



THE PULSE

The official Newsletter of District 410E
Making a real difference in our communities



Issue 2 – August 2021

From the desk of District Governor Patrick



and ultimately over 7 tons will be distributed. We were also extremely fortunate to receive a donation of 1,000 kgs of maize from the Acorn Foundation for a 2nd Hunger Alleviation Project, which has already been distributed by Clubs in the Gauteng area.

It is with great excitement that we kick-off our 410E **“Making A Real Difference”** Service Campaigns in September with Environment Month, focusing on Tree Planting and Environmental Clean-up. I look forward to joining Lions on the KZN South Coast for International Coastal Clean-up Day, and I ask Clubs to please invite me to your Environment projects – I would love to join you if I can!

Indications are that the COVID numbers should be back to low levels by September, and I truly look forward to all Clubs participating in Environmental Month, as well as our Sight Month in October and a wonderful District Convention at the end of October. We must however be ever aware of the threat of COVID and take the necessary precautions. Most of us, if not all, have suffered the loss of loved ones and/or friends, and I urge you all to keep in contact with your fellow Lions, and let us support one other with compassion and kindness in these difficult times.

Dear fellow Lions,

We have had an extremely challenging start to the Lionistic Year, with the 3rd wave, the lockdown restrictions, and the unrest in July. Nevertheless, Lions all over our District have risen to meet these challenges in remarkable ways. The service done by Clubs up till now, considering the lockdown restrictions, has been incredible, and we are well on the way to meeting my goal of 1 million people served this year (#1millionsmiles) 😊. I just kindly request that Clubs please report all their wonderful service on MyLion, and not just on social media.

In July we also experienced some of the worst unrest the country has ever seen, mainly in KwaZulu Natal, which resulted in many shopping malls, warehouses and factories being looted and suffering significant damage. This in turn resulted in shortages of basic food items and other essential supplies. The response by Lions Clubs from all over our Multiple District was truly heart-warming, with tons of supplies being delivered to KZN and distributed via local Lions Clubs to their communities. On behalf of District 410E, I would like to record my heartfelt thanks to those Lions who coordinated the relief efforts, those Lions Clubs all over our Multiple District who donated money and supplies, and to all the Lions in KZN for delivering this much needed relief to their communities.

Truly service from the heart when it was needed most.

♥ We were extremely fortunate to receive a very generous donation of highly enriched cereal from the Southern Lodestar Foundation. This Hunger Alleviation Project, which targets Early Childhood Development Centers, is currently in process, although the distribution was delayed due to the unrest. Nearly every single Club in our District is involved,



Lastly, my heartfelt thanks to every Lion for all the time and effort you spend assisting those in need - together we truly are **making a real difference in our communities.**

Warm regards,

Patrick

**District Governor 410E
2021/2022**



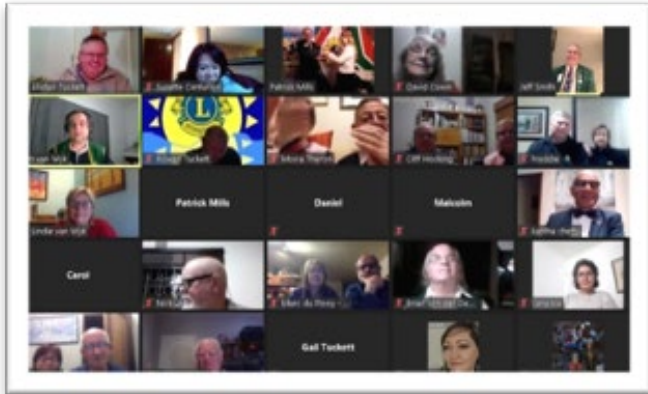
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DG Handover Function – 3 July 2021

On the evening of 3 July, Lions District 410E held their District Governor Handover function, marking the transition of leadership from one Lionistic Year to the next. Although held via Zoom due to the then Level 4 Alert restrictions in South Africa, it was a truly memorable evening!



He went on to thank the Cabinet who have supported him throughout this crazy year and as he said at the beginning of the fiscal year “if one surrounds oneself with positive people the job is almost done”.

He commended all members in the respective Clubs for the ongoing service and participation in the training initiatives during what was a very difficult year for all members. Businesses closed, dealing with the loss of loved ones and, fellow Lions.

IPDG Jeff when on to talk about the “lows” (the loss of 1st VDG Leslie Human brought home the reality of this pandemic). The “highs” (being able to chair a Cabinet Meeting in shorts and slops and then being able to have a face-to-face Cabinet Meeting in Midrand on 31 October 2020, the visiting of Clubs and the realisation of the enormous support structure surrounding him). The “scary” moment (lost all connectivity halfway through his 3rd Cabinet Meeting, where he walked around the house like a bear with a sore tooth).

Some words from IPDG Jeff Smith at the close of the 2020/2021 Fiscal Year



A very emotional IPDG Jeff thanked his awesome Partner in Service, Desiree for all the support over the past year and the sadness at not being able to be together in Singapore and experience the buzz and hype of an International Convention shared with thousands of Lions from across the world.



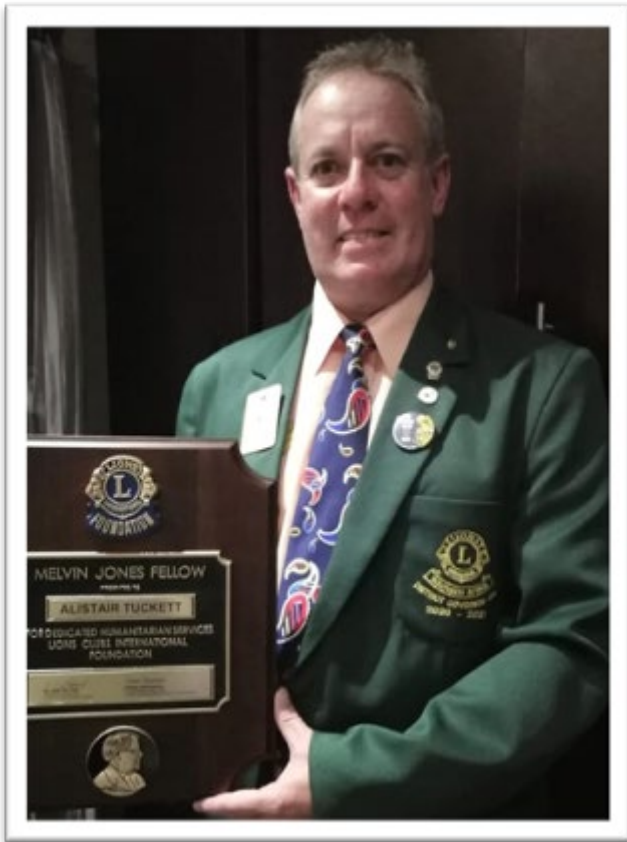
His theme was “Progressing through Perseverance and Passion”. “The only way we progressed was through the perseverance and passion of each Lion Member. The photo I have was of the Bridge over the Umzimkulu River in Port Shepstone. The bridge built to overcome an obstacle. I believe that District 410E overcame all obstacles this past year.”





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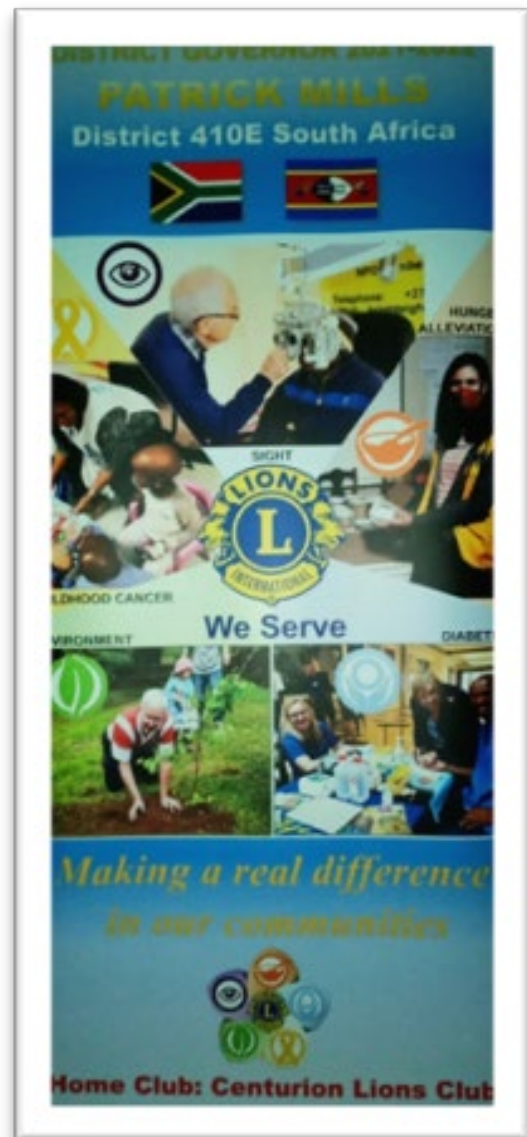
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I, along with the members of your Cabinet, have walked this journey with you, sharing your challenges and successes, and we have many great stories which I'm sure we will reminisce about for many years to come."

"In the words of our new International President Douglas X Alexander - Service to others is the rent we pay for the space we occupy here on Earth. His theme for the year, which is "Service from the Heart", truly resonates with me personally. As he asks us: Are we living who we say we are? What we say is important, but how we live is even more important. Lions truly put their heart into their service, and the heart of a Lion is what makes our service great. He asks that we all Serve with kindness, serve from the heart and serve safely."

Immediate Past District Governor Jeff Smith awarded a Melvin Jones Fellowship to Past District Governor Alistair Tuckett for his incredible service to the District. A well-deserved recognition.



If emotions were not running high enough, IPDG Jeff was then awarded the prestigious Louis Volks Humanitarian Award for his leadership over the past year presented by a now "composed" PDG Alistair Tuckett.

And then from our District Governor Patrick

DG Patrick on behalf of all the Lions of District 410E extended his heartfelt thanks to IPDG Jeff for the way he led the District through a very challenging year. "You've truly led with kindness, compassion and a good dose of humour, always reminding us that if it is not fun it is not worth doing 😊.

"We are living in what is one of the most challenging times in our lifetime, but in the words of IP Douglas - We can't focus on what we aren't able to do because of the pandemic, we need to focus on what we have to do for the Lions and communities depending on us."



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The Handover

The DG handover was then officiated by IPDG Jeff, with Cabinet Secretary Bernice handing over the gong and gavel and District Governor's Jacket to District Governor Patrick.



All those in attendance then virtually toasted the achievements of the past year and the promise of success in the upcoming year



A super evening and in no way diluted because of it being a virtual event.

A word of thanks to all the members of District 410E who attended and shared in this special occasion.



Latest News from International President, Lion Douglas X. Alexander



Click on the hyperlink below:

<https://app.e.roar.lionsclubs.org/e/es?s=94443966&e=808380&elqTrackId=320bc4c47118450db330ff5e51511b5f&elq=0c3e877d95724f9db9052a3aa7d697b7&elqaid=20597&elqat=1>

District 410E Goals



As proud Lions of District 410E, it is incumbent on each member to understand and drive the goals as set out by District Governor Patrick at the beginning of this year. Herewith the summary of the goals that we need to achieve, in terms of the sustainability of District 410E and the Lions living up to our motto of "We Serve". Remember, **many hands do make light work.**

The **overall goal for 2021/2022** is "to make a million smiles" referring to the smiles of the people we've assisted, the smiles of members who have made it happen and smiles of the community knowing that Lions was there to help.





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Now the specific goals against which we will be measured at the end of the fiscal year.



Membership Goals:



- 🏆 **Grow Membership** to a minimum of **1,070 members** (Note: to be a full District we require 1250 members – the stretch target).
- 🏆 **Charter** at least **2 new Clubs** and **start 2 new Club Branches** (Note: to charter a new Club you require a minimum of 20 members/recommended 25 members and to start a Club Branch a minimum of 5 members is required).
- 🏆 Implement a **Retention Programme** to ensure **drops do not exceed 120 members** (Note: do everything in your power to have happy and fulfilled members and never budget for a loss)
- 🏆 **100%** of the Clubs will report their membership (**WMMR**) **every month** via MyLCI (Note: This is an administrative non-negotiable).

Leadership Goals:



- 🏆 **100%** of the **Incoming Club Officers** will complete **Club Officer training**.
- 🏆 **100%** of the **Incoming Cabinet Officers** will complete **Cabinet Officer training**.
- 🏆 A long-term strategic initiative to empower and strengthen clubs ("**Strengthen 410E**") will be further **developed and implemented on a regional basis**.
- 🏆 **Potential leaders** will be **identified** and **provided with leadership training** – Lions Leadership Toolkit
- 🏆 **10 Guiding Lions** will be added to **support the development of new clubs or struggling Clubs**.
- 🏆 **Identify qualified candidates** to apply for **local and Lions Clubs International sponsored Institutes**, as well as undertake in-District **Faculty Development Institute (FDI)** type training.

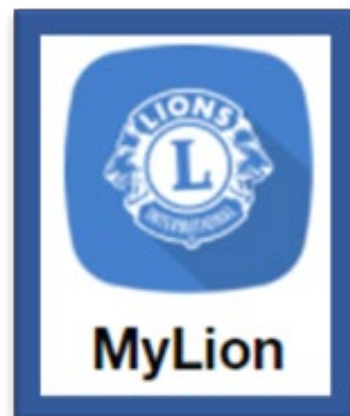
Service Goals:



- 🏆 **Serve 1,000,000 people**, supported by service campaigns for **each of the 5 Global Causes**.



- 🏆 **100%** of the Clubs will **report their service projects** every month **via MyLion**.





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Lions Alert Portfolio will be promoted to all Clubs.



LEO Programme will be revived.



LCIF Goals:



- 🏆 **40%** of the Clubs will demonstrate their support with a donation to LCIF.
- 🏆 Clubs to **raise US\$18,500** to support Campaign 100: LCIF Empowering Service.
- 🏆 All Clubs will be **encouraged** and made **aware** of the different Grants available.

Service Campaigns:



🏆 **Clubs who participate in all 5 of the Service Campaigns** will receive the District Governor's *"Making A Real Difference"* Service Excellence Award, provided that each project meets the following criteria:

- ✓ Project involved the majority of Club Members as well as prospective members.
- ✓ Project promoted Lionism to the public.
- ✓ Project reported on MyLion, including details on the above items.

🏆 **Collaboration of Clubs** in the same areas or zones is encouraged to **maximise the overall service impact**.

🏆 We will run an **associated joint marketing campaign** for each **Service Campaign** at **Zone/Region/District level** to maximize exposure for the clubs and the Lions brand.



What is GAT (Global Action Team)

This overview will assist you in understanding what the objectives and duties are of the Global Action Team at District Level and how to implement it in your Club.





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Leadership:

(DC Leadership, PDG Alistair Tuckett)



Membership:

(DC Membership, PDG Ian King)



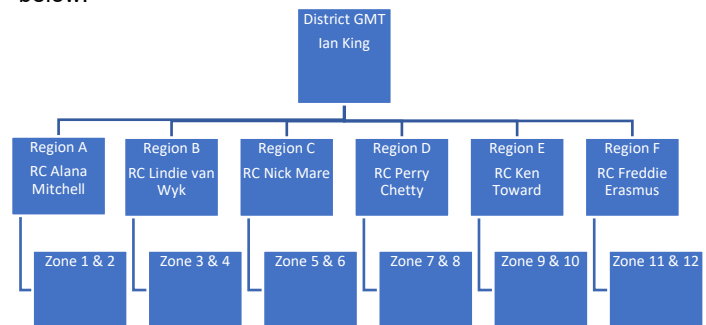
“Leadership Development is critical to the overall success of any organisation, including Lions Clubs, be it at a Leo Club, Lions Club, District, Multiple District or even at an International Level. The Global Leadership Team forms part of the Global Action Team (GAT) and is the driving force that ensures the District is strong, stable, and focused on developing and inspiring quality leadership. As part of the Global Action Team the Global Leadership Team collaborates with the Global Membership Team and Global Service Team to enhance leadership within our District and Clubs.

“As part of the Global Action Team headed by DG Patrick, we the Global Membership Team are the driving force that will strive to ensure our district is strong, stable and focused on retaining current members coupled with increasing membership. Our primary concern is the wellbeing of all our Clubs in District 410E as far as Membership is concerned. As the head of GMT, my main responsibility is to develop and lead a Membership Committee that will work hard with Clubs to help achieve set goals. The Team is made up of myself, our DG Patrick and the Region Chairpersons as detailed below.

There are many tools available to Lions to assist in leadership development, these include:

1. Learn, an application within the Lions Clubs’ member portal, which is available to all Lions and Leos. Learn provides Lions members with a central location to access courses on the Lions Learning Center, search for LCI-hosted institutes, obtain information on local training as reported by the Global Leadership Team coordinator, and view individual learning records.
2. District and Multiple District Training initiatives, regularly communicated via the Cabinet Secretary.
3. Regional Lions Leadership Institutes (RLLI), and
4. Institutes hosted by Lions Clubs International, for example, Facility Development Institute (FDI).

From a Club perspective your Clubs Global Leadership Teams Chair, recommended to be the Clubs 1st Vice President, ensures that your Club has strong leadership to serve your community and to assist in putting a succession plan in place for your Club. The Club Global Leadership Team Chair also encourages Club members to participate in the initiatives provided by the District Global Leadership Team.”



Our core focus areas, in a nutshell, are as follows:

- Develop and execute an annual district membership growth and retention plan in line with our DG’s goals that have been set. We need to encourage Clubs to implement their own growth strategy.
- We are also required to provide Cabinet with accurate assessments of the status of all clubs and highlight areas for concern within the District.
- The Team is mandated to do all it can to assist Clubs by motivating and helping them to invite new members and, more importantly, encourage Clubs to develop a strategy to retain existing members. We need to encourage Clubs, Zones and Regions to identify areas that currently do not have a Club or where additional Clubs can be started and then provide the required support.
- We work closely with GLT to ensure that new members receive the correct orientation with up to date information.
- We are here to assist and provide all necessary support to those Clubs that feel help is needed. “





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Service:
(DC is LP Steven Lautenbach)



In 2019 the Global Action Team (GAT) was established to drive cohesive leadership and a unified approach to all key areas of Lions while creating a lasting impact through action from the club level.

As a part of the GAT, the **Global Service Team (GST)** aims to help clubs by identifying resources and using best practices to improve their projects and the overall service impact in the communities we serve.



Provision of quality Service Projects in our communities is a fundamental of why we are Lions and successful projects leads to an increase in member satisfaction and helps attracts prospective members who can associate with our brand and what we do.

The GST for District 410E aims to encourage and assist each Club to undertake Community service projects through service project campaigns for each of our 5 Lions Global Causes, Environment, Sight, Diabetes, Childhood Cancer, Hunger Alleviation, to make a real difference that people can see and feel. It encompasses four simple phases: **Learn, Discover, Act, and Celebrate.**

Learn – Use information and turn it into insight. If we aren't informed about what's happening around us, our impact may fall short.



Discover - Opportunity awaits anyone willing to learn. We must as clubs leverage our strengths, bridge gaps through partnerships and encourage innovation. This process of discovery unifies our focus and prepares us for meaningful action.



Act - Our mission is service, and service is visible. Its effects are measurable. Through action we fulfil our mission.



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How to Promote & Market your Club

(DC Public Relations, LP Sandy van Heerden)

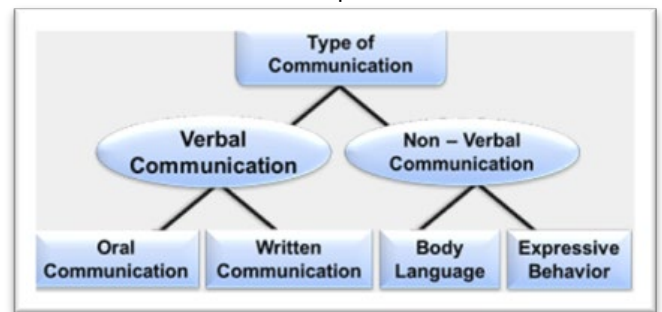
PUBLIC RELATIONS



What is Public Relations?

Public Relations involves all forms of communication – written, verbal and non-verbal. It includes writing Press Releases and Editorials for your local Newspaper and distributing Promotional flyers or Club Fact sheets and of course the use of Social Media platforms.

Celebrate – We need to take pride in each Clubs unique expression of kindness in serving our communities and reporting & sharing on the impact captures the attention of a wide audience. Celebration elevates the experience and impact of Service Celebration elevates the experience and impact of Service.

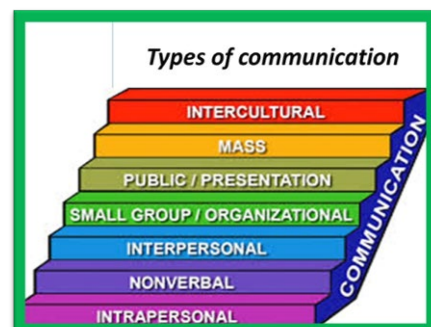


Public Relations has a vital role to play and good Public Relations needs thought, planning and organisation. Equally important however are the actions often taken for granted, for example wearing your Lions Club Shirt, Lions Service Jacket and Lions lapel pin.

“We Serve” our international Lions motto supports our vision as Lions which is to be the global leader in community and humanitarian service.



Good Public Relations, keeping your community well informed regarding the Projects of your Club, will help to foster a better understanding of Lions and will also attract support for your Club and the very worthwhile Projects you do as well as your Membership efforts. By actively promoting your Club and its Projects, you will be promoting a positive image within your community showing that your Club is worth joining. Be positive and enthusiastic!





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Over the course of the next few months there will be a focus on maximising each of these platforms specifically relevant to marketing your Lions Club.

In the meantime, as you develop your skills and effectiveness, assess your effort before you post for these three B's which are relevant to all platforms:



- **Be** authentic - Does your post feel real and honest?
- **Be** helpful - Are you offering something informative and useful?
- **Be** consistent - Can your followers count on your posts as a reliable source?

- The District 410E annual convention will be held from 29th to 31st October 2021 at the fantastic Drakensville Resort.
- Delegates will arrive Friday afternoon, check in at leisure and then attend an informal welcome dinner where catching up and meeting fellow Lions will be the order of the day.
- Saturday morning's convention will cover a variety of official matters including Nominations, Resolutions, Treasurers Report, Address by the District Governor, Global Action Team feedback etc.
- During the morning proceedings, delegates will take a break from the officialdom, and be inspired by a keynote address by none other than **Gavin Sharples** himself.
- After lunch there will be a fun inter-club teambuilding event – 'The Amazing Journey' where new and old acquaintances will learn more about our 5 service pillars – with enough leisure time thereafter to relax and prepare for the evening's entertainment.
- Saturday evening will be a Mardi-Gras themed 'Music Quiz' where everyone will be dancing, singing, and "jolling" the night away.
- Delegates will check out after breakfast on Sunday.

The Berg MARDI Gras 410E District Convention

(Convention Convenor, LP Marc du Plooy)



For Convention Information and to Register, please click on the link below.

<https://www.albertonlionsclub.co.za/registration/>



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The following information is needed to register:

- Your Lions membership number.
- Accommodation information and registration options are all on the landing page, after you have clicked the link, with no obligation to continue or submit your registration.
 - Accommodation prices are **per night per unit** and must be booked with the resort directly
 - Dinners are included, other meals and refreshments are for your own account
- In some cases, your Company server may stop the automated email confirming your registration – if you do not receive your confirmation email please send an email to marcdp@mweb.co.za or check your junk/spam email folder.



The choice is ours - Do we:

Plant trees & other vegetation to combat global warming, caused by our lifestyle?



Please note that your accommodation is to be booked directly with ATKV Resorts Drakensville / Tel. No.: +27-36-4386287, Central Reservations +27-11-9199092 or email drakensville@atkv.co.za. Please use the Block Booking Number 131767 to ensure that accommodation is available.



Environmental

Arbour Week (1 – 7 September 2021)

International Coastal Cleanup Day – 18 September 2021

(DC Environment Alna Jackson)



Protecting our planet should not be something we do only on Environmental Days, it should be an everyday life style - after all, it is the only planet we have, and once we have destroyed it, whether it be deliberately or by neglect, there will be nothing left.

National Arbour Week, 1st - 7th September, affords Lions and the public the opportunity to be involved in "greening events" in our communities. Greening refers to an integrated approach to the planting, care, and management of all vegetation in urban and rural areas, to secure multiple benefits for communities. Greening can take place in towns, townships, and informal settlements specifically, because the need is greatest here.





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Tree facts:

- 30% of the world's land area is covered by forest >3 trillion trees in the world.
- >15 billion trees are cut down every year.
- 46% Estimated global decrease in tree count since the start of human civilisation

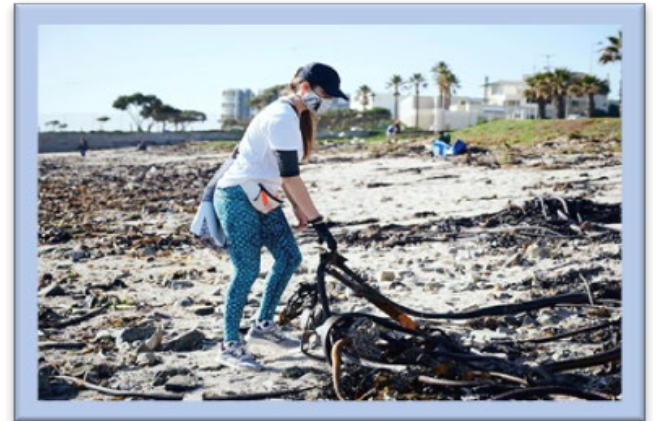


Protect our water Sources:

Coastal Clean-up Day 18 September
Clean-up Month September 2021
World Water Day 22 March 2022

Some of the top five most commonly collected items on International Coastal Clean-up Day last year were cigarette butts, plastic beverage bottles, food wrappers, plastic bottle caps and plastic straws, respectively. All are forms of plastic debris.

The very qualities that make plastic an adaptable and durable product to use, also make it an environmental nightmare. Plastics do not biodegrade, instead they break down with exposure to weather and the sun's ultraviolet rays into smaller and smaller pieces. When these pieces infiltrate the environment, especially marine environments, they wreak havoc on wildlife and the ecosystem.



Plastics are extremely hazardous to marine life, killing more than a million birds and over 100,000 seals, turtles, and whales, and an immense number of fishes in our ocean.

International Coastal Cleanup Day encourages people to get out to the planet's beaches and help to limit this problem by cleaning up the garbage that has either washed up on shore or that has been left by visitors each day.

Even the smallest of efforts, done together all over the world, help move the future towards a trash-free ocean. Coastal Cleanup Day is the perfect chance to really **Make A Difference** and help others to do the same!



Green Planet Recycling (GPR) purchases and recycles plastic scrap, specifically rigid PP (Polypropylene), HDPE (High Density Polyethylene) and LDPE (Low Density Polyethylene). We have a capacity of approximately 1920 tons per annum and welcome granulation, extrusion, and toll recycling.

[Contact Us - Green Planet Plastic Recycling | \(gprecycling.co.za\)](https://www.gprecycling.co.za)



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The same clean-up event can be repeated on World Water Day in March, as the same items are found in our inland rivers & streams, preventing water from getting to their intended destination. Plan your events now, & visit the District 410E website for more information, ideas & resources: [Lions District 410E | Environmental Projects \(lions410e.org.za\)](https://lions410e.org.za)

Environmental Photo Competition

Now is the time to sort through your favourite Winter and Autumn photos for your Club's entries for the competition at the end of September.



Closing Date: 30 September 2021

The rules for the 2021 competition are:

1. Photos will be judged impartially by the delegates at the District Convention held in October based on originality, artistic merit, and technical quality.
2. Photos can ONLY be submitted to the district contest electronically to the DC Environment, by the Club Secretary, 21 days prior to the District Convention to be held in October.
3. All photos depicting a nature theme that fall into the following categories are welcome:
 - Animal Life (AL)
 - Plant Life (PL)
 - Weather Phenomenon (WP)
 - Landscapes (L)
 - Endangered Species (ES)

4. Photos should be original and unaltered.
5. Photos should depict the local environment of the community in which the Lion or LEO Club serves, within the Multiple District 410.
6. Photos that include people will be disqualified.
7. Even though photos are submitted electronically photos must, however, be of a quality that it can be printed on high quality photo paper and measure 20.3 x 25.4 cm. Photo size may not be greater than 5MB.
8. No panorama photos will be allowed.
9. Lions and Leos, in good standing, may submit one photo each, per category. The category, name of the photographer and Club name must be included in the file name. Where the photo was taken must also be included with the entry. Example of file name: AL-Joe Smith-Clearwater.jpg
10. Lion/LEO photographers accept responsibility for the cost of taking and processing all photos. Contest photos become the property of Lions Clubs International. The District reserves the right to disqualify entries that do not meet contest criteria or that may be viewed as inappropriate or objectionable.





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When Lions come together in service



CemAir Ubuntu Flight

Ubuntu Flight Acorn Foundation, whose CEO is Lion Sue Smit from the Lions Club of Centurion purchased critical supplies, as did many other Clubs throughout the Multiple District 410, for the communities affected by the recent devastating looting and violence in KZN.

District 410E was elected to ensure the huge collection of supplies was distributed and the co-ordination of this mammoth task led by PCC Denis Meyer from the Lions Club of Port Shepstone with many of the Lions Clubs situated in KZN working alongside to ensure that the supplies were delivered to the communities.

This is an example of what can be achieved by partnering with other organisations, companies and working together to make things happen speedily and efficiently.
#proudtobealion.



Reminder: Start selling



Thankfully the baker's facility was not damaged nor looted during the KZN unrest and they are in the starting blocks to begin baking our infamous Lions Christmas Cakes.

In the current situation, Fund Raising initiatives by Clubs are limited. To meet the needs of service to the communities, we need to generate much needed funding, so get busy with advertising and selling these awesome cakes.

LIONS CLUBS



The Pulse/Heartbeat of our District



Nelson Mandela International Day (or Mandela Day) is an annual International Day held in honour of Nelson Mandela and celebrated each year on the 18th of July, which was his birthday. The day was officially declared by the United Nations in November of 2009 with the UN Mandela Day held on the 18th of July 2010. This day is to honour the legacy of Nelson Mandela, South Africa's former President, and his values, through volunteering and community service.



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Mandela Day is a global call to action that celebrates the idea that everyone has the power to transform the world, and the ability to make an impact.

Theme of Nelson Mandela International Day 2021 was "One Hand Can Feed Another".

How true is that especially during these trying times in our world history and particularly within our own communities.

Here are some of the initiatives done by various Clubs in District 410E

Lions Club of Alberton:



Lions Keith and Simon delivered 26 boxes of peanut butter nutrition sachets as well as masks and hand sanitiser, to the feeding project in La Rochelle, Broken Wings and the Lighthouse in Linmeyer

Alberton Lions distributed over 20 815 peanutbutter nutritional sachets to members of the community that they support with our hunger projects. 13 500 sachets were given to other Clubs in District 410E.



They also delivered food to 3 feeding projects as well as PPE and cleaning supplies to Eagle Excellence Hospice. Supplies were delivered to the Society of the Blind and homes for the elderly.



Lions Branch Club of Fourways:



The Lions Branch Club of Fourways partnered with the Live Life Always team and volunteers of the community to do a street cleanup on 20th July with 120 bags of litter collected. A huge shoutout to Lions Janine & Natalie as well as friends of the Lions: Lee Ann, Warren, Ishmail, David and Thandi for doing such an awesome job. Thank you is also extended to Indocom Cleaning Services for donating the black bags.

Lions Club of Kensington:



The Lions of Kensington handed out hot soup and bread rolls to the Car Guards a Park Meadows Shopping Centre in Kensington and the local SA Police on 18th July. This was most welcome as we were experiencing the peak of the bitterly cold weather.





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Lions Club of Klerksdorp:



The Lions Club of Klerksdorp joined in the Zone 2 project "Bowls of Hope" with the Lions Club of Potchefstroom where 400 meals were distributed to needy families in the community. Depicted in the photo are Lions Riaan & Marie Wilkins, Riana Papé, Margaret & Gordon Lamont and Mina van Biljon.

Lions Club of Potchefstroom:



In keeping with the 2021 Mandela Theme "One hand can feed another", on the 18th of July, the Lions Club of Potchefstroom distributed most of their Mandela Month "Bowls of Hope" to the community as well as fresh produce delivered to Ikhayaletu Village.



They also handed out some dried food items to Daphne Lee Home for the Mentally Disadvantaged. On arrival the Lions found them all celebrating one of the residents' birthdays and joined in the fun and laughter.



And the on 22nd July the children of Promosa received a soup bottle, stew and their pick of a beanie, scarf, or socks. The Bafenyi Trust called it "Winter Christmas".





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Lions Club of Krugersdorp:



On the 19th July Lion Pumzile Nxumalo got girls in the community to assist in packing and distributing maize and rice meals. This project served two purposes in that it was a means of teaching them the importance of serving the community and the community needs were met.

Peanut nutritional food donated to Innibos and Sonskynhoekie Squatter camps on 18th of July and Lion Riaan attended the church service at Sonskynhoekie and was given the opportunity to share information about Lions and the work we do. In his words a Sunday well spent celebrating Mandela Day!

Lions Club of Ramsgate:



The Club extends their grateful thanks to Sameera Rasool for donating 84 loaves of Dawn bread. This bread went a long way on the 20th of July towards feeding the 20 families who receive food parcels from the Club on a regular basis in addition to a few others who have reached out to the Club in these difficult times.

They also received comfort packs giving them dignity and hope in these trying times.



On the 22nd of July, the Lions Club of Ramsgate were privileged to be able donate more food and nappies to El Roi Baby home all thanks to Port Shepstone Lions who generously shared with us. They had enough to give to Assisi Orphanage as well and their regular families that the Club takes care of will also eat.

Lions Club of Pretoria South:





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Lions Club of The Wilds:

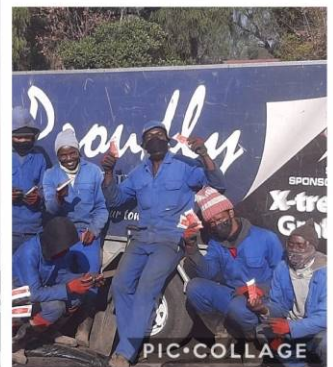


Massive congratulations to Lion Chris Bull who celebrated 50 years of service as a Lion on 1st July 2021! Lion Chris is a very active member of The Wilds Lions Club in Johannesburg and collected and delivered 10 cartons of peanut butter sachets. Many thanks Chris for your dedicated service, you have truly made a real difference in your community.

Lions Club of Vereeniging:



In addition to supplying teddies toys and Peanut butter sachets to the children's ward at Sebokeng Hospital, the Club celebrated Mandela Day with making 67 hot dogs which were distributed to the road-side job seekers. "Each one feed one."



They repaired the geysers at Sukasambe Home and donated clothes, bedding, food, and toys to a shelter, sent out food vouchers to the needy, donated 200 loaves of bread to a local retirement village, helped Child Welfare with a sizable donation.

They also handed out peanut butter sachets to a shelter, to the staff at a vaccine clinic, to the Proudly Three Rivers staff, and to car guards. Ongoing, they feed 100 people every Friday with soup and break. They distributed beanies, scarves, gloves and slippers with the soup and bread.

Lions Club of Wilro Park:



"There can be no greater gift than that of giving one's time and energy to help others without expecting anything in return" - Nelson Mandela



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In the keeping with the words of Nelson Mandela, and in honour of his legacy, the Lions Club of Wilro Park came together on the 18th of July, distributing 67 Jars/Bags of Hope to petrol attendants and security/car guards in and around the Wilro Park area to give thanks and appreciation to them for their loyal service. In the words of LP Sandy "they are always serving their community, come freezing cold, wind, rain or sunshine and we salute them for their service."



In addition to this distribution, the Club has donated 400 jars and bags to other beneficiaries prior to Mandela Day.



Lions Club of Nelspruit:

On 30th July (still within the month of Nelson Mandela Day), the Lions Club of Nelspruit's Lion President, Mike Graham, handed over the month's food parcel supply to Childline Mpumalanga, who in turn distribute the items to 10 families in need.



Lions Club of Port Shepstone:



The Lions Ladies together with South Coast Hospice visited Khulu Centre in the rural area where they handed out food parcels and frozen meals to the community. Health checks were also conducted on both women and children. A wonderful collaboration between Port Shepstone Lions Club (Lions Ladies) and South Coast Hospice.

Khula Community Centre
Thank you Port Shepstone Lions Club!

Khula Community Centre would like to thank YOU for your incredible generosity! What a blessing to have you spend the day with us at our clinic. Thank you for spreading JOY! Words cannot express how much we appreciate your kindness. From the bottom of our hearts.. THANK YOU!

"Volunteers don't necessarily have the time, they have the HEART." ❤️



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National Women's Day South Africa is celebrated annually on the **9th of August**. On this day, South Africa commemorates the day on which 20,000 women of colour marched to the Union Buildings in Pretoria to protest amendments to the Apartheid laws.



On the 11th August, the Lions Roar Show on Mix 93.8 featured Woman in Lionism. Our hosts, PCC Cliff Hocking, Lion Trevor Sturges, and 2nd VDG Lindie van Wyk received contributions from several Lions within District 410E and herewith the podcast link for your listening pleasure.

https://l.facebook.com/l.php?u=https%3A%2F%2Fdenismeyer.co.za%2Ffiles%2Flionsroar110721.mp3%3Ffbclid%3DIwAR2Uiy_yC5IG0cAWfQPcyNR86BmtiKwFe4Hh3A4XM9sKnfB5Eulf0DeF3Kw&h=AT2Ev95U3hftVWV2ZGF34K6Q0xYZUa7Igj2feASQfOb1wliplf_pqPw7yY7I015qhfR_M_boL4umRWYmkhWtXI83AR7g9fAnL6B4C3NNJ8LARJVTqxqDY9HcTZng6zpFzU24U&_tn_=-UK-R&c%5b0%5d=AT2Vmlpom5VFRbOk0MfSYJKbPxMUR59tRK7JSq3O4XgFIUzj-RqBhSLib2-W5X0lj65jsgXdk-C3pyBSov-kXqblmK9BQtzmbaRZ0QBSvqU1JbrGqF6Tc5jJGTpnHGJE GdaM9gl040VIKRUFoLE4oBYA

Lions Club of Alberton:



In line with National Women's Day, with the support of the community, Alberton Lions hosted a Walk for a Purpose on August 9 in Alberante. Entry was by way of donations for the "mommy care bags" project which are given to new mothers at the South Rand Hospital. Each care bag contains knitted clothing, a blanket, knitted teddy, toiletries for mother and child as well as PPE.



Lions Club of Krugersdorp



Women's Day parcels were packed and delivered to an informal settlement in Krugersdorp West. They extended thanks to Epsilon Education Centre for the donation of clothes, shoes, blankets, and food, as well as to Lion Heibrecht Warren for the donation of Wellness magazines.



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In celebration

All the members of District 410E join in sending wishes to these Lions.

May they continue to live more years in health, happiness and in service.

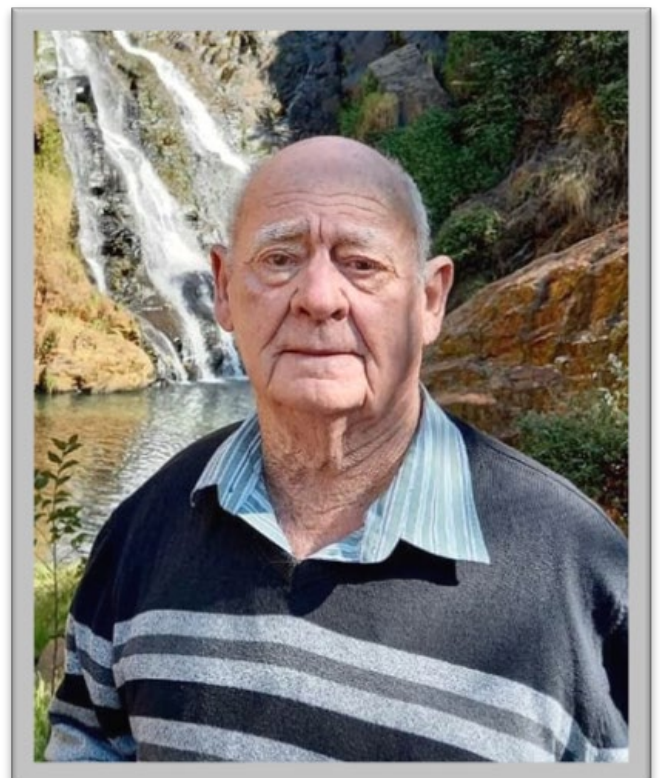


Lion Jimmy Beasley, a member of the **Lions Club of Uitenhage**, recently celebrated his **90th birthday**. In the photo are Lion Jimmy, Uitenhage President Donze Landman and Lions Lady Pam Beasley with the special Lions birthday cake presented by Club members. Lion President Donze wanted to have a taste of the cake, but Lion Jimmy refused to let anyone cut it! 😊

In the words of PDG Freddie Erasmus, "Lion Jimmy has been a stalwart of the Uitenhage Club for 45 years and was around in the Club's formative years. His stories of Lionism in the early years has been a source of amusement at many a gathering around the Clubhouse bar. His is truly a life spent in service to others."



On the 6th of August the **Lions Club of Northcliff** members, present and past, sent much love and good health wishes to **Lion Walter Fortina**, who celebrated his **90th birthday!** The members of the Lions Club of Northcliff also remembered and saluted his dearly departed wife, **Martie**, who made such a massive contribution to the Club activities over many years.



Congratulations to **Lion Bill Wessels** of **Lions Club Krugersdorp** who **celebrated 40 years** as a Lion this week! Thank you for all your service to the community over the years. Your dedication is an example to us all.



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Breaking News

(DC Sight, PDG Pierre Theron)



LIONS
BRIGHTSIGHT
A Multiple District 410 Project



We are pleased to announce that on 18 August 2021, the **LCIF Executive Administrator approved a Designated Grant in the amount of R410,000.00** over a six-month project period for the project developed by District 410E called "School Screening Project, Tshwane, Gauteng Province".

This project is made possible by the generous support of the Harrow and Pinner Lions Clubs, in Middlesex which wanted this donation to LCIF to go to a project that specifically targets children's vision.

DC Pierre says, "I hope you share our excitement in this generous donation and the Club's interest in supporting this project, which will allow our District in partnership with the SA National Council for the Blind(SANCB) and the Tshwane Health Department to screen the eyes of learners in 5 schools and to supply glasses from Lions Brightsight for those who require treatment".

This is an incredibly exciting project which will involve several Lions Clubs and of course Lions Brightsight.



Left to Right: Ms Bhavanisha Chanderparsadh (Fundraising & Marketing Specialist SANCB); DC Sight PDG Pierre Theron; Ms Angelina Khupe (Divisional Manager SANCB)

Herewith the hyperlink to download the Lions Brightsight School Screening Toolbox from the Lions Multiple District 410 website.

<http://www.lionsbrightsight.co.za/download/>

WHERE THERE IS A NEED THERE IS A LION #LIONSARENESSDAY

April 2021

MD410 Lions Awareness Month

During the month of April 2021, hundreds of our multiple district's most dedicated and hard-working Lions will be on deck to let the general public know more about what Lions in this part of the world does. We are so proud of our accomplishments and all the people that we have assisted for more than 60 years in South Africa that we want as many people as possible to know more about what we do and the causes we support.

Get your free pin to wear in the month of April. Use #lionsawarenessday by end of March 2021 on any post on Facebook or Instagram

I'M PROUD TO BE A LION SINCE 1917
LION

Not sure how your club can get involved? Here are some suggestions:

1. Organise an awareness activity within your community by performing a highly visible and impactful service project or promoting a particular service programme
2. Get permission to set up an information stall outside your local supermarket or shopping centre.
3. Pin your Lions Awareness Day location to the map and advertise on social media a few weeks prior to the event.
4. Set up your stall with your branded gazebos and banners and get your members to put their best foot forward in your branded club gear.
5. Provide a free snack/refreshment to draw in the crowds.
6. Invite members of the community to view and learn about one of your recent community projects or to attend an upcoming project.
7. Don't forget to take along plenty of Lions promotional materials to hand out (include contact details)
8. Take lots of photos with the general public and upload to your social media pages, tag and create a buzz with a clever pertinent message

DIABETES ENVIRONMENT HUNGER VISION CHILDHOOD CANCER

Received from Giovanna Farmer, Coordinator // Marketing and Communications, Lions Clubs International:

"Kind greetings District Chairman van Heerden,

Thank you so much for submitting the post-report and all the necessary financial information regarding your **2020-2021 Public Relations grant**. The work MD 410 has done is truly inspiring! From all of us here at Lions Clubs International, thank you for spreading the word about who Lions are and how we serve those in need through kindness and our humanitarian work.

Based on the financial report you provided, **we will be distributing your second and final payment of 1,500.00 USD** to you. Payments will be processed by our accounting teams within 7-10 business days.

Once again, congratulations on a successful PR initiative and thank you for all that you do!"

This was a concept launched as a MD410 Global Service Team initiative in October 2019 that came to fruition in April 2021. Well done to all concerned!

#proudtobealion #lionsawarenessday