

Believe that one person can make a difference. Believe that the entire world can be changed when we come together as Lions. Believe that changing a life – or the world – starts with each one of us.



INTERNATIONAL PRESIDENT WING-KUN TAM
PRESIDENTIAL THEME 2011-2012

The Yellow River, China

“Don’t just think you can,
BELIEVE you can.”

— Wing-Kun Tam



As Lions we are all droplets of water that together form the world's mightiest ocean of service.

The Yellow River is the seventh-longest river in the world, stretching 3,395 miles long. It is often called the cradle of Chinese civilization, serving as the birthplace of northern Chinese civilizations and giving prosperity to millions. And yet, at its source, high in the Bayan Har Mountains, it all begins very humbly with trickles of water. It gains its power and strength as it flows northwest, then northeast, turning southward, and finally east flowing through seven provinces along the way and nourishing over 120 million people.

It's astonishing that such a mighty force starts out so small.

Lions Clubs International also had a humble beginning. Our founder, Melvin Jones, and a few of his colleagues, were the first beginning droplets of water that today, 94 years later, have changed the world and touched millions of lives.



BELIEVE

Melvin Jones had one quality that made it all possible – he believed. He knew even then the difference between “thinking” and “believing” is a matter of conviction.

To me, believing is different from thinking because it has three other key elements:

• Courage • Commitment • ACTION

Even if you first fail — like the Wright brothers did with their first trial airplanes — a strong belief creates a sense of courage to try things others thought impossible. You then need commitment to try and try again, and to inspire others to follow you. And finally you need to take action, or run the risk of being just an idle dreamer.

It was these qualities that helped Melvin Jones transform an idea from a droplet into a river that could change the world. He created a culture organized around a belief in the value of giving back, and a belief that one person can make a difference. He believed in his idea of creating an organization that would serve people in need; he had the courage to follow through with his idea; he was committed to make the organization a success; and he took the necessary action to bring everything to fruition. Like a mighty river, Melvin Jones believed even in 1917 that we would gain strength with each Lion who joined our ranks — person by person, community to community — serving millions of people along the way.

Today — 94 years after the first drop of water nourished a seed that would grow into a worldwide service organization, Lions Clubs International continues to

flow. Our course has flowed in every direction, and across nearly a century in time. But one thing has remained constant. We Serve.

I believe we are making a difference like no other service organization in the world. I believe in our motto “We Serve.” And I believe in you — the Lions of the world, who make up a network of caring, and a network of service. Together, as a family of unique volunteers, we constitute Lions Clubs International — the global leader in community service.

This year, I am calling on all Lions to embrace a sense of belief of what it truly means to be a Lion — a belief that each individual Lion makes a difference and that, together, we can change the world even more than we have yet imagined.

I have set my vision — driven by my beliefs — on three special goals this year:

- Strengthening and retaining our membership by taking care of fellow members as if they were family
- Expanding our service to new heights, propelled by a special campaign to plant one million trees
- And nurturing our future by involving more young people and Leos in all that we do

Together we will flow onward — a benevolent flood of service to the world.



Wing-Kun Tam
INTERNATIONAL PRESIDENT

“If you don’t believe what you are doing is right,
how can you INSPIRE others?”

— Wing-Kun Tam

My Club, My Family

“A RIVER that forgets its source will soon dry up.”

— African proverb

I strongly believe the strength of our organization lies with our clubs, and our members form the basis of our clubs. In 2011-12, I will endeavor to meet as many club presidents when I'm traveling. We will have 'presidents-meet-the-president' meetings wherever I go and special webinars online for those presidents I cannot meet in person. I will rely on club presidents to bring my message to their respective members.

You see, we've been successful in forming new clubs and bringing in new members. In fact, we have accomplished membership growth in each of the last several years – something no other service organization can claim. But long-term successful growth is dependent upon keeping our members involved, instilling pride, and treating them like family. Our philosophy should be “my club, my family.”

It's a simple equation—

involvement + sense of worth + member care + family atmosphere = club success.

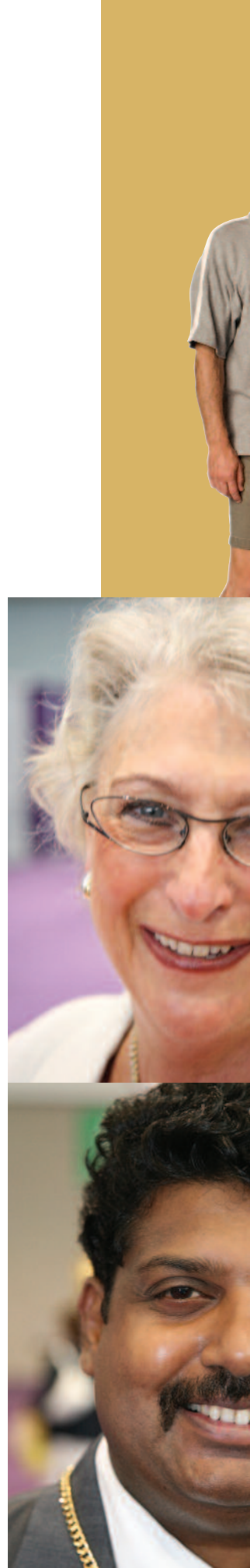
Someone once wrote “stop trying to perfect your children, but keep trying to perfect your relationship with them.” This is especially true of new members. Let them make their own way, but always be there for them and support them.

A successful club combines several elements, none more important than the other:

- Effective orientation
- Member involvement from day one
- Club leaders who listen more, and speak less
- Nurturing lasting bonds through community service
- Treating each other like family

Our strength and our success are at the club level. My challenge to clubs this year is to make new member orientation a priority, not a chore. Create an atmosphere around member care, mutual respect, and treating each other like family. Draft a new member checklist, and follow it. Have I made new members feel welcome? Have I given them responsibility? Have I valued their input, and respected their ideas? Have I made them feel like a member of the family?

Make the ordinary extraordinary by increasing your impact of service by taking on new service challenges. Spend more time SERVING than MEETING. If you do all of the above, your club will thrive. Together, let's put the “we” back in “We Serve.”





Family Membership Program

The Family Membership Program encourages families to volunteer together by offering a special dues structure to family members and programs to include children and adolescents in club activities.

The first family member (head of household) pays the initial charter/entrance fee and full international dues. Up to four

subsequent qualifying family members pay half international dues and no association charter/entrance fee. The Family Membership Program applies to family members eligible for Lions membership in and/or joining the same club and living in the same household related by birth, marriage and other legal means - such as parents, children, spouses, aunts/uncles, cousins, grandparents and in-laws of spouses.



Lions Family Cub Program

The Cub Program helps support family-friendly clubs. Formulated special to encourage families to volunteer together, children under age 12 have the opportunity to build a lifelong dedication to helping others. Cubs are divided into three age categories:

Level 1: Under age 3

Level 2: Age 4-7

Level 3: Age 8-12

Lions clubs that implement a Cub Program are encouraged to shape Cub activities to fit the lifestyles and needs of the Cubs, Lion members and families involved. To help support the program, LCI offers the Lions Family Cub Program Activity Guide and Family Cub Program Activities, filled with age-appropriate activities and distinguishing Cub Patches by age level to help Cubs feel like part of the club and get them excited to participate.





Leos

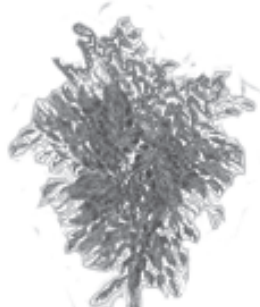
"I remember when I first became a Lion. I was the youngest member of my club. But I was made to feel from the very first day like part of the FAMILY. I was nourished and cared for, like a newborn baby."

— Wing-Kun Tam

Leos are the future of our family, and therefore they form a vital branch of our family tree. It is time to elevate the significance of Leos within our family of service.

For many Lions, their first exposure to our organization was through a Leo club. Leo clubs afford young people a unique opportunity to serve their community. Going back to the analogy of a river, in many respects Leos form the headwaters of Lions Clubs International. Leos bring a fresh approach to service. They are the all important new drops of water that continue to refresh our next generation of service.

I want to engage Leos during my year as president, in order to gain their perspective, solicit their ideas, and better understand their needs. This will, in turn, be used to enhance our Leo to Lion program. I also want to hold a Leo/Lion summit at the international convention in Busan, Korea to create more dialogue and better understand those who will one day lead our association.





Leo to Lion Program

Former Leos have the opportunity to build upon the leadership skills they learned as a Leo and grow personally and professionally as a Lion. To make the transition easy, Lions Clubs International offers an entrance fee waiver to all former Leos, and an entrance fee waiver plus half international dues to all former Leos between the age of legal majority through age 30.



“The more we increase the active participation and partnership with young people, the better we serve them. . . . And the more comprehensively we work with them as service partners, the more we increase our public value to the entire COMMUNITY.”

— Carmen Martinez



I Believe In Giving Back. I Believe In Our Motto “We Serve.”

“A bit of fragrance clings to the hand that gives
FLOWERS.”

— Ancient Chinese Proverb

Just as we care for and nurture our members – young and old – it is important that we care and nurture the natural world around us – and become better stewards of our planet. The greatest gift we can give the world is something that will outlast us. I want to expand our portfolio of service by doing our part to help safeguard our environment.

Our Earth, Our Environment, Our Responsibility

Clearly, engaging in things like environmental restoration and civic beautification will make your life enjoyable by making the world around you more pleasant.

Why is our environment important? It is the only home we have. Many experts believe that we can reverse the strains we have placed on our planet. The challenge is getting enough people to understand they can make a difference even by doing simple things like planting a tree.

Many people engage in community service because they believe that it carries rewards beyond the obvious and tangible. But community service also helps to build a rich and supportive community of people who know each other and lend each other a hand when it is needed.





A SEED hidden in the heart of an apple is an orchard invisible.

— Welsh Proverb

Planting A Million Trees – Do you believe it can be done?

An important part of our extension of service this year will be caring for our environment. My goal this year is to plant a million trees around the world. That's less than one tree for each member. If we can accomplish this goal, it proves once again that we can accomplish anything – just like we did when we exceeded our goal for Campaign SightFirst II – just like we did when we prevented over 1 million cases of river blindness – and just like we are going to do by helping eradicate measles.

It's no secret that trees help the environment, but you may be surprised by all the benefits that planting a tree can provide. Trees are like the lungs of the planet. They breathe in carbon dioxide and breathe out oxygen. They also reduce erosion to save soil, help preserve local water sources, and provide habitat for wildlife living under more and more stress. Simply put, planting trees in your neighborhood really is one of the best things you can do for the local environment.

Any of us can plant a tree. It's a very visible and hands-on way for each and every Lion to make a difference. It's also a great project to invite your community at-large to join your local Lions club in a collaborative effort. If we can plant a million trees, it will reinforce the limitless potential we all know we have to make a difference as Lions. So make tree-planting part of your club or district activities this year, and invite your neighbors, friends and members of the community to join you. What better way to be reminded of our gift of service than to watch the trees you have planted grow year-by-year? After all, seeing is believing!!

Every month throughout the year, we will report the number of trees being planted on the LCI web site. And to show pride in what we do, special art work for clubs to make or order **"I planted a tree"** buttons, signs and certificates will be available from LCI.





“The Believer’s” Award

I’ve created a special recognition award for those who demonstrate their belief in the power of service by planting a tree:

- For districts, each district governor whose district achieves at least 50% club participation in tree planting will receive an “I’m A Believer” plaque to commemorate their success.
- For clubs, the top 100 clubs in each constitutional area who plant the most number of trees by members will receive a very special award plaque and be recognized on the web site and in the LION, and all clubs participating in tree planting will receive a specially-designed banner patch.

Expanding Our Service

Through service, Lions have improved the lives of millions of people. Now more than ever, we are in a position to extend our care network. I believe we can expand our service initiatives in all parts of the world. It’s our mission, and our responsibility.

To have a greater impact and to generate more visibility and excitement, once again we will be challenging all clubs to participate in the association’s four Global Service Action Campaigns.

- Focus on youth in August
- Sight related activities in October
- Feeding the hungry in December and January
- Environmental projects in April

By individually participating in these global action campaigns, our individual efforts – even the smallest steps – can make a huge difference as I Believe transforms into the power of united service – with 1.3 million Lions working together. But remember it all begins with each of us; as if we are that first drop of water.

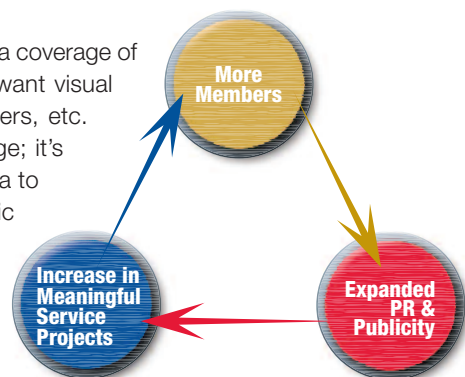


I Believe In Projecting Our Image

“A BOOK tightly shut is but a block of paper.”

— Ancient Chinese Proverb

Clubs and districts are encouraged to continue their quest for media coverage of projects and activities to expand our public image. The media want visual activities to include in the news they provide their viewers, readers, etc. Activities such as tree planting can involve the community at-large; it's good for the environment; and it's an excellent event to invite media to cover. It's a progressive cycle. Media coverage = increased public awareness of Lions clubs, which in turn increases our opportunity to invite new, quality members. By quality I mean people committed to service and the ideals of our association. The more people know about Lions, the more they will want to be part of the world's largest service club organization!



Traditional mediums, such as television and newspapers, are still important. But increasingly, social media is having a real impact on the way we do business, and the way we reach both our internal and external audiences. We have to communicate with people on multiple fronts, and reach people on their own digital turf, so to speak. This is particularly true when trying to reach a younger audience.

Get on board with social media and web networking.
Does your club:

- Have a Web site? If not, create one in minutes using our E-Clubhouse tool.
- Have a Facebook page?
- Upload videos on YouTube and photos on Flickr?
- Have a PR Chair that has a good working knowledge of the internet and social networking?
- Share your successful stories and photos using the new service activity reporting system?

We have to explore every available medium to reach our audience. Social media is just one more medium available to us to enable us to get our story out directly to people around the world.



This year we will be encouraging our clubs and districts to not only have web sites, but also Facebook pages. Go to the LCI web site for an easy step-by-step tutorial on how to set up a Facebook page.

I Believe Leadership Development Makes A Difference

A LEADER is best when people barely know he exists, when his work is done, his aim fulfilled, they will say: we did it together.

— Inspired by Lao Tzu

I believe Lions Clubs International has great leaders among our ranks. But to ensure our future, we must continue to develop new leaders and more importantly, must provide them the opportunity to lead – we must empower Lions to be confident in their ability to “do it together”.

Learning is a lifelong process and as such, Lions Clubs International believes all Lions can benefit from training - beginning the day an individual becomes a Lion with an effective new member orientation. We must demonstrate our commitment to leadership excellence by identifying those in our Lions family who display the skills, values and dedication necessary to effectively lead our clubs. Then we must cultivate that potential through relevant training and development.

LCI offers a variety of valuable training tools and resources, including curricula designed specifically to support the efforts of Lion leaders at the club, zone and district levels. Practical training related club officers, zone chairpersons and vice district governors, as well as training to support effective club operations including the Club Excellence Process and Certified Guiding Lion will enhance our ability to provide needed service while instilling our members with pride and a true sense of belonging. The online Leadership Resource Center provides easy access to these materials and to the Lions Learning Center, our online library of personal leadership skill development courses for all Lions. I will also call upon the Board to develop more training and resources for clubs, in an effort to keep our training up-to-date and “cutting edge.”

The Faculty Development Institute program is dedicated to expanding the pool of qualified Lion instructors capable of effectively delivering training. Senior Lion Leadership Institutes provide training to prepare Lions for leadership positions at the district level.

The Chinese characters that make up the word “to listen” reveal the significance of this critical, yet often underestimated leadership skill. In order to be an effective leader, one must listen with his or her ears, eyes, and heart ... giving undivided attention. The implementation of the Global Leadership Team positions our association to more effectively *listen* to the training needs of Lions and to provide suitable development programs and challenging opportunities to lead.





I Believe That Children Are Our Future

Lions Clubs International has a long-standing commitment to children and young adults.

Our programs make growing up safer and healthier. Through service for children, we meet education and health needs. Through Lions Quest, we bring crucial life skills to classrooms. We also respond to issues that cry out for solutions and support – by bringing potable water to far-flung villages, building a home for street children, and through a number of other programs uniquely suited to match local challenges in communities around the world.

It seems that lately each generation is labeled. We had the X generation, the Y generation, the Millennials. Going further back we had the Baby Boomers. I don't think young people today relate well to labels. More than generations before them, they don't want to be labeled. They care about the world around them. They are more accepting of others. And they volunteer in unprecedented numbers. Young people volunteer at twice the rate of their adult counterparts (55 percent to 29 percent), and more than ever, they are volunteering out of altruism, strongly agreeing with statements such as "I would like to help make the world a better place." So let's not label, let's simply engage.



Role Models Needed

A growing number of studies show that youth who engage in meaningful service projects experience a host of positive outcomes. Moreover, a youth who has a parent who volunteers is nearly three times more likely to volunteer on a regular basis. Young people need role models – someone to look up to, whether that is a parent, guardian or community leader. Lions make great role models. By inviting youths to assist with planning and implementing service projects, Lions have an incredible opportunity to allow young people to develop valuable life skills while emphasizing the role of service.

I believe that each and every young person we help will blossom into responsible, caring adults.



We Believe In Service Awards

The Service Awards, to be given at the International Convention in Busan, will recognize outstanding achievement by clubs and districts in the area of service. Categories include:

Best Long-term Environmental Project (by club or district)

Best Long-term Environmental Project (Leo club)

Best Connection To Youth Program (by club or district)

Outstanding Service to the Blind or Visually Impaired
(by a club or district)

Outstanding Service to the Blind or Visually Impaired (Leo club)

Best Hunger Relief Program or Activity (by a club or district)

Best Hunger Relief Program or Activity (Leo club)

Lion and Leo of the Year

For the last category, nominations must be sent to the Lions Clubs International Public Relations Division no later than April 1st, 2012. Nominations can only be made by Executive Officers or International Directors. This is an individual award, and only Lions and Leos who have exemplified a belief in service should be nominated.

First Believer Awards

I believe we can welcome even more people and clubs into our network of hope. The First Believer Awards will recognize District Governors who achieve strong membership results in the first four months of their year. The awards will consist of two levels. District Governors will be eligible for only one of the awards. The qualifications for the awards are:

Excellent: two new clubs **OR** positive membership on
October 31, 2011

Superior: five new clubs **AND** positive membership on
October 31, 2011

All new club applications must be completed and received by the LCI New Clubs and Program Marketing Department by the close of business on October 31, 2011.





I Believe In Lions Clubs International Foundation

Lions care. Lions have always cared. The Lions network of care has enabled our Foundation to award millions of dollars in grants around the world, and literally changed the lives of millions of people.

Lions Clubs International Foundation (LCIF) is Lions helping Lions serve others. Through LCIF, Lions ease pain and suffering and bring healing and hope to people worldwide.

Contributions to LCIF are a great way to make a difference in people's lives. Every dollar donated to LCIF goes toward a grant. Every donation helps someone lead a healthier or more productive life.

LCIF is growing, and others are taking notice. Our corporate, government and collaborative partnerships are increasing each and every year. But it's YOU – the Lion member – that have elevated LCIF to new heights, and enabled us to provide for people in desperate need, on an ongoing basis.

I was very fortunate to be involved in both Campaign SightFirst and Campaign SightFirst II. I witnessed first-hand what Lions can do when they come together as a family. And now, we are putting the millions of dollars raised to good use.

I believe with all my heart we can make a difference through Lions Clubs International Foundation.



**Lions Clubs International
FOUNDATION**

Do You Believe?

There are 7 billion people living on planet earth. Over one-third live in poverty, meaning they don't have enough to eat, don't have access to clean drinking water, live in substandard housing, or they lack proper medical care. Very likely, all of the above and more.

Poverty, homelessness, abuse, disease and disabilities, both physical and mental, afflict millions of people. Lions Clubs International cannot provide responses to all problems. Or can we?

I believe we can make a difference. I believe that helping just one person sets an example for others to follow. I believe in a worldwide family of volunteers. I believe we are the global leader in community service. I believe in L-I-O-N-S.

Catch The Believe Spirit.
Act NOW to:

- Start a tree planting campaign
- Enact a "My Club, My Family" philosophy
- Involve new members in club activities
- Revitalize your public relations program
- Expand your service projects
- Build future Lion leaders
- Support LCIF



**BELIEVE that YOU
can make a difference!**