

LCIF Board of Trustees Meeting August 2022

A very short Summary Report

These are the LCIF BoT Committees:

Development Committee (makes the money). Marketing Committee (shares success stories). Programs Committee (spends the money). Finance Committee. Audit Committee. Lions Quest Working Group. SAC = SightFirst Advisory Committee. LCIF Executive Committee.

Campaign 100: Total funds raised was US\$325,365,471. This exceeds the Campaign 100 goal by more than US\$25 million and represents 108.5% of the goal total Campaign 100 goal of US\$300 million.

Development Committee: For the future success of LCIF, some of the most effective Campaign 100 recognition programs are rebranded for post-Campaign 100 fundraising. The committee also approved in concept of new recognition for post-Campaign 100 lead and major donors.

Marketing Committee: Continues making videos, sharing stories, using social media; Stories of Pride. LCI Marketing and LCIF Marketing are collaborating more, as outlined in the Lions International Strategic Plan.

Joint Development and Marketing Committee Meeting: Discussing ideas to prioritize for the fiscal year with a focus on pride, awareness and belonging messaging; cultivation of a culture of both doing and giving.

Programs Committee: 58 grants were approved at the August BoT meeting, totaling US\$2,693,771. 13 grants (in 8 countries) came to European countries, totaling \$ 531,256.

Leo Service Grant was a four-year pilot program. It should end now as the applications were few and the quality of projects not consistent with the criteria. But as the awareness of the opportunity to apply for an LCIF Grant is low among the Leos, it is recommended to reach out to Lions leaders to gauge interest. The discussion will be revisited during the January 2023 meeting.

Finance: First the SAD news: A change in net income, it was lower than the prior fiscal year. The variance is mainly due to a big decrease in investment income. GOOD news: LCIF recorded donations totaling US\$65.66 million for the fiscal year, an increase of 41.3% from the prior year. This variance was mainly due to an increase in restricted giving for disaster relief and refugees and displaced persons.

Audit: Working with management team to identify events which negatively affect the entity's ability to achieve its objectives and goal. Develop an understanding of nature of the risk and its potential to affect the business objectives. There are four steps: 1) Identify 2) Assess 3) Evaluate 4) Monitor – Control.

LCIF SightFirst Advisory Committee (SAC): Campaign SightFirst II funds are expected to be fully depleted shortly. However, Vision Grants will be awarded as Humanitarian grants (Vision), which requires these two policies, SightFirst and Humanitarian grants spending policies to be merged going forward. The SightFirst Working Group (SWG) consists of the following SAC members: Dr. Silvio Mariotti from WHO, Dr. Bill McLaughlin, Dr. Yuichiro Ogura, Dr. Nag Rao and Dr. Serge Resnikoff. The SWG provides technical guidance and expertise to the SightFirst program, in addition to actively managing the SightFirst Research grant program.

Lions Quest Working Group:

- Discussing program revisions, and the branding and marketing implications of this project. LCIF is working with professionals to revise Lions Quest program content, including curriculum and training materials. The project formally began in December 2021 and is scheduled to take two years.
- LQ working with GMA on **Lions Quest Specialty Clubs** Initiative.
- LQ reviewing Partnership Opportunities for LQ with **Walt Disney** Company/ESPN.
- **UNODC**, United Nations Office on Drugs and Crime Partnership (drug prevention): Croatia is the most successful implementor with government and school support at the national and regional level. UNODC has collaborated with Lions since the project's inception and is working with the Europa Forum organizers to highlight the successes of the partnership and program in Croatia at the Lions Quest session – in Zagreb EF.

CSR Think Tank (Corporate Social Responsibility): Chairperson of the CSR Think Tank, PIP Dr. Tam and Vice Chair, PIP Judge Brian Stevenson, have begun to appoint regional CSR Ambassador fundraising teams in India, and with CA I and CA II to follow. Europe is not involved at this time, but partnership is definitely most successful for LCIF.

Respectfully submitted
PIP Gudrun Yngvadottir