



FOOD AND TOYS FOR THE NEEDY

It's 4 am on Sunday morning, 11 December 2011. Most ordinary citizens of Durban are asleep but at the house of Lions Philip and Maureen, there is already a bustle of activity. Fires are being lit and huge pots (dekshas) are being prepared. There is mountain of ingredients to be cooked into delicious chicken biryani, enough to feed some 500 people. As the sun rises, other Lions members arrive to assist with the cooking.

On the other side of the city, Lions Jerome, Vijay, Ashley and their families are busy packing a truck with cool drinks, red sacks filled with toys and large laundry hampers packed with bed linen.

At the event location in Riet River, Lions Prakash and Cheryl are on site directing affairs and arranging suitable serving areas.

at a point about 10 kilometres from the settlement and then proceeded in convoy.

The 1st camp was set up in the "lower" Riet River area. Tables and serving utensils were unloaded and East Coast Lions formed a chain to serve food and cool drinks.

A large crowd of excited people gathered and formed queues with children being given precedence. About 50 families were fed here.



On completion of lunch, the Toy Story was narrated by distributing those bulging red bags to the waiting kids. Their broad smiles, shining eyes and unending thanks were most

gratifying.

The Lions convoy then proceed to "upper" Riet River. Here a steep hill that denied access by cars made the Lions generate some sweat equity by forcing them to proceed on foot! A shady tree provided some relief from the bright sun as the serving system was set up under it.



Some 70 families had lunch at this venue. We noticed that the dogs in the area also shared the delicious food, sneakily served by the animal lovers.

Again the Toy Story was a huge success.

This was followed by the distribution of household linen bales which included bedding and towels. Before we left, the community gathered and passed a sincere vote of thanks.

Another stop at the lower settlement to distribute the remaining linen concluded another memorable day for the East Coast Lions.



All these activities were the culmination of efforts that began at a East Coast Lions monthly meeting when Lion Sarojini suggested that the do a "Toy Story" for children from a less fortunate community. The suggestion was adopted unanimously and then expanded upon to include a Christmas lunch.

A quick fund raising and donation drive yielded impressive results and they had a project, up and running.

At 11:00, a large contingent of East Coast Lions and their supporters had assembled under the blazing sun



MESSAGE FROM THE GOVERNOR

My Fellow Lions,

Christmas and New Year festivities are now behind us I trust that those who put on a few extra pounds have been able to get rid of them again, and that you are well rested and fired up to face the coming year with renewed vigour! This year is a year filled with challenges to look forward to as we strive to ensure a **better environment for all** as **we serve** the communities in which we live. May 2012 provide you with many fabulous memories, health, wealth and happiness.

This month I have had the privilege of attending the meetings of the Reitz and Virginia Lions Clubs, as well as Kokstad Round Table no.35. It is truly humbling, and yet uplifting, to hear of all your wonderful projects and fund raising events.

December/January was earmarked for the **Global Service Action Campaign: Relieving the Hunger**. I know that many Clubs are involved with regular foodstuff collection and distribution, and thank all those Lions who made a difference, especially over the Festive Season.

My Fellow Lions, we need to strive towards being more professional in our Club management and to this end, I request all Club secretaries to post your **MMR and Activity Reports** immediately after your monthly meeting, even if no activity took place a nil-report should be posted. LCI monitor both submissions, and use the Activity Reports to monitor where there are specific needs in addition to monitoring the success of the Global Service Action Campaigns. Please also remember that it is extremely important that Clubs send copies of their minutes, MMR and Activity reports to Cabinet every month. My thanks to those Clubs who have regularly complied with this request. Use the following email address for this purpose lion410ccabinet@googlegroups.com.

Our membership has declined during the last two months to the extent that we now have a negative growth of -2!! Please look around you and make an effort to recruit new members. Furthermore, the time for Club and District leadership change is fast approaching in the event of your being interested in serving in a leadership position you should make your President or Zone Chair aware of it so that you can be considered.

April is earmarked for the **Global Service Action Campaign: Protecting our Environment**. Implement projects that improve and protect the environment. Organize a highway clean up, plant trees or plan a community "Earth Day" event to collect recyclables such as aluminium cans, plastic bottles, used cell phones and batteries. A **Multiple District tree planting day** to generate PR is being planned for **27 April** so if you're not going to attend Convention please organise a tree planting function in your community. More information will be provided closer to the time.

Please diarise the **Diamond Convention** being hosted by our District, and convened by Kimberley Lions Club on **27 & 28 April**. The convenors have made every effort to ensure that costs have been kept to the minimum. Registration forms are available. Please make a concerted effort to attend, use your admin fund to help those members who can't afford to go it is definitely worthwhile and really enriches your Lionistic experience as you network and make new friends. Remember, we are the host District so I want to encourage you all to attend if you can.

In February I will be visiting Estcourt, Durban Central and Ramsgate Lions Clubs; in addition to attending Cabinet and Council meetings. I will also be away overseas on business from the 12th to 22nd.

Fellow Lions, let us improve and expand on the excellent work that is being done in our District by having the **courage** to make a **commitment** and take **action**. Let's **Believe**, get out into the community and together provide **A Better Environment for All**.

Best wishes,
Stuart



DG Stuart with Reitz Lions after their meeting

LIONS AWARDS

As a Lion do you know you can qualify for a number of awards Here is a brief summary.

100% Attendance Award

Lions members who attend every club Business meeting during the year are eligible for the award. To meet this criteria members are able to claim a makeup meeting if they attend an official Lions function within 13 days either side of their normal club business meeting.

Your club secretary can order these pins from Lions clubs International

Lions Membership Key Award

Members who sponsor a new member who remains a member for a year and a day are eligible for a key award. Further multiples of new members qualify for further membership key's, These awards are distributed automatically from LCI.

Chevrons:

These are awarded for length of membership. And can be awarded by your club after 10 years and in increments of 5 years thereafter.

Lions Clubs International automatically sends out membership chevrons when members reach 25 and 50 years of membership

For more information or to order see the lions international website



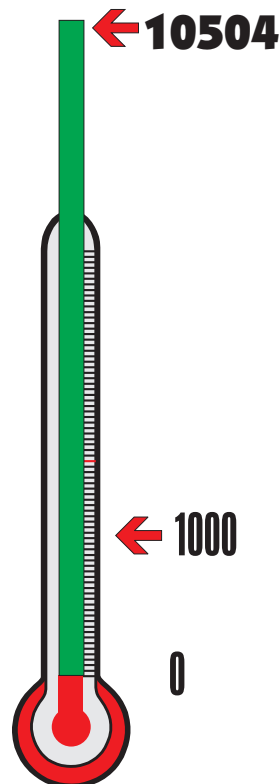
Virginia Lion President Janette Mostert receives DG Stuart's banner and certificate of appreciation



Kokstad Round Table no. 35 Chairman Jacques Kemp receives a banner from DG Stuart.

"Be glad of life, because it gives you the chance to love and to work and to play and to look up at the stars."

Henry Van Dyke



← **10504** Congratulations District 410C we have exceeded our target 10 times over and it is still climbing. We have to date planted 10504 trees. This massive increase is due to the 10 000 trees planted by East Coast Lions President during his trip on the Eco Train during COP17. The train travelled around South Africa and spread the environmental message. At each stop trees donated by the Department of Agriculture were distributed and planted by locals.

TREES PLANTED BY LIONS INTERNATIONALLY

6,644,475





From the Editor

What makes people become Lions? The answer is most probably as varied as there are lions. The bottom line is that we all get some satisfaction from being involved.

All clubs seem to have difficulty recruiting new members and keeping those that we have. We seem to gain new members throughout the year only to drop more than we recruit. With the new year upon us many clubs will be reviewing their projects and fundraising activities, but how many of them are looking at whether their club is meeting the expectations of its members.

In many ways a Lions Club has many similarities to a business. Just like a company a club is made up of people. People work for a business because they want something from the business, be it a salary, self fulfilment. In the same way we as lions want something from our involvement. It certainly is not money, being a lion often costs us. In many cases it is the fulfilment of serving our community, but that is not always the case and the responsibility rests with the club leadership to determine that motivation and to meet it as best they can. It is only when we do so that we will have committed long standing members.

Any business needs to make a profit, but to do so it needs to compare its input costs to output. It only stays in business if its rewards are greater than its inputs. Within lions our members also need to make the same calculation. Are they getting more out of belonging to lions than they put in. For a Lion this may be a difficult thing to measure since the things we get out are often not measurable. Things like satisfaction, self fulfilment, that feeling you get when a child's face lights up. We often neglect the feeling of camaraderie that being a lion brings or even the education that we gain by taking on a lions office

Maybe this is the reason we have difficulty retaining members. Clubs need to determine what output (profit) that their members get from their membership and make sure that this is greater than the input they put in. It is also why smaller clubs sometimes struggle. The members have to be more involved that they wish for what they get out. In a larger club members have the latitude to find this balance while the club still continues to operate.

I would urge all the club presidents out there to take a long hard look at each of your members and only expect them to do the amount of work that they are willing to take on. They can then find the level that ensures that there is a positive answer to the question - Am I getting more out than I put in" If not members will leave to find that balance.

I have that I have got you thinking
Trevor

NEWS FROM THE CLUBS

RAMSGATE & RAMSGATE LEO'S

On the 19th December, the Ramsgate Lions and the Ramsgate Conservancy joined forces and staged a Carols evening at Bellevue Park. It is a magical setting, with the stage set up at the top of the area looking down onto a natural amphitheatre. Father Christmas came along, but there was a twist. All the children brought him a present, which they will redistribute very shortly. Once the silly season is over and they can crawl out of our shells.

The second item of interest, is the Ramsgate Leos spent the week before Christmas wrapping presents at the Hibiscus Mall. It was hard work for them, but financially it was well worth it.



From Left to right
Leo's Ongezwe Ngogo, Lungi Ndabankulu, Samantha Marlow, Franchesca Ovidi, Robynne Theron

"I would rather be ashes than dust! I would rather that my spark should burn out in a brilliant blaze than it should be stifled by dry rot. I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet. The proper function of man is to live, not to exist. I shall not waste my days in trying to prolong them. I shall use my time."

Jack London

COWIES HILL

27 children from Pinduvu were treated to a Christmas Party at their clubhouse, sweets, cakes, boerewors rolls, ice cream were the order of the day with lots of fun in-between with dancing, pass the parcel and a walk through the reserve. The picture tell it all



SHELLY BEACH

The Shelly Lions catered for the Southern Natal Surf Lifesaving Championships at St Michael's Beach this past Saturday. The day's event, which saw competitors from all over the South Coast competing in beach and surf competitions, was supported by hundreds of spectators and the Lions' food stall ran for the entire day. The Shelly Lions are proudly associated with the Margate/Saints Surf Lifesaving Club and continue to support the club's events and help out with alterations and improvements to the clubhouse on St Mikes Beach. Recently the Shelly Lions assisted with renovations to the Lifesavers' Clubhouse including a new garage door, retiling of the floors, installation of new counter tops and repairing of the balustrade on the balcony.

Image - Lions Denis Meyer (left), Ismael de Pinho and John Naylor (right) helping out with the Lions food tent at the Southern KZN surf lifesaving contest



KIMBERLEY

"The Kimberley Lions Club hosted a blood drive with the South African National Blood Service on 14 January 2012. It was club president Cornél's first blood donation and despite being very anxious, she eventually came to the realisation that the thought of having a needle stuck in your arm was far worse than the actual event itself. The drive was very well attended with 32 units of blood being collected".



NORTH DURBAN

December was a busy month for the North Durban Club. Starting with their Christmas party held at their clubhouse and consisting of a pig on the spit. This was followed by the Golden Hours School Christmas party. The biggest event of the month and the clubs main fundraiser for the year was their Christmas Concert under the trees at the Golden Hours Market. The club teamed up with the Durban City Orchestra to present a night of Christmas music. Along with the music there were fleamarket stalls and food stalls. The club were generously sponsored by Durban North Pick n Pay Hypermarket. On a wonderful warm summer night, a good crowd enjoyed the music and general atmosphere. At the end of the day the club made a profit of R19 000.

The month ended with the members taking a food parcel to each of the 108 the pensioners at Ray Hulett house, included was chocolates and toiletries as a special Christmas present. This was followed by the clubs "AGM", a meal at a local restaurant.



Lion President Kim with members of the orchestra

Happiness cannot be traveled to, owned, earned, worn or consumed. Happiness is the spiritual experience of living every minute with love, grace, and gratitude.

Denis Waitley

We don't have to engage in grand, heroic actions to participate in the process of change. Small acts, when multiplied by millions of people, can transform the world.

Howard Zinn

WELCOME TO THE FOLLOWING NEW MEMBERS

HOWICK

CLIVE POULTON

Sponsor NORMAN CHAPMAN

Some sentiments that we as Lions should take to heart and put into practice

Be A Friend

Edgar A. Guest

Be a friend. You don't need money;
Just a disposition sunny;
Just the wish to help another
Get along some way or other;
Just a kindly hand extended
Out to one who's unbefriended;
Just the will to give or lend,
This will make you someone's friend.

Be a friend. You don't need glory.
Friendship is a simple story.
Pass by trifling errors blindly,
Gaze on honest effort kindly,
Cheer the youth who's bravely trying,
Pity him who's sadly sighing;
Just a little labor spend
On the duties of a friend.

Be a friend. The pay is bigger
(Though not written by a figure)
Than is earned by people clever
In what's merely self-endeavor.
You'll have friends instead of neighbors
For the profits of your labors;
You'll be richer in the end
Than a prince, if you're a friend.



Lions Clubs International

Global Service Action Campaigns

Protecting our Environment

Pollution, lack of clean water and loss of plant and wildlife are just several of the growing threats to our communities. According to the United Nations Environment Programme (UNEP), only about 20% of the world's population has access to clean water. In fact, each year more people die from unsafe water than from all forms of violence, including war. Moreover, during the last century alone, the world lost over 80% of its original forests.

Take Action

During April, we invite you and your club to join Lions around the world to bring attention to the environment. Help us raise awareness of the importance of improving and protecting the environment in connection with **Earth Day**. Or, organize projects throughout the month that mobilize your club members to make a difference in your community.

PEACE POSTER



Help us celebrate the 25th annual Lions International Peace Poster Contest by sponsoring a local school or youth group in the 2012-2013 competition. The theme for the contest is **"Imagine Peace"**

Lions have given millions of boys and girls a chance to express their visions of peace through this program. Each year, Lions clubs around the world proudly sponsor the Lions International Peace Poster contest in local schools and youth groups. This contest encourages young people worldwide to artistically express their visions of peace. During the last 25 years, more than four million children from nearly 100 countries have participated in the contest.

Last year we received fantastic entries for judging and some excellent posters had to be disqualified due to non conformance with the competition rules.

The District 410C Peace Poster winners (October 2011) were as follows:

- First Prize, Chelsea Hall of Umkomaas Primary School – submitted by Scottburgh Lions Club
- Second Prize, Kirstene Grant of Sarnia Primary School – submitted by Pinetown lions Club
- Third Prize, Stacey Green of St. Gregory Primary School – submitted by Escourt Lions Club

The 410C entry placed fourth in the Multiple District Contest which was judged at the Council Meeting held in November 2011.

For more info contact DC Jolene Wilesmith [wilesmithj@hotmail.com]





MEMBERSHIP MATTERS

THE IMPORTANCE OF NEW CLUB EXTENSION

Dear fellow Lions

As a Lion, you understand the difference your club makes in your community, and that's why it's important to help start new Lions clubs. But there may be more reasons than you can think of. Starting new clubs is important for the following reasons:

1. To Rejuvenate and Grow Membership

Starting new clubs grows active volunteers. Through extension, you:

- Cultivate new resources.
- Boost enthusiasm.
- Generate new and innovative ideas for service and fundraising projects.
- Build leadership skills and new leaders.
- Increase district funds for activities and projects.

2. Because Community is What We Make It

At the end of the day, it's what Lions do that matters. Starting new clubs:

- Gives communities currently without a Lions club the opportunity to respond to local needs.
- Provides an avenue for community and service-minded individuals to be involved in projects they care about.
- Readies more hands for service.

3. To Engage New Member Types

No two Lions clubs are alike, because no two people are alike. A new club:

- Allows members to establish a unique club culture.
- Persuades younger members to get involved, particularly when the club has a focus on community service projects and utilizes modern communication methods.
- Encourages family and women membership.
- Removes the uncomfortable issue of seniority and leadership felt by long-time members.
- Enables members with shared interests to form a Special Interest Lions club.

4. Because the Future of Lions Depends on It

We matter, because people know they can count on

Fellow Lions,

I trust you all had a good break over the holiday period and are re-energised and ready to go for the second half of the Lionistic year. As you know earlier in the year facilitators were trained to assist clubs to become Clubs of Excellence using the 410C Building Excellence philosophy which the clubs in the District agreed to at Midyear Conference. The presentation has been carried out at most Zone meetings now and it is now time for you to embrace it at Club level. I have sent a list of facilitators to all clubs via the mailing list and I encourage you to ask one of the trainers near to you to visit your club and carry out the presentation.

The Facilitators are also there to assist with Leadership Development, Club Dynamics, Conflict resolution, running effective meetings and many more within your club. Please contact either myself or your nearest facilitator for assistance with training.

An excellent resource that many clubs are using is the **Club Excellence Program (CEP)** which is available in the Leadership Section of the International website. One of the sections of the CEP is called "how are your ratings" it is a questionnaire designed for ALL Lions in your club to fill in. The answers are then collated and from there Club discussion takes place to make any necessary changes to take your club forward to a Club of Excellence. I personally carried it out in my own club and the club was reenergised and we almost doubled membership thereafter.

We all know at times the wheels of Lionism move slowly but please don't wait for something you need, if you need some training in a particular area which will encourage Leadership Development please do not hesitate to contact me.

At this time of the year we are beginning to look for our office bearers for next year. Please think about Leadership development in your club. We need to develop new leaders every year to give us potential Leaders of the District, 'Recycling' past leaders will not achieve this at club or District level.

With an open mind and a willingness to change / **believe** as International President Tam does that all Clubs in our District can become a Club of Excellence.

Yours In Service

Debbie

Lions to pitch in. With new Lions clubs we continue to:

- Enable more Lions to continue making a difference.
- Support the humanitarian work of Lions clubs through LCIF.
- Ensure our members remain as our most sustainable resource.

It's impossible to imagine that some communities are still without a Lions club. We became the world's largest service organization one club at a time, so begin your extension efforts today.

Everything of the best with your service, membership growth and extension for 2012.

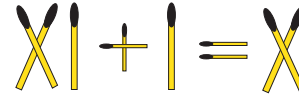
Kind regards

Denis

BRAIN TEASER



Last Month you were asked to make the sum work out without touching the matches



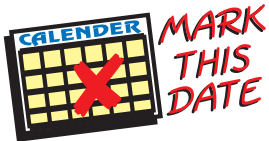
SIMPLY TURN THE PAGE UPSIDE DOWN

THIS MONTH

Can you work out what the Rebus expression says



25th to 28 th April 2012
Kimberley.



DG's Visits this month

7 Feb Estcort
9 Feb Durban Central
23 Feb Ramsgate

4 Feb Cabinet Meeting -Pinetown
25 Feb Council Meeting - Humansdorp

Reminder:

The MD and District directory is available on the web at www.lionnet.org.za
Or the District website at www.lionsdist410c.lionnet.org.za

Past editions of this Newsletter are available on the District 410C website (www.lionsdist410c.lionnet.org.za)

District Cabinet 2011/12

District Governor	Stuart Charlton
Immediate Past District Governor	IPDG Debbie Berry
1 st Vice District Governor	Adrian Barnes
2 nd Vice District Governor	Allan Wilms
District Cabinet Secretary	Vicki van Wyk
District Cabinet Treasurer	Margaret Haus
Marketing of Lionism	Denise Bolland
Christmas Cakes	Ian Ping
Leadership Development GLT	IPDG Debbie Berry
Membership Development GMT	PDG Denis Meyer
Lionesses/ Louis Halse Trust	PDG Stan Foley
Youth Exchange	Alec Collier
Health Services	Jane Wicks
Quest / Environment	Colin Mackintosh
Constitution, Resolutions & Bylaws	Trevor Hobbs
Youth (Children, LEO's & Peace Poster)	Jolene Wilesmith
IT	PDG Denis Meyer
Lions Alert	Adrian Barnes
LCIF	PDG Rob Behrens
Finance Chairman	Ian Ping
Food Security	Kim van Wyk
Zone 1 Chairman (Freestate area)	Walter Richter
Zone 2 Chairman (Northern KZN area)	"Kiewiet" Jones
Zone 3 Chairman (KZN Midlands area)	Roland Greer
Zone 4 Chairman (Durban Metro area)	Alec Collier
Zone 5 Chairman (North Coast area)	Denise Bolland
Zone 6 Chairman (South Coast area)	Ken Toward