



November 12, 2007

Lions of Multiple District 49

I come to you in hopes of renewing the Knights of the Blind charge in all of us. In 1925 Helen Keller gave us a charter to help her...hasten the day when there shall be no preventable blindness; no little deaf, blind child untaught; no blind man or woman unaided? Will you not constitute yourselves **Knights of the Blind** in this crusade against darkness?

We are in the midst of Campaign SightFirst II. A campaign that will give the gift of sight many millions of people across the world, some even in our Multiple District. Officially, the campaign ends in June 2008, only a few months away. Many of you know as a Multiple District we have what I call a BHAG (Big Harry Audacious Goal) of \$1 million by June 2010. At the most recent Council of Governors meeting there was great concern on whether we could in fact make that BHAG. As a multiple district that goal has not changed. The Council agreed to evaluate our progress to-date in April 2008 while at convention.

As the MD49 CSFII Sector Coordinator, I believe its important for you to know why the \$1 million is obtainable.

- As a multiple district our 75 clubs collectively have revenue sources which bring in ~\$3 million in annual income.
- Most all of our Lions members can afford to make an individual pledge, whether large or small. \$6 is just as important as \$5,000! \$6 can give some one the gift of sight!
- We have several thousand business corporations in our area which could be a sponsor in some fashion or another—its realistic that each of our Zones (15) could identify a corporate sponsor (~\$25K each)
- All of our all Lions clubs are great at fund raising—it's not unrealistic to have each club do one big fund raiser for CSFII each year.
- All of our Lions Clubs are eligible to participate in a White Cane Day for CSFII
- Many of our clubs already donate money to LCIF in order to give a Melvin Jones Fellowship to deserving people. A simple check mark on the MJF order form can make that \$1,000 count towards CSFII.
- A pledge today can be paid over a 3 to 5 year period. A \$1,000 pledge can be paid with a mere \$6.41 every week for 3 years; A \$5,000 pledge can be paid with \$19.23 per week for 5 years.... of which each \$1,000 is eligible for a MJF

Last weekend I challenged the leadership at the Council of Governors meeting that as a multiple district we should as a minimum achieve the following:

I AM BUT ONE LION, TOGETHER WE CAN DO SO MUCH MORE

- 100% - All clubs renew their conviction to be Knights of the Blind
- 100% - All clubs have a guest speaker make a presentation to their club body
- 100% - All clubs participate by way of donation/fundraising, large or small
- 100% - All members give at least one gift of sight (\$6); represented by club donation per capita.
- Exceed our donations towards the first Campaign SightFirst, \$300,016 (present value).

As of this past weekend our accomplishments are:

Progress	49A	49B	MD49
1st Campaign	\$ 200,362	\$ 76,661	\$ 277,023
Conversion from 1993 \$\$ (1.083%)	\$ 216,992	\$ 83,024	\$ 300,016
CSFII Progress to-date	\$ 151,199	\$ 61,300	\$ 212,999
Deficit to 1st Campaign	\$ (65,793)	\$ (21,724)	\$ (87,017)

Participation To-Date	49A	49B	MD49	Target
Clubs	43%	29%	37%	100%
Members participating	785	271	1056	
Total membership	1469	1087	2556	
Percent of District participating	53%	25%	41%	100%
Model Clubs	5	3	8	15%
			Actual	11%

Though these numbers represent a great deal of effort and conviction on many Lions and Lions Club's part, it doesn't fair well in representing Multiple District 49 as true Knights of the Blind!

Are we just part-time Knights of the Blind? Or are we Knights of the Blind every day, in every way? Now is the time for all good Lions to help rally our Multiple District around this call to duty. Please join me in getting the word out. We need people to volunteer to make club level presentations, and others to find corporate sponsors. Contact the following coordinators for more info: PID Buster Hall; Esther West (49A); Howard Rixie (49B), your Zone Chair or District Governors.

Attached you will find a detailed report of club level fundraising, and a blank pledge card. In closing, let us all remember; we are all but one Lion, together we can do so much more! Thank you for your great support!

Sincerely,
 //signed//
 Howard S. Rixie Sr
 MD49 CSFII Sector Coordinator.
 Cell: (907) 378-7797
 Home: (907) 488-6797
 E-mail: HDCRIXIE@Alaska.net
 CSFII web-site: <http://www.lions-csfii.org>

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