



MULTIPLE DISTRICT 410 – 2024/2025

REPORT TO CONVENTION - 3 May 2025

PORTFOLIO – GST

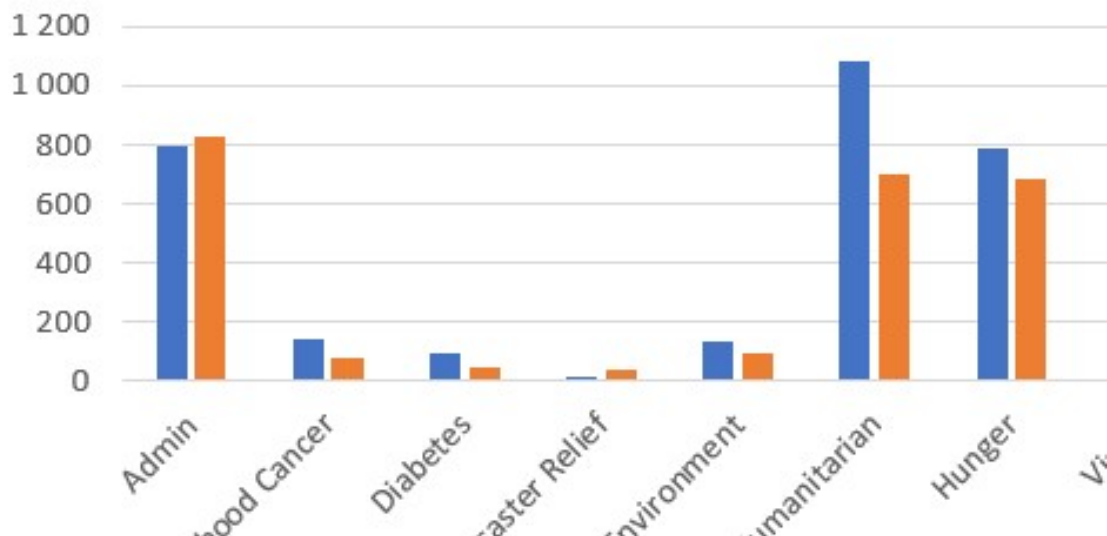
BY – Sandy King

CC Bennie, DG Perry, DG José and fellow MD 410 Council members.

Our two Districts have continued to do what we as Lions do best: Serve!

Since the beginning of the Lionistic year,
410E Lions and Leos have served 393 011 people and
410W Lions and Leos have served 413 457 people

Activities by Service Pillar Jul 24-Apr 25



To review our Multiple District Goals:

- 1. MD Diabetes Projects for Diabetes Awareness Day 14 November –** Clubs throughout the MD participated in Diabetes Projects in November, with 44 Diabetes service activities taking place and 7 062 people served.
- 2. MD Childhood Cancer project 15 February – Big Walk for Little Warriors –** once again a very successful MD project tackled with much enthusiasm. Below the comparison between last year and this year.

2024

TOTAL CLUBS FROM MD	62	TOTAL EVENTS HELD	28	TOTAL PARTICIPANTS	2681 not all recorded	TOTAL MONIES DONATED (incl donations from clubs)	64499 + 61509.97 = R126 008,87	GOODWILL & INTEREST GENERATED	enormous, trended on X
---------------------	----	-------------------	----	--------------------	-----------------------	--	--------------------------------	-------------------------------	------------------------

2025

TOTAL CLUBS FROM MD	410E 40 + 410W 30 = 70	TOTAL EVENTS HELD	15 + 11 = 26	TOTAL PARTICIPANTS	1083 not all recorded	TOTAL MONIES DONATED (incl donations from clubs)	44 727 + 69 746 = R114 473	GOODWILL & INTEREST GENERATED	enormous, trended on X
---------------------	-------------------------------	-------------------	---------------------	--------------------	------------------------------	--	-----------------------------------	-------------------------------	------------------------

- 3. MD Environment Project for World Environment Day** – this project was added as a challenge/request from the Long Range Planning Committee. A MD social media marketing campaign started in March for Earth Hour and the Happy Earth campaign continues in April leading up to World Earth Day. Our Happy Earth (It Starts With Me) project encourages clubs to get schools to participate in environment awareness activities. The marketing team has created beautiful artwork including a poster, pledge certificate, word search puzzles, colouring in page, stickers, participant certificate and Happy Earth pin artwork. The Environment campaign will culminate in clubs doing some kind of clean-up activity on or near World Environment Day: 5 June. It could be a Beach cleanup for the Coastal Clubs, a river clean up or even park clean up, for the Inland Clubs.

**Amazon School Bags**

All the Amazon sponsored school stationery bags and shoes were handed out to the clubs in the Multiple District and most, if not all of these have been donated to local schools in the various areas, some special needs schools, some settlement schools and also those in rural areas. They were all very grateful for the donations.

Amazon Childhood Cancer Care Bags

The Childhood Cancer Care bags sponsored by Amazon have also been shared amongst the clubs which requested bags. District 410E Region E in the Eastern Cape delivered theirs to the Oncology Department at the local Provincial Hospital. In the Gauteng area, bags were delivered to children suffering with cancer at Nicus Lodge, CHOC House Soweto, Baragwanath Children's Oncology ward, local Hospices and in Eswatini, they

were handed out to children with cancer during the Manzini Club's Big Walk for Little Warriors.

More about these projects in the Amazon report.

Service Chair Forum

We are in the process of setting up a MD Club Service Chairperson Forum, similar to the Marketing Chairperson Forum which has been very successful. The aim is to share ideas and solve any problems which may arise, as well as to help with the reporting of service activities on the Lions Portal. The first meeting will take place on Zoom in May or early June.

410W Strategic Planning Workshop

A very successful Strategic Planning Workshop was held in District 410W during August and October. The document resulting from the workshop considers the broader aspects that challenge the District to grow membership and prioritise the elements that require urgent attention.

The recommendations suggested in the document are intended to be extended into next year and beyond, as necessary. The concept of GROWING MEMBERSHIP THROUGH SERVICE is key to the success for growth; combining clubs for projects, together in zones and even regions is deemed to be paramount to creating the 'buzz' the public must experience with every Lions project so as to excite and entice them to show an interest to join in and become new members.

I would like to thank DC Sharon Wright for her hard work and dedication during this Lionistic year.

Yours in Service,
Sandy