Kindness Matters Service Award

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Introductions and Webinar Housekeeping
The Importance of Lion and Leo Service
A global movement of service.
Global Causes

The Footprint of Our Second Century

- Diabetes
- Environment
- Hunger
- Vision
- Childhood Cancer
The Service Journey is an approach to living and serving well. To making a real difference people can see and feel. It encompasses four simple phases:

Learn • Discover • Act • Celebrate

We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos.
How Service Impacts Member Retention
Congratulations on serving over 275 million people!

Let's break it down.

- 5,734,744 people served through vision screening
- 4,361,416 people served through environmental clean up and restoration projects
- 14,756,457 people served through food collection and meal preparation
- 2,925,727 people served through education, literacy and reading programs
- 1,377,427 people served through clean water and sanitation
- 600,000 people served through Lions Quest programs
- 2,278,223 people served through childhood cancer awareness, education and advocacy
- 1,337,746 people served through type two diabetes risk awareness and screenings
- 5,762,256 people served through tree planting and tree care
- 2,172,113 people served through eyeglass collection and recycling
- 31,410 people served through trachoma surgeries
- 8,500,000 people served through river blindness treatments

And that’s just a fraction of the work our Lions have done this year.

Together, we’re making our communities and the world a better place. Celebrate this momentous milestone with us — we couldn’t have done it without you.

For more info, please visit lionsclubs.org/lcfoward
Since 1968

US$1.1 billion
Lions Clubs International FOUNDATION

2019 - 2020

1,360 grants

US$41 million
Kindness Matters Service Award
WHAT IS IT?
▶ This service award is designed for clubs who create high-impact service projects within one of the global cause areas, including diabetes, childhood cancer, environment, hunger or vision.

OBJECTIVES
▶ Encouraging creativity and recognizing high-impact service projects
▶ Rewarding clubs for high caliber service activities within each of Lions Clubs International’s global causes
▶ Identifying potential service activities for adoption and dissemination to a broader audience
▶ Please note: Clubs can send a nomination for only one service project per year; multiple nominations from the same club will not be accepted.
Award Eligibility and Criteria

ELIGIBILITY

▶ Are in active status
▶ Reported their project(s) in MyLion® or regional reporting system within the previous fiscal year
▶ Did not receive the award within the last three fiscal years

CRITERIA

▶ Addresses the mission of the global cause
▶ Demonstrates creativity and innovation
▶ Achieves impact of scale and long-term sustainability
▶ Develops local partnerships
▶ Uses local Lions/Leo or Lions Clubs International resources
Nomination Timeline

For clubs to be considered for the award, please adhere to the following timeline.

- **July 1**: Nominations are open
- **August 15**: Deadline for club service chairpersons and Leo club presidents to electronically send one nomination to the District GST coordinator
- **September 15**: Deadline for District GST coordinator to electronically send one nomination to the Multiple District GST coordinator
- **October 31**: Deadline for Multiple District GST coordinator to electronically send one nomination to Lions Clubs International
- **January**: Winners are selected by the Lions Clubs International Board of Directors Service Activities Committee
- **January 15**: Winning clubs notified
- **March 1**: Winning clubs to receive their award from Lions Clubs International
Award Nomination Process

- **Lions Club Service Chairperson / Leo Club President**: Nominates their club for the Kindness Matters Service Award.

- **Immediate past Club President / Immediate Past Leo Club Advisor**: Must endorse the club nomination, and send nomination to District GST Coordinator.

- **District GST Coordinator**: This position verifies project information and sends approved nominations to Multiple District GST Coordinator.

- **Multiple District GST Coordinator**: Receives nominations from District GST Coordinator. This position verifies reporting information and sends final nomination to Lions Clubs International.

- **The Coordinating Lion**: Submits nominations on behalf of the club to Lions Clubs International if the nominated club is in an undistricted area.
Nomination Expectations for Lions and Leos

Lions Club Service Chairperson / Leo Club President:
- Begin the nomination process by downloading the nomination form and filling out the necessary information where applicable.
- Fill out the “Service Project Description” section of this form.
- Seek out an endorsement from your immediate past club president.
- Electronically advance nomination form to the District GST coordinator once endorsement is received.
- Be sure to follow up with the District GST coordinator to ensure they received your nomination.

District GST Coordinator
- Provide reasoning in the “Report” section of the nomination form as to why you believe that this club deserves to be nominated for this award.
- Endorse your nomination for the Multiple District GST coordinator.
- Electronically send nomination to the Multiple District GST coordinator.
  - Be sure to follow up with the Multiple District GST coordinator to ensure they received your nomination.
Nomination Expectations for Lions and Leos

**Multiple District GST Coordinator**
- Provide reporting data for this service project and indicate that it was reported in MyLion® or regional reporting system.
- Endorse your nomination for Lions Clubs International.
- Electronically send nomination to Lions Clubs International.

**Coordinating Lion**
- Fulfill the expectations of the District and Multiple District GST Coordinators.
- Endorse your nomination for Lions Clubs International.
- Electronically send nomination to Lions Clubs International.
Award Nomination Considerations

- If your club does not have a club service chairperson to nominate your club, please have your club president or club secretary submit the nomination with the immediate past club president’s endorsement.

- If the district or multiple districts do not have the GST coordinator position, the district governor and/or council chairperson would be the appropriate officer for advancing nominations to the next level.

- A minimum of two awards will be awarded to Leo clubs. Please take all Leo club nominations into consideration when deciding which nomination advances to the next level.

- Please note: that all nominations should be submitted electronically. Lions Clubs International will not accept physical applications.
Winning clubs will be notified by January

Recognize the winner in your local Lions’ or Leos’ publications and social media outlets
  - This will help promote your club and create community support of your service events!

Prepare a press release announcing the winner.
  - Include a picture of the club in action at their service project!
  - Note the specific successes of the project.

Ensure that the award is presented to the winning club at a prestigious event by the highest-ranking officer.
  - Invite the media to attend this event!

Each winning club will receive one trophy for the club, and each member of the winning club will receive a Kindness Matters Service Award Medal from Lions Clubs International.
Award Resources

**NOMINATION FORM**

**PROGRAM GUIDELINES**

**LANDING PAGE**
Thank You!

Questions and Answers

If you have questions about unique circumstances, or we were unable to get to your question because of timing, please reach out to serviceactivities@lionsclubs.org.