District participated, and the funds raised equated to R44 per participant, the goodwill and enthusiasm generated within clubs and zones was priceless.

What I personally learnt, is that just putting an idea or date out there is not enough. Following through with concrete direction suggestions and online meeting discussions engendered the spirit and enthusiasm to make the project a success.

A Save the Date, followed by a basic blueprint and registration form and sources of potential childhood cancer organisation partners was circulated and promoted in clubs by the District GST leaders and Region and Zone Chairs.

An amazing effort between the MD Marketing team with Lions from both Districts has really got Lions on board. All the branding and marketing can be used nationally, and gives LIONS the recognition rather than individual clubs. Thanks to MDC Marketing Sandy van Heerden for working with the MD GSTeam.

Relevant hashtags to get Childhood cancer awareness trending on social media were shared to great success. Many clubs had community newspaper articles showing the newsworthy-ness of this project.

A huge thank you to our 2 District GST leaders and our MD Marketing team who together with some really enthusiastic Lions (in particular Gail Darling from District W) made this project happen.

My recommendation that it is repeated next year on Saturday 15 February which is actually Childhood Cancer Day. To this end District E have already circulated the date for clubs to put it on their calendars. Planning ahead will also assist clubs being able to hold walks on the same day showing the oneness of Lions.

A display of all the marketing/promotional material and articles published is on display at the MD Convention in Wilderness. This together with all the promotional material in various languages should also be used by Lions on this day and with any other similar projects supporting the Childhood Cancer pillar.

My thanks goes to ALL Lions that embraced this project with so much enthusiasm.

COLLABORATION:

With the recent collaboration with Amazon, has been proven the reach Lions could have with more members/volunteers, and improved resources.

Thank you to CC Bernd for inviting me to lead this pilot project or Phase 1.

To the small group of Lions who worked together to make this happen despite extremely tight deadlines, I thank you.

As you know, this comprised 2 parts in various areas of the MD.

The theme was based on Disaster Management and what Lions could do to both prepare and then assist in long term rehabilitation.

Thank you to Lions Brent Procter for being the Lion who presented Lions as the best possible partner in these fields, especially as we already should have Disaster Relief teams within each club (previously Lions Alert).

2000 Dignity bags, with essential immediate supplies, were packed together with Amazon staff: 1500 in Cape Town and 500 in Midrand. Of the 1500, 250 were shipped to KZN. These bags are strictly for use when a disaster of any nature occurs, and folk are left homeless.

The second part of the project entailed sourcing and planting trees in areas previously affected by disasters where the vegetation needs rehabilitation.

In KZN, together with Amazon staff, 12 trees were planted at a Cycle/Skateboarding track constructed next to a new housing estate. An area previously under sugarcane. This proved to be a good choice as it may lead to further projects with Amazon and the Cycle Academy who have 2 further sites in Durban needing assistance.

A further 300 plus trees are being planted in Cape Town in areas that were ravaged by the fire which swept down Table Mountain and into the University of Cape Town's campus.

In future this will be a project driven similarly to Lions Brightsight: for all clubs but not as part of the cabinets or council.

Again Lions saw the value to their communities, and supported these projects at relatively short notice. No doubt, the Amazon team saw the enthusiasm of the Lions from many clubs. Also the way the Lions work as a well oiled machine, and having fun doing so.

GOALS:

1. SERVING PEOPLE: exact numbers served to date unknown.

Serving continues with gusto, but reporting continues to be a challenge.

The new Lions Portal may improve this as all Lions will be taught from the beginning.

Despite the best efforts of the GST Coordinators and the Zone and Region chairs, there are still some Lions without a dedicated email address.

Several clubs have asked how to appoint an Administrator for their club to assist especially when a secretary is away. This will be done with the new Portal.

2. SUPPORTING OF GLOBAL CAUSES:

The GLOBAL SERVICE TEAM is to create an awareness of the 5 focus projects and have adequately done this:

Diabetes: 14 November is the official date, and while this is a Thursday in 2024, clubs are encouraged to hold some form of awareness or health day closest to this date. Again District E has already asked clubs to put this in their planning calendar.

Hunger Alleviation: no shortage of projects, and by far the most supported pillar. Almost 30% of all projects undertaken are Hunger Relief, and half of the number of people served are hunger related.

Environment projects are being showcased in April with the amazing assistance from the Marketing team. Clubs are encouraged to share the daily environment tips on social media, again thanks to MDC Sandy who promotes to all clubs.

Childhood Cancer the pillar chosen to highlight as a Multiple District Project, but also supported in various ways from visiting patients undergoing chemotherapy to painting and improving the wards they are in.

Vision: mostly supported via Lions Brightsight.

While these pillars are supported, the needs of the community and the skills of the club members and their volunteers determine best what projects and causes are supported. These include a wide array of education upliftment projects; hearing projects; disability projects, health related projects, the distribution of sanitary pads to keep girls in school to name but a few.

3. REPORTING of SERVICE PROJECTS on myLION and the new PORTAL

2024 has remained between 89% and 100% of clubs reporting activities. Thank you to GST in W for achieving 100%. Thanks to GST E Sandy who chases clubs to report .

The Guidelines are available to Lions to give accurate reporting will have to be explored once the new portal is launched and Lions from MD 410 once again have access.

Action:

- 3.1 Continue to monitor encourage those not reporting in time or not at all.
- 3.2 Keep contact with the District E & W GST team leaders to share on ways to keep service reporting accurate constant throughout the year.
- 3.3 Hand over to the GST Coordinator for 2024/25

Despite having at times too much on my plate, I have enjoyed serving this Council and thank both the Council Chair and my fellow Lions for this opportunity to SERVE with them.

I am proud to be a Lion and look forward to an exciting future where Lions can work more as a united team with common goals and gaining an even bigger footprint in the community our Multiple District serves.

Thank you.
Avril Hobbs