

## DISTRICT GOVERNOR'S NEWSLETTER

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### AUTUMN - SEASON OF MISTS AND .....

As soon as I seem to have completed my monthly newsletter, I blink and the next edition is due. But it is an enjoyable task as it gives me a chance to think back over the month, have a look at the photographs that have been taken, remember the good things that have happened over the month and the happy times I have had with the Lion around the District.

### AUTUMN FORUM

In my mind October is synonymous with autumn and so it is with the Lions of 105M with Autumn Forum occurring during the month. This year Forum was held at St John's Hotel in Solihull with approaching a hundred Lions attending. However, as we entered into the month, there was panic in the camp with seemingly only District Officers booked in and few other Lions attending. But of course we should not have worried and remembered that Lions are lastminute.com so, on the day, the numbers had risen to close on ninety.

The day was a great success with the 'Chuckle Brothers' opening the proceedings, as can be seen in the picture. There were interesting and stimulating Keynote presentations from Heather Yaxley on the Multiple District PR and Marketing Strategy (see the article later in this Newsletter), 'Teenage Cancer Trust' by Laura Bainbridge and one by Lions Andy Pemberton and Harry Fry on 'Lifeskills - Going Forward'.



Sandwiched between the presentations were two workshops on 'Looking through the Window of Your Club' and 'Making the most of your Website'. The fact that both sessions ran over and ate into the time allocated for Lions to visit District Officers' display area reflects the involvement of the Lions in each Workshop.

By 4.00pm Autumn Forum was over for another year and all the worries over numbers attending had disappeared into the mists of time.



### DG ON THE MOVE

October has meant more miles clocked on the motorway and more club visits made. I have been made exceptionally welcome at Market Harborough, Nuneaton, Castle Bromwich, Kenilworth, Sheldon, Towcester and Aldridge. I am both impressed and gratified by the amount of service that is being carried out across the District and yet again I have left with good ideas to share with my own club (when I eventually get to see them at a business meeting!)

Jackie and I have also enjoyed the company of our Lions friends at a number of Charter anniversaries this month: at Evesham Vale, Warwick, Wellingborough and my own club of Northampton Eighty. Warwick Lions Club's Charter celebration was different, not only because it was held on a Thursday evening but also because it was held in the Great Hall at Warwick Castle surrounded by suits of armour, swords and other weapons hanging from the walls and a spectacular carved ceiling and chandelier. It was a special venue and an equally enjoyable evening.

It is always special for a District Governor to be a guest at his own club's Charter celebration and so it was for Jackie and me when we attended Northampton Eighty's Charter Dinner. It did clash with our Council of Governors weekend meeting and so it was a quick dash down the motorway to get there on time but, as it was the weekend when the clocks went back, it meant we got back to St Johns Hotel in Solihull afterwards and still got a decent night's sleep.



The month ended with our second Council of Governors meeting in Solihull. It was a very busy weekend but we covered a lot of business and, hopefully, made the right decisions for the good of the Multiple District and the future well-being of Lions of the British Isles and Ireland.

As another month finishes, a new one begins and no doubt in the words of my opening sentence 'As soon as I seem to have completed my monthly newsletter, I blink and the next edition is due.'

**Please circulate to all Club Members**

## NOVEMBER IS A BUSY MONTH FOR SERVICE

### Remembrance Service

Sunday 11<sup>th</sup> November is Remembrance Day and many Lions will be supporting the British Legion with their Poppy Appeal collection.



They will be remembering those who have given up their lives in armed combat to safeguard our futures, by attending Remembrance Services and laying wreaths.

I will be attending the Cenotaph Service in Whitehall with my fellow Governors and the Chairman of Council, who will be laying a wreath on behalf of Lions Clubs International Multiple District 105.

I would encourage you all to show your respect by remembering those who have dedicated and sacrificed their lives for us to give us a better future.

We should also take a moment to remember those Lions, our friends, who are no longer with us, who have also dedicated their lives in the service of their communities to give a better future for those less fortunate than ourselves.

*'May They Rest in Peace'*

## WORLD DIABETES DAY

14<sup>th</sup> November is World Diabetes Day and there is still time to organise an event in your local community, to raise awareness of the problems associated with diabetes.



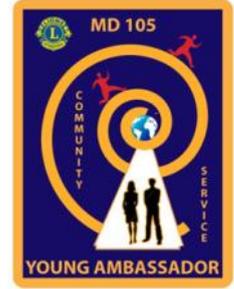
Nearly three million people have been diagnosed with the condition in Britain and there are a further 850,000 unaware that they have the condition. It is a disease which can progress undetected over a period of years resulting in heart conditions, strokes, blindness, visual impairment and amputation. At present there is no cure for the condition but it can be prevented, delayed, or halted, by knowledge, and a change of life-style and diet.

As Lions we have a chance to make a difference in our communities by raising the awareness of the general public to the disease and the small changes to our life styles to prevent the onset of the disease. The disease causes far more radical changes to life-style.

For further help or assistance please contact Lion Barbara Dutton, District Diabetes Officer at [diabetes@lions105m.org.uk](mailto:diabetes@lions105m.org.uk)

## YOUNG AMBASSADORS

We are rapidly heading towards the District Final of the Young Ambassadors Competition, **but it is still not too late** to enter a contestant - an inspiring young person who is involved in community service within your local communities, who reflects the best ideals of Lions.



This young person may be helping young or old, disabled or able bodies, but disadvantaged. Candidates can be found in all branches of youth activity, scouts and guides, schools and 6<sup>th</sup> Form Colleges, Red Cross, St John Ambulance, Church groups or just next door.

The District final is on Sunday 25<sup>th</sup> November at St. Johns Hotel in Solihull and the winner will receive a £500 bursary to be used for their project. The winner will go forward to the Multiple District Final in Dudley 24<sup>th</sup> to 26<sup>th</sup> February 2013.

The closing date for contestants is Saturday 10<sup>th</sup> November and application forms should be sent to Lion Cath Kendall, District Young Ambassador Officer at [youngambassador@lions105m.org.uk](mailto:youngambassador@lions105m.org.uk)

**It is still not too late to enter a contestant**

## MEMBERS

It is with sadness that I start this section with the passing to higher service of Lion Barry Morris from Warwick Lions Club.

I would like to welcome the following new members into the family of Lions:

Norma Chapman	Kettering and District
Steve French	Malvern Hills
Maria Dann	Solihull
Denise Farey	Wellesbourne
Elaine Merrygold	Wellesbourne
Dale Troth	Wellesbourne

I would also like to welcome to District 105M, transfer member

Alan Poucher	Malvern Hills
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Welcome



Don't forget to record changes in your membership numbers on your monthly reports to International - otherwise nobody knows about them!

**Please circulate to all Club Members**

## LIONS PLAY A CENTRAL ROLE WITHIN THE COMMUNITY

After many years of Lions saying that 'we are the best kept secret' and asking 'What is the Multiple District doing about publicity?', those who attended Autumn Forum will have heard the answer and listened to the PR strategy for Lions in Multiple District 105, presented by Heather Yaxley. Heather, a PR consultant, has been working with a team from the Multiple District to develop the strategy over the past twelve months. Although not a Lion herself, she has years of personal knowledge of Lions Clubs International through her father who is a Past District Governor.



The aim of the strategy is to increase the knowledge of who Lions are and what they do through communications with the key influencers in the country (national and local politicians, the media and the general public) to build credibility and interest and support the statement that 'Lions play a central role within the community'.

The strategy will be delivered through a number of means, firstly through Quarterly Briefing Communications by combining two aspects of communication; emotional: (Lions activities, projects, involvement with people and crisis support) and rational: (the scope of Lions involvement, facts and figures, hours and money donated and Lions processes and expertise). The communications will use club activities and build on them to show the bigger Lions story and link clubs across the Lions community, providing statistics and conveying news, achieving a better profile for Lions and their projects, enhanced credibility through better relationships and increased professionalism in our communications.

In addition, a new focus will be put on core Lions projects, such as Message in a Bottle and Young Leaders in Service, so as to put them on the public agenda, increasing the recognition of these central causes and linking Lions clearly with a credible community message and issues.

The strategy also includes producing a new high profile annual Community Report, as most charities do, that will bring together the wealth of Lions activities and projects into a professional manner. The report will bring together evidence of who Lions are and what we do and give the opportunity to present original and collated statistics, stories that show social trends for service requirements and pinpoint future community challenges and opportunities, all of which are relevant at a local, national and international level.

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It is intended that this report will use media coverage for its launch and demonstrate to the key influencers in this country and in our local communities the scope and reach of Lions and create a distinctive role for Lions in making things happen in the community.

The Multiple District has laid the foundation for the implementation of this strategy by continuing to work with Heather Yaxley and employing a PR member of staff at MDHQ. However, its success depends on **each and every Lion in the Multiple District**.

### So what is my role as a Lion?

For the communications strategy to work, the PR team needs facts and figures and stories. As a priority they need clubs to **complete a monthly activities report** which is found as a tab adjacent to the monthly membership electronic reporting system on Lions Clubs International website.

The PR team needs to **create a database of the key influencers** nationally and locally and they need you to provide any contact details you have of local MPs, councillors, parish councillors, business contacts and local groups that clubs work with or support.

The PR team **needs input** when requested for the Quarterly Briefing Communications, with the intention that the first will be produced before the end of this calendar year and The Community Report for launch in Spring 2013.

The PR team needs **details of a calendar and the location of club activities** to coordinate and promote Lions activities in a cohesive manner.

**We have the strategy and the means to raise the profile of Lions within our communities, nationally and internationally but we all must share the responsibility and play our part in achieving that goal.**

## BE PREPARED FOR CHRISTMAS

Across the District, sleighs are being cleaned and put through the MOTs and Rudolph is champing at the bit to help Lions raise money at Christmas. Of course, Lions are carrying out risk assessments and making sure their insurance is up-to-date and in place.

*What about the CRB certificates?* That is a difficult one this year as new legislation is about to come into force and things are still not totally clear. However, Lion Eric Hughes, District Vulnerable Persons Officer has circulated some guide lines with five scenarios that should cover all types of 'Santa' events carried out by Lions within this District. These guidelines are available from [http://www.lions105m.org.uk/notices/VulnerablePersons\\_CRB\\_GuidanceRegardingFatherChristmas.pdf](http://www.lions105m.org.uk/notices/VulnerablePersons_CRB_GuidanceRegardingFatherChristmas.pdf)

If you are still in doubt, contact Lion Eric Hughes on [vulnerable@lions105m.org.uk](mailto:vulnerable@lions105m.org.uk)

**Please circulate to all Club Members**

**2nd VICE DISTRICT GOVERNOR WANTED**

**Are you the one that stands out from the crowd?  
Are you the one that can lead and motivate others?  
Are you a future District Governor?**

**We are still looking for you**

Unfortunately I was unable to present candidates for the position of 2nd Vice District Governor 2013-2014 at the recent Autumn Forum, which is the usual custom, as no candidate for the role of 2nd Vice District Governor had been received by the District Constitutions and Nominations Officer PDG Lion Wim Hoogerwerf by the closure date of Sunday 30th September 2012.

Accordingly, I have extended the closure date for nominations until Saturday 12th January 2013 to enable further time for clubs to nominate candidates. All nominations should be made to District Constitutions and Nominations Officer PDG Lion Wim Hoogerwerf.

An informal discussion evening entitled 'I want to be District Governor' has been arranged at the Arden Hotel, Coventry Road, Bickenhill, Solihull B92 0EH on November 29th 2012 at 7.45pm and will be hosted by the two Vice District Governors, Lions Simon Moss and Ian Haffner and Past District Governor Doug Cross. They will be able to give you all the necessary information to help you make your mind up and answer a lot of those frequently asked questions.

Since the introduction of the position of the 2<sup>nd</sup> Vice District Governor, 105M has led the Multiple District in developing the management of the District through the District Governor's team. It has allowed us to develop plans for the future which are bearing fruit through quality service in our communities and an increase in membership numbers. It has given us consensus of opinion and continuity in the District's development. It would be a great pity and a backward step if we were unable to find a 2<sup>nd</sup> Vice District Governor for 2013-2014. This District has many great Lions with leadership skills to be our next 2<sup>nd</sup> Vice District Governor and continue the development and growth of this District.

**District 105M Needs You!**

**DIARY DATES - NOVEMBER & DECEMBER****DISTRICT GOVERNOR****November**

- 7<sup>th</sup> 'It's a Knockout' at Malvern
- 8<sup>th</sup> Shakespeare Club visit
- 11<sup>th</sup> Remembrance Service, Cenotaph (London)
- 12<sup>th</sup> Balsall Common Club visit
- 14<sup>th</sup> Coventry Leofric Club visit
- 17<sup>th</sup> Marston Green 35<sup>th</sup> Charter Anniversary
- 18<sup>th</sup> District Cabinet
- 20<sup>th</sup> Solihull Club visit
- 21<sup>st</sup> Warwick Club visit
- 24<sup>th</sup> Harborough Twenty 12 Charter presentation
- 27<sup>th</sup> Governors Team Meeting

**December**

- 3<sup>rd</sup> Bedworth Club visit
- 5<sup>th</sup> Shirley Club visit
- 8<sup>th</sup> Christmas collection - Bedworth Lions & Mayor
- 12<sup>th</sup> Rowell Club visit
- 13<sup>th</sup> Kidderminster and District Club visit
- 28<sup>th</sup> Governors Team Meeting

**1<sup>ST</sup> VICE DISTRICT GOVERNOR****November**

- 7<sup>th</sup> Southam Club visit
- 12<sup>th</sup> Kettering Club visit
- 13<sup>th</sup> Barwell and Earl Shilton Club visit
- 18<sup>th</sup> District Cabinet
- 24<sup>th</sup> Worcester 43<sup>rd</sup> Charter Anniversary
- 29<sup>th</sup> 'Do you want to be a District Governor' seminar

**December**

- 1<sup>st</sup>-24<sup>th</sup> Club Christmas fund-raising & service activities
- 28<sup>th</sup> Governors Team Meeting

**2<sup>ND</sup> VICE DISTRICT GOVERNOR****November**

- 3<sup>rd</sup> Handsworth Club fund-raising event
- 18<sup>th</sup> District Cabinet
- 20<sup>th</sup> Zone H Meeting
- 21<sup>st</sup> Zone F Meeting
- 26<sup>th</sup> Zone C Meeting
- 29<sup>th</sup> 'Do you want to be a District Governor' seminar

**December**

- 1<sup>st</sup>-24<sup>th</sup> Club Christmas fund-raising & service activities
- 28<sup>th</sup> Governors Team Meeting

**Please circulate to all Club Members**

## 'HAVE YOUR SAY' IN THE FUTURE OF THE MULTIPLE DISTRICT YOUTH PROJECT AND YOUTH TRUST FUND.



In my newsletter last month, I published an article explaining the Multiple District Youth Trust Fund, what it pays for and how it is funded.

The article also explained some of the problems we, as the Council of Governors are trying to address, in particular that increased demands on the Trust Fund in recent years have given rise to the significant negative imbalance between income and expenditure which has been met by using surplus funds from the early years of the Trust Fund. However, reserves will not last forever, and it is essential to bring income and expenditure on to a level footing, in other words more money in, less money out, or a combination of the two.

*More money in* can be achieved by encouraging the 20-25% clubs within the Multiple District that do not donate money to the Trust to do so, *money that can come from clubs charity account as it is for charitable purposes. More money in* can be achieved through sponsorship, difficult in the current financial situation *but not impossible*. Your Council of Governors are working hard on both of these approaches.

*Less money out* can be achieved by funding less Youth projects funded through the Multiple District Youth Trust. We may be funding Youth projects that are of no interest to club members, we may be funding Youth projects that are 'passed their sell by date', we may be funding the wrong Youth projects or there may be new Youth projects we should be funding instead of those we currently fund.

To help the Council of Governors make the right decisions, a questionnaire was circulated to all clubs in the Multiple District to canvass everyone's views on the future of the Multiple District Youth Fund and Youth projects.

I would like to thank those clubs in 105M that have already discussed their views and returned their questionnaires to me. I ask the remainder of the clubs to discuss these issues at your meetings this month, fill in your questionnaire and return them to me as soon as possible.

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*This is your chance 'to have your say'*

- If your club is one of the 20-25% that do not donate to the Multiple District Youth Trust Fund, *this is your chance 'to have your say'* and tell the Council of Governors why you do not support the Trust.
- If your club has ideas for sponsorship that can be pursued to help support Youth projects *this is your chance 'to have your say'* and tell the Council of Governors what these ideas are or which Companies and organisations should be approached.
- If your club believes that the Multiple District Youth Trust Fund should no longer support certain Youth projects *this is your chance 'to have your say'* and tell the Council of Governors which projects these are.
- If your club believes that the Multiple District Youth Trust Fund should support different or new Youth projects *this is your chance 'to have your say'* and tell the Council of Governors which projects these might be.

*This is your chance 'to have your say'*

## COULD YOU BE A GUIDING LION?

October was Membership Month and I am pleased that the District has performed well. Over the month the District membership showed a net increase of six new members. It is also pleasing to see that over the first four months of this Lions year the District has a net increase in membership of nineteen.



So I must **congratulate** all of you for the efforts you have put in to achieve this increase, in particular the District Global Membership and Leadership Teams.

But before we get carried away or become complacent we are still losing members although less than we are gaining and so **we could do better**.

**How can I help?** The District Global Membership Team has a group of Guiding Lions that give a little extra time to help support and clubs in the District that are vulnerable or at risk but want to be strong again. **That could be you.**

**What can I do?** You could be trained to be a Guiding Lion. The District Global Leadership Team has arranged a Guiding Lions Seminar on Saturday the 17<sup>th</sup> November and would like the names of interested Lions by 4<sup>th</sup> November. If you are interested, contact Lion Pauline Fanti, District GLT Coordinator at [glt@lions105m.org.uk](mailto:glt@lions105m.org.uk)

**Please circulate to all Club Members**