



## **MULTIPLE DISTRICT 410 – 2024/2025**

**REPORT TO Convention, 3 May 2025**

**PORTFOLIO: LCIF: Area Leader & MD410 Co-ordinator**

**BY: Geila Wills**

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### **Council Chair Bennie, District Governors, Fellow Council Members, District Cabinets, and Convention Delegates,**

Council Chair Bennie, it has been a true pleasure to serve alongside you my fellow Council members this year. Your leadership as an LCIF District Chair last year set an inspiring example, proving that the ambitious targets set by LCIF Headquarters are indeed achievable. You raised the bar high, and this year we've been striving to meet and exceed that standard.

Our LCIF training in Addis Ababa, Ethiopia, was exceptional. We gained valuable insights into all aspects of LCIF fundraising; from understanding and navigating online reports; to learning about changes in grants and application procedures; and exploring various rewards programs. We were especially fortunate to have 3rd International Vice President Dr. Manoj Shah with us, whose input was incredibly insightful.

As Area Leaders, we were each given a relevant topic to present. I was humbled to be privately complimented for staying true to the brief and for motivating fellow Area Leaders and District Chairs, a testament to the purpose of having Area Leaders take the stage and inspire others.

The exchange of ideas and successes with participants from other countries proved to be a rich learning experience for all of us.

I must extend heartfelt thanks to our outstanding LCIF District Chairs, Lion Mark van Heerden (410E) and Lion Neville van Rensburg (410W). Both have shown exceptional dedication and unwavering commitment to achieving the LCIF goals within their respective Districts. Their hard work ensures that when I present our reports at the LCIF Constitutional Area 8 monthly meetings, with Africa Leaders and LCIF staff, I can do so with confidence, positivity, and accuracy.

Our efforts have not gone unnoticed. We've received high praise from LCIF staff and Africa Leaders, commending not only the work of our LCIF team (AL and two DCs), but also the leadership of our District Governors, the commitment of our Clubs, and the generosity of our Multiple District.

I am proud to share that we are currently leading all MDs in Africa in terms of the **percentage of Clubs donating**, a fantastic achievement we hope to maintain for a second consecutive year!

To the Clubs who have not yet contributed, please consider donating **just \$20**. Every contribution increases our participation percentage and strengthens our impact.

Lions can also support by purchasing **LCIF Presidential Share pins** at \$50, \$100, and \$200. Leos can get a Leo Share pin for \$20. Older share pins are available at special rates. We will be calling for **pledges** at both the upcoming **District Conferences** and at the **MD Convention**.

As of the March international LCIF report:

- **District 410E has raised \$14,337.83**
- **District 410W has raised \$14,755.85**

Together, this represents **70% of our MD goal**. We are on track for both District Chairs and both District Governors to receive the **LCIF Achievement Goal Medals**, should we reach 100% of our goal. Let's all support them in raising the remaining 30% at our upcoming events.

We encourage all Lions and Clubs to donate to the **general fund: "Empowering Service,"**. Please remember, donations to designated areas **do not** qualify for Club or District Community Impact Grants.

I am thrilled to announce that **both Districts have already qualified** for District Community Grants:

- **410E: \$7,000**
- **410W: \$3,000**

Thank you to every Lion and every Club that contributed to our Foundation. Your generosity has made these grants possible; it's a team effort through and through.

If we can raise the remaining 30%, these grant figures may increase, allowing for even greater impact. I look forward to seeing the meaningful service projects that each District will implement in line with the grant criteria.

Together, let's continue **empowering service** through our unwavering support of LCIF.

**Please read this report in conjunction with the two page 2024 – 2025: Action Plan, progress and achievements.**



**Lions Clubs International  
FOUNDATION**

## 2024 – 2025: LCIF Area Leader & MDC Geila Wills: Action Plan & achievements for the 3<sup>rd</sup> Council meeting.

Area of Focus				
<input checked="" type="checkbox"/> MD, District & Clubs contributions <input checked="" type="checkbox"/> MD Training sessions. Grants. Why should you donate? <input checked="" type="checkbox"/> Custom Goal <input checked="" type="checkbox"/> Individual contributions      Club and individual rewards programmes. <input checked="" type="checkbox"/> LCIF contributions from Council, Cabinets, MJF's				
Goal Statement				
During the 2024-2025 fiscal year, to ensure that Lions Clubs & individuals contribute to LCIF and to meet the LCIF target set by Head Office.				
Actions	Responsible Parties	Required Resources (team members, technology, funding, etc.)	Start Date	Due Date
Encourage Council & Cabinet members to donate in their personal capacity	AL & DC's	Council & Cabinet members <b>Council &amp; Cabinet members to please donate and promote PCC's &amp; PDG's to lead the way</b>	July 24	Each Council meeting
To make sure all clubs contribute to LCIF Goal: 75% of Clubs Stretch goal: 100%	AL & DC'S LCIF MD & DC Marketing DG's, 1 <sup>st</sup> and 2 <sup>nd</sup> VDG's, LP's, RC's, ZC's & Club Chairs	<b>410E: 410W: On track</b>	July 24	15 June 25
To meet the LCIF target for each District USD vs ZAR	DG's & DC's LCIF	<b>We are at 60% of our goal, well ahead of the other Areas. Congratulations</b>	July 24	15 June 25
To get more individuals to contribute to LCIF	DC LCIF DC Marketing Lions Clubs	<b>Both DC's are doing an excellent job.</b>	July 24	June 25
Brochures and information sharing, with Clubs	LCIF, AL, DC's	<b>We have no received the electronic brochures yet</b>	As required	June 25
Set up a WhatsApp group	LCIF Club Chairs	<b>Regular information. Referencing to LCIF web pages. Info for Club LCIF Chairs to share at Club level. Done at a District level.</b>	July 24	<b>Completed</b>
Demystifying grants webinar	AL, DC's	<b>Webinar completed</b>	31 July 24	<b>Completed</b>

Attend training in Addis Ababa	AL, DC's	AL & 2 DC attended. Excellent training	7 – 9 Sept 24	<b>Completed</b>
Attend monthly meetings with LCIF	AL	<b>On-line, on-going.</b>	July 24	June 25
Training of Club LCIF Chairs for 2025-2026 Why donate to LCIF? For all LCIF Chairs and any Lion or Leo	AL/DC's	Zoom webinar, with an LCIF rep from each Club, or President. Various LCIF personal stories from local Lions. Types of giving: personal, LCIF Share pins and more. Club Excellence Award. Service grants.	May 24	June 25
Appeal for individual donors	AL/DC's	Direct appeal to individuals using Mail Chimp database. <b>This has not been successful, so we are looking at a different way of doing this.</b>	Aug 24	<b>On-going at a Club and District level</b>
Mid-Year Conference pledges	AL & DC's	<b>410E: R103,189.00 410W: R112,900.00 The Swag items went down very well.</b>	Oct 24	<b>Completed</b>
MJF's birthday week	AL/DC's	<b>Due to a high % of donations during the year and Mid-Year, this was scrapped. 410W dis fundraising while IPP &amp; LCIF Chair Patti was in Cape Town</b>	Nov/Dev 24	Not needed: ahead of targets
What grants are about and how to apply?	AL/DC's	<b>Zoom webinar: Combined with Why donate to LCIF?</b>	March 25	Feb 25
Walk in Heels	AL/DC's	In person fundraising at different venues. Awaiting R amount raised.	March 25	<b>Completed</b>
MD & District Convention pledges	AL/DC's	LCIF table. Auction Swag	May 25	May 25
Presidential Supporters pins	AL, DC's, DG's	Ongoing throughout the year. Not going as well as we would have liked.	July 24	June 25
<b>Assessments</b>	<b>Changes &amp; reasons</b>			
1 - Monitor monthly contributions on reports provided by LCIF. 2 - to AL for the AL meetings; first week of each month. 3 - Monthly feedback from LCIF via Area Leader to DC's to give to DG's 4 - Feedback on status of donations	<b>Monitoring and feedback are progressing well. Both DC's stay in contact with calls, updates and WhatsApp's.</b>	We have been complemented by the staff of LCIF and the African Constitutional leaders, for leading the way with the highest % of Club contributions and the highest % of funds raised banked. We are at 70% of our goal as of the March meeting.	July 24	June 25
Grants		To be discussed at the Council meeting	May 25	May 25