



INSIGHTS TO A BRIGHTER VISION

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Reminder

The editors of the newsletter would like to remind the leadership of Lions throughout North Carolina, that this publication should be sent to every Lion in North Carolina.

It's a publication to keep every owner of the foundation, all NC Lions up to date on communication and the opportunities to understand and help continue the numerous programs and services it delivers for our citizens in the state.



On the Road with John

Traveling in the right direction is quite important in reaching goals. At this point in time, I'm happy to see we are gaining significant momentum as we get into the holiday season.

It's wonderful to see everyone dig deeper and tell our story of service to others and enhancing their quality of life with the services we offer. No other organization has taken on more services and delivered as Lions in NC have done through the years. It's a passion of kindness and making life better for those who need us most.

From Manteo to Murphy, we're on Highway 64 almost to Knightdale. We have traveled 170 miles and reached almost 29% of our goal for the Lions' year. We have contributions nearing \$200,000, quite ahead of where we were last year.

Keep your eyes on the road and thank you for your wonderful efforts and have a great Christmas and New Year. I'm driving hard, pretty soon, I'll see the foothills of NC because of you!

PCC John Owens



Significant Impact

13,000+ Individuals are served annually through NCLI's 12 Brighter Visions Programs and Services throughout all 100 counties in North Carolina.



Matching Funds requests come from over 70 NC counties.

Giving Tuesday - November 28th

Make a Difference Today!

Hannah Earnhardt, Director of Development

What would you do if you woke up one morning and could no longer greet the day with the gift of sight? Over 270,000 individuals in North Carolina are blind or visually impaired. Now is our time to give back to the VIPs in OUR state.



Each year NCLI assist 13,000 individuals, but by supporting North Carolina Lions, Inc.'s 12 programs and services dedicated to the blind and visually impaired you can help us increase the number of individuals served. How wonderful would it be, if we could triple our reach in a year?

Together let's breakdown the consumerism and commercialization of post-Thanksgiving by giving back to those in our own communities. For one individual who attends Camp Dogwood each summer, "Camp Dogwood is not just a retreat for the blind; it's a refuge. It helped changed my life."

Take a few moments to go to our website, www.nclionsinc.org and click the donation button to help us continue to change lives through our programs and provide individuals with joy, hope, and memories to last a life-time!

Invest in North Carolina Lions, Inc.'s Brighter Visions programs and services this Giving Tuesday, November 28, 2017, and make an immediate impact TODAY!



Executive Director's Note

Greetings from NCLI! We have had a busy fall of off season groups and are beginning the rounds for mid-winter conventions and board meetings. Over the past several months the NCLI staff along with board, budget, and finance committee suggestions, have worked diligently to 'right-size' our budget. We know how important it is to continue the good work of Camp Dogwood and all of our programs at NCLI and also the importance of maintaining a balanced budget due to decreases in BV fundraising over the last 10 years. Despite our current efforts of restructuring and cutting

back where possible without cutting ANY programs and services, we are still facing a \$185K shortfall in this fiscal year. In order to not dip further into our reserves which we have been doing for several years, we have come to the following conclusions:

What you can expect to come:

1. Full evaluation of all programs and services, cost, number served, and continued relevancy to our cause.
2. Reduction of 1-2 full time staff roles and part time staffing needs. Greater emphasis placed on current full time staff filling gaps and assisting in all areas of operations.
3. Potential modest reduction in services to match the BV incomes in some of the NCLI program areas.
4. Renovation of the lodging at Camp Dogwood with focus on improving camper and off-season usage experience to attract more business.
5. Analysis of potential large scale partnerships for funding possibilities in the areas of both facility renovation and program services.

While there are difficult decisions ahead, it is important to remain positive and focus on the rich history of Lionism and the good work of the foundation and Lions across the state to serve over 13,000 individuals annually. In order to protect and maintain the long-term viability of our NCLI organization, it has become increasingly necessary to take a closer look at everything we do in both generating revenue through fundraising and off-season usage and expenses to support our NCLI programs and services across the state. Now more than ever is the time to focus our best efforts on maximizing our Brighter Visions fundraising potential so that we do not have to look at cutting back any programs and services further for our VIPs who continue to depend on us for glasses, surgeries, canes, educational resources, vision screenings, and an unforgettable camp experiences!

Hillary Brodofsky, Executive Director



Women in Lions... True Growth and Leadership

Women make up the fastest growing demographic within Lions Clubs International. Women now constitute around 30 percent of Lions club members worldwide, up around 15% percent since 2003. While this is a remarkable achievement, there is still much to be done. Since women represent 51 percent of the world's population, shouldn't they constitute a similar percentage of Lions worldwide membership?

Working toward this goal is a critical part of creating diversity, adding new perspective to club activities, expanding Lions overall membership and meeting the growing service challenges in a world that needs Lions help more than ever. Lions Clubs International has made grants available of up to US \$2,000 for Women's Regional Workshops, visit lionsclubs.org.

For the first time ever we will celebrate the first female president of Lions Clubs International, Gudrun Bjort Yngvadottir. Plus, we celebrate the first female International Director in office from NC, International Director Gwen White, and our upcoming first female NC Lions, Inc., President Elect, Sandy Scarlett.

Point of information for Lions in NC, 45% of non-profits in America have female CEOs or Executive Directors, just like our Executive Director, Hillary Brodofsky.

PDG Paul Bledsoe



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-  Twitter - <https://twitter.com/NCLionsInc>
-  LinkedIn - <https://www.linkedin.com/company-beta/16169174/>
-  Pinterest - <https://www.pinterest.com/NCLI1934/>

Now Introducing Classy

Hannah Earnhardt, Director of Development



North Carolina Lions, Inc. is excited to announce we are now working with Classy, a fundraising platform to increase social impact. With Classy, NCLI is able to provide you, the Lions, with the tools you need to go out and successfully share what North Carolina Lions, Inc. is doing out in the local communities and across the state.

In its initial phase, Classy will allow donors to donate towards a specific program cost or select an amount of their own. As we progress and utilize the program, Classy will eventually shift into a peer-to-peer campaign. Your dedication to sharing your Lions story, favorite memory with NCLI, etc. will drive the

success of the peer-to-peer platform.

We encourage you check out this new Classy platform, make a donation yourself, and share it with your circle of support. This tool can only be successful if we have your support.

Check out the platform here >> <https://www.classy.org/campaign/brighter-visions/c148769> << or the bottom of any of the “services” pages on the NCLI website (www.nclionsinc.org).



“New Brighter Visions Marketing Materials Coming Soon”

There will be a gatefold which clearly displays the 12 programs and services we support as well as a rack card highlight the costs of our programs and services. These will be excellent tools to take out into communities. We are in the process of printing these materials. An updated Camp Dogwood video is in process of production too.

<p>Organ and Tissue Donation Since the 1950s, Lions across the state of North Carolina have been instrumental in educating the public of the importance of organ/tissue donation. Individuals of all ages and all walks of life are waiting for lifesaving transplants. There are over 5 million donors through Donate Life.</p> <p>Recycling Lions fulfill the environmental message Reduce, Reuse, Recycle by reducing landfill debris through reuse and recycling. Recycled revenue is used to fund the needs of the blind and visually impaired.</p> <p>Used Eyeglasses The collection of eyeglasses for recycling is an ongoing year-round program involving Lions throughout North Carolina. Reusable plastic frame glasses are sent to the Lions Recycle Center.</p> <p>Hearing Aids NCLU accepts donations of old hearing aids of any make or model regardless of the age. It can be donated! Proceeds of donated hearing aids support the Deaf Blind Retreat hosted at Camp Dogwood each year.</p> <p>Inkjet and Laser Cartridges NCLU accepts donations of inkjet and laser cartridges. Any model or vendor will be accepted. The donated items are sold for salvage value and the proceeds are used to support the programs and services of NCLU.</p> 	<p>13,000 + Individuals Are Served Annually Through NCLU's 12 Brighter Visions Programs and Services Throughout All 100 North Carolina Counties.</p> <p>By giving to the Brighter Visions Foundation, you are ensuring the Lions of North Carolina can provide these programs across the state. Go to www.nclionsinc.org to invest in NCLU and the Brighter Visions Foundation TODAY!</p> <p>  </p>		<p>BRIGHTER Visions north carolina lions FOUNDATION</p> <p>A Mission to Care, to Enrich and to Serve Our North Carolina Citizens</p> <p>NORTH CAROLINA Lions, Inc.</p>
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Starting or Finishing Up Your Holiday Shopping?



Make your purchases online through Amazon Smile and connect with NCLI. When you go to www.amazon.com and type in North Carolina Lions Incorporated as your supported nonprofit, a portion of your purchases will go right back to the blind and visually impaired in YOUR state. Make the easy choice, and shop through Amazon Smile this holiday season and every day!

North Carolina Lions Ambassador Fund

NCLI would like to present the North Carolina Lions Ambassador Fund. This fund has been created to promote and assist in funding NCLI programs and services in lieu of the Jack Stickley award. It is important to note, the North Carolina Lions Ambassador Fund does not take place of Brighter Visions fundraising.

A North Carolina Lions Ambassador is a progressive recognition with five (5) levels available to any donor who wishes to support the outreach services and programs of North Carolina Lions, Incorporated for a tax-deductible donation of US \$500.00 for each level.



This recognition is available to everyone and may be purchased individually or presented by individuals, clubs, or family members. The Ambassador will be a Letter of Appreciation from the NCLI President with a Certificate and one special lapel pin indicating their Ambassador Level.

All North Carolina Lions Ambassador funds will be placed in a non-restricted account and shall be a major source for funding North Carolina Lions, Incorporated services and programs.

For more information about this new giving opportunity, please call the North Carolina Lions, Inc. offices at 828-478-2135.

