

**From:** [Lion Dr. Ashok Mehta, LCIF Chairperson](#)

**Date:** 10/02/06 21:03:27

**To:** [WYLER@SATX.RR.COM](mailto:WYLER@SATX.RR.COM)

**Subject:** LCIF Info for the Helotes Lions Club



Dear Fellow Lion,

I would like to update you on several LCIF initiatives, including recent SightFirst activity, new public relations tools designed to promote the work of Lions around the world and LCIF's continuing involvement following Hurricane Katrina.

Our SightFirst program continues to better the lives of millions of individuals by improving and often saving their vision. I am happy to report that at their August meeting, the SightFirst Advisory Committee approved a total of [US\\$2.9 million in grants](#). The number of countries to receive SightFirst funding also increased to 90 with the recent addition of Niger in West Africa.

[http://www.lionsclubs.org/EN/content/lcif\\_sfgrantsaug2006.shtml](http://www.lionsclubs.org/EN/content/lcif_sfgrantsaug2006.shtml)

LCIF recently released a series of [public service announcements \(PSAs\)](#) featuring former U.S. President—and Lion—Jimmy Carter. The PSAs promote Lions' efforts to save 37 million people around the world from preventable blindness through Campaign SightFirst II (CSFII). Since launching the Campaign in July 2005, Lions have raised US\$48 million toward our minimum goal of US\$150 million. President Carter's endorsement of CSFII is part of his ongoing work with Lions Clubs International.

<http://www.lionsclubs.org/EN/content/linn/psa.html#anchor-carter>

President Carter's PSAs were recently distributed to 400 public-affairs directors and to cable and independent stations in the top 20 markets across the United States. Please share the PSAs with fellow Lions and your local television and radio stations. The PSAs are available to [download online](#) and can also be viewed in the second edition of [Lions Quarterly \(LQ\)](#), a new online video magazine.

<http://www.lionsclubs.org/EN/content/linn/psa.html>

<http://www.lionsclubs.org/EN/content/linn/lq.html>

Also within the second edition of LQ are several LCIF grant projects, including an update on tsunami rebuilding in Asia, accomplishments of a Lions Eye Hospital in India and a look at a camp for visually impaired and blind children in North Carolina, USA, through the eyes of the campers. The program can

be [viewed online](#) or DVD copies can be requested by [e-mailing the PR Department](#) (pr@lionsclubs.org).

<http://www.lionsclubs.org/EN/content/lmn/lq.html>

It has been just over a year since Hurricane Katrina devastated the Gulf Coast region, and Lions are an important part of the recovery. A total of US\$4.5 million in designated funding has been received at LCIF in support of disaster relief efforts for Hurricane Katrina. Immediately following the hurricane, LCIF awarded a US\$200,000 Major Catastrophe Grant and US\$150,000 in emergency grants for immediate relief in affected districts. [Numerous additional grants](#) have recently been awarded to assist with relief and reconstruction projects in the region.

[http://www.lions-katrina.org/what\\_lions\\_are\\_doing.php](http://www.lions-katrina.org/what_lions_are_doing.php)

In the second year following the disaster, Lions are now shifting their focus on rebuilding for the future. Lions in the affected areas are further investigating long-term project possibilities and matching funding program opportunities. The Hurricane Katrina Steering Committee plans to meet again at the end of the year to review their funding proposals.

I encourage you to take a look at the [LCIF Web site](#), which has some new information and resources available to assist with local public relations efforts. The [new PR tools](#) section has information to assist you in your efforts to publicize your club and LCIF grant projects in order to increase public awareness and support of Lions and LCIF. The new sample releases can be quickly customized to include specific information on your club and sent to local media. This section also contains news releases, downloadable publications and audiovisual presentations. Please continue to check this section, as more material will be added in the coming months to better assist you in your PR efforts.

I thank you for your continued support of the Foundation. Your support is integral to what we can accomplish together this year and in the future.

[http://www.lionsclubs.org/EN/content/lions\\_lcif.shtml](http://www.lionsclubs.org/EN/content/lions_lcif.shtml)

[http://www.lionsclubs.org/EN/content/lcif\\_pr\\_tools.shtml](http://www.lionsclubs.org/EN/content/lcif_pr_tools.shtml)

With a Passion to Serve,

Dr. Ashok Mehta  
2006-2007 LCIF Chairperson

