



Fellow Lions of #TeamCW, the Boston International Convention has now been concluded with the swearing in of our International President Dr Patti Hill. She then conducted the swearing in of all the District Governors for Lionistic Year 2023/24.

The theme for the year is '**Changing the World**', my theme is '**Lions Changing Lives Together**',

IP Patti's message is that we as Lions have the power to Change Lives, Change Communities & Change the World. Every act of service changes someone's life and whilst doing this it gets us noticed.







### **Mission 1.5**

This was formally launched. Global membership currently stands at 1.34m, the target by 1 July 2027 is to have 1.5m members worldwide. We can do our bit, aided by our excellent team led by 2VDG Sue Wilding in respect of individual membership and opening Branch Clubs and IPDG Rav Sandhu in respect of opening new clubs.

Our watchwords should be 'Quitting is not an Option', hope is not a strategy – we need action to grow. In growing we need to reduce our average age to regenerate our clubs. Let's get rid of borders, we are all Lions wherever we are. Lions will die if we do not grow, do we want to fight for the right to die or do we fight to grow? [www.lionsclubs.org/mission1.5](http://www.lionsclubs.org/mission1.5)

### **Club Quality Initiative.**

Consider your meetings – are they attractive to new members? Do we consider new members' interests? Do we accommodate the new ideas that new members bring us? New members mean change. Do we adapt to new members, or do we ask new members to adapt to us? Research has shown us that women of all ages tend to mix well whereas this is not the case with men, we need to be aware of this and take measures to overcome such difficulties in ages within our clubs.





## **Marketing.**

To achieve the objectives of Mission 1.5 we must market ourselves effectively. Consider appointing a Marketing Chairperson to co-ordinate recruitment strategy. This role should liaise with Service, service leads to public exposure and increased chances of new members.

Point of reference – [www.lionsclubs.org/marketing](http://www.lionsclubs.org/marketing)

## **Lions Portal.**

The new MyLion is scheduled to go live during the period 14th-26th September. All members will receive a personal invite to logon to the new site. There will be Self-Directed Learning Materials available. District intends to deliver training to all Clubs through the Zone Chairs, a good reason to have Zone Chairs – those without may wish to nominate a Lion from their Clubs to take on this role.

## **Lions Clubs International Foundation (LCIF).**

In 2022/23 \$68m was donated to our Foundation with 1.4k grants authorised. Clubs and members are encouraged to continue to support our Foundation, not only in named Disaster Relief but also undesignated funding. Members can make individual donations which is claimable as a donation on your Self-Assessment Tax return. Donations can also be channelled through the MD Foundation who will claim Gift Aid. For further details please contact our LCIF Co-Ordinator PDG Keith Wilding.







### **Humanitarian Award.**

This award was given to Jose Andreas – World Central Kitchen. He feeds the people, we in CW are looking to have an event to 'Feed the 5,000', perhaps in Coventry, are you up for the challenge – if so please contact Lion Paul Murphy our Global Service Team Leader.

### **Environment.**

One of our pillars and the one that arguably will attract younger members to our clubs. We hear a lot about reporting our projects, promote first then report success after, promotion is external to Lions whereas reporting is internal largely.

Here's to a successful 2023/24 Lionistic Year, following the successes of the previous 4 CW years.

Lion David McKirdy  
District Governor 105CW

