
INSIGHTS TO A BRIGHTER VISION



YOU MAKE THE DIFFERENCE

NC Lions Camp
Dogwood for the Blind
and Visually Impaired

It's April and the flowers are in bloom at Camp Dogwood. We are just wrapping up our annual Volunteer Week with over 100 volunteers from all over North Carolina. On average, our volunteers gave 15 hours (per person) over the 4-day event; roughly 1,500 volunteer hours committed overall. According to Grantspace a Service of Foundation Center, the monetary value of volunteers is \$23.56 per hour, which means our volunteers committed over

\$35,000 of free labor in support of the blind and visually impaired community. Our volunteers performed a myriad of projects ranging from planting flower and spreading mulch, painting rails and the picnic shelter, repairing the mini golf course, cornhole and horseshoe pit, sorting and boxing eyeglasses, pressure washing the sidewalks and cleaning all of the AC units, and much more. That is quite the accomplishment and we are so grateful for your service.

This continues to be a busy time of year in other areas as well. We are preparing for our State Convention in April and our Council/Board Meeting and annual Membership Meeting in May. We are electing new officers and preparing our budget for 2017-18. Our Lions continue to give of their time, talent and treasures in so many ways! And now as we enter our final quarter of the year, we start to take a look back at all we have done with a few highlights through March thanks to your donor dollars at work:

- 972 Individuals received a free Vision Screening completed through the MSU
- 1808 Eyeglasses supplied through the Matching Funds Program
- 16 Special Grants awarded through Matching Funds for eye surgeries
- 76 Local Clubs hosted the MSU to provide a free Vision Screening event in their area
- 824 Canes were provided to Residents across North Carolina who are Visually Impaired
- 685 Campers experienced a life-changing week last summer at Camp Dogwood
- 9 College Students of VIP Parents received a Scholarship through our Educational Grants

The total cost of all of these services is a staggering \$1,018,053 through NCLI. The need continues to be great and so does our need to finish strong in our fundraising efforts.

Our Brighter Visions Campaign continues to build momentum.



Soon these rocking chairs will be filled with campers' gentle rocking and conversations about their fun times at our Camp Dogwood.

We are about \$62K behind budget in our BV budget. But, there's time.

-HILLARY BRODOFSKY

Although we are a bit behind budget, Lions Clubs across the state are busy completing special events, fundraisers, selling raffle tickets and honoring volunteers with Stickleys, Suggs, and Woolards. To date we have raised \$354,655 and our goal this year is \$687,500.

The need of our NC Residents does not decrease, so we must persevere in our efforts to bring every dollar needed to continue to provide services.

Thank you for stepping up and serving in such a big way! We truly appreciate all the fundraising efforts of our Lions.

Hillary Brodofsky, NC Lions, Inc. Executive Director



The NC Lions Mobile Screening Unit has surpassed expectations from it's beginning

Did you know, you can now connect with North Carolina Lions, Inc. on Facebook, Twitter, LinkedIn, and Pinterest?



Facebook - <https://www.facebook.com/nclionsbrightvisions/>

Twitter - <https://twitter.com/NCLionsInc>

LinkedIn - <https://www.linkedin.com/company-beta/16169174/>

Pinterest - <https://www.pinterest.com/NCLI1934/>

Like/follow and make sure you share NCLI with your friends, family, and colleagues.

Six Month Report...

Dear North Carolina Lions,

Let me start-off by saying, it has been a pleasure serving as the North Carolina Lions, Inc. Director of Development over the past six months. Can you believe it's been six months! Through this brand new position within NCLI, I along with Hillary Brodofsky, Executive Director, have been working diligently to connect, shift, and prepare NCLI to improve and build into a stronger nonprofit, capable of requesting funds and forming lasting partnerships throughout North Carolina.

We recognize and appreciate all of the support we receive on a daily basis from the Lions of North Carolina. Without your continuous assistance, we would be unable to offer all of the amazing programs and services that we do to the blind and visually impaired community. You are helping us make an immediate difference in the lives of many. Thank you!

With this said, we hope you will continue to support the NCLI Brighter Visions Annual Fund Drive. We have created new and exciting ways to improve your fundraising efforts in engaging your local community. We at NCLI as well as your district appointed Brighter Vision Committee Chairs are a valuable resource to help assist you in meeting and expanding your fundraising goals.

Along with improvements to individual donations and fundraising, a Corporate Partnership program has been implemented where we now offer incentives to our local businesses and corporations, in exchange for their support. Our goal is to engage local partners not only through financial and voluntary support, but their advocacy as well. We call on the support of the Lions to help us in making these connections throughout the state.

Investment in locating and applying for local and state-wide grants is an additional focus area as we progress into the fiscal year. Grants are an excellent opportunity to expand programs and services offered through North Carolina Lions, Inc. such as Camp Dogwood for the Blind and Visually Impaired as well as the Mobile Screening Unit. We hope to engage in more grant opportunities as they become available.

Have you been receiving our monthly email blasts? We are partnering with companies for third party fundraisers, such as Yankee Candle and FireFan, to raise additional funds for Brighter Visions without utilizing resources that can be designated towards our clients. The NCLI email blasts, website, and social media posts (Facebook, Twitter, Pinterest, and LinkedIn) highlight these giving opportunities. Additionally, on these platforms, we are promoting event and program driven giving campaigns through online giving, such as \$50 for 50 years of Camp Dogwood.

We are working hard to expand our reach with fundraising and development and we know we will be successful with your ongoing support. Transparency and your feedback will help us in

forming the most appropriate methods to reach our goal of successfully assisting the blind and visually impaired community.

If you are interested in learning more about how you can give back to NCLI as a donor, volunteer, or advocate, please visit us at www.nclionsinc.org or connect with me, Hannah Earnhardt, by emailing Hannah@nclionsinc.org or calling 828-578-9087.

With gratitude,

Hannah Earnhardt

Director of Development



It's a new addition to the Earnhardt family. Duncan Emerson was born on Monday, April 3rd at 8:34 PM, 8.4 pounds and 20 inches long. He has a full head of curly red hair like his brother. He's already such a sweet baby!

Let's Celebrate

During the summer of 1967, North Carolina Lions, Inc., formerly known as North Carolina Lions Foundation, introduced a one-of-a-kind program to the blind and visually impaired community; Camp Dogwood for the Blind and Visually Impaired. This program has seen many changes over the years, but it has made countless positive impacts on the lives of North Carolina citizens. This summer we celebrate the Camp's 50th Anniversary.



On Wednesday, July 19, 2017 campers and counselors new and old, staff, NC Lions, and community members will join together at the Camp Dogwood campus in Sherrills Ford (7050 Camp Dogwood Drive, Sherrills Ford, NC 28673) in celebration of the 50th Anniversary. We will be uncovering a 20 year old time capsule while also burying a new one.

Travis Sherrill, Camp Dogwood Counselor and former Camper, is famously known for putting "the candy bar" in the time capsule 20 years ago. "I am one of a few people that have experienced camp in every aspect, as a youth camper, as a volunteer, and as a summer

counselor... it's hard to believe that I have been associated with Camp Dogwood for nearly half of its existence. I look forward to being affiliated with camp for 50 more years" states Sherrill.

Along with the time capsule, community members can relish in a delicious Camp Dogwood cookout, enjoy live music by Caution Blind Driver (the band of our very own Camper, Jeff Balek), dance the night away during our Camp's second chance prom, and just have an all-around great time!

Susan King, Camp Director speaks to the impact the Lions have made on the lives of many throughout North Carolina. "The idea of a camp program for adults with severe visual impairment or blindness is very progressive now in 2017. In 1967 it was unheard of. The Lions took this amazing leap into the future of philanthropy and social service with enthusiasm and full hearts. The current well equipped facility and expansive program are testament to the Lions vision. This program thrives because of the need in our communities for it, and the goodwill and passion of the NC Lions. Please join us in July to celebrate this remarkable adventure that we are on. Keep Camp Dogwood in your hearts, minds, and actions to continue this direct support of the people with blindness or severe visually impairment in our state."

Make sure you sign-up for the North Carolina Lions, Inc. email list at www.nclionsinc.org at the bottom the webpage. We will be sending out information leading up to the event. RSVP to the event by contacting Hannah Earnhardt, Director of Development at hannah@nclionsinc.org. If you are interested in submitting an item(s) for the time capsule, please contact Susan King, Camp Director for a submission form at susan@nclionsinc.org. We can't wait to see you on Wednesday, July 19th!



Lions Spotlight

We want to hear your favorite North Carolina Lions, Inc. experiences. Help us spread the mission of NCLI by sharing your stories with us TODAY! Please email Hannah Earnhardt, Director of Development at hannah@nclionsinc.org Your memories will help us make a difference!