

105
SC



Woolmer Forest Lions swap cans for food.
Find out how on page 10



SENTINEL

AUGUST 2021 EDITION

Hope for Tomorrow



Nikki Budding of IPDG Lion Steve Petty's chosen charity "Hope for Tomorrow" receives a cheque for £1,756 with (l to r), PDG Lion Tony Buchan (Lions "Hope for Tomorrow" liaison officer), IPDG Lion Steve Petty and Joe the MCC unit's charge nurse.



The International Association of Lions Clubs

District 105SC

District Governor 2021 - 2022 ♦ Lion Brian Donovan

✉ dg@lions105sc.org.uk ♦ www.lions105sc.org.uk

"Through Service We Grow"



The DG's Leader...

Through Service We Grow

Dear Family of Lions...

July has been successfully traversed, through hot (very hot) sun and the odd deluge of rain. We have been given some of our freedoms back and many of you are now starting to hold events in the great outdoors, the District Diary is filling up which is great to see.

As of writing I have been on 12 of 15 formal meetings, or events, so far in July. Some of these were face to face, which was novel, and once again I am getting used to driving further than to the local supermarket.

Due to the changing circumstances, at the start of the month we were not able to have our District Handover, with a chance to meet everyone, but IPDG Lion Steve was able to hand over the reins of the District to me at a garden party at 1st VDG Lion Dave's home on Saturday 10 July.



I trust that all Clubs received their contact cards, and I do hope they prove useful. You will also have seen the Step Forward pamphlet on volunteering that arrived with the latest edition of The Lion magazine. These could be useful to give to members of the public at our events, where we are also on the look-out for those potential Lions out there. You can get more of these from MDHQ.

I am now contacting Clubs to arrange visits, and some are in the diary now for August, I am looking forward to meeting members again.

I am also looking forward to attending Club Charter Anniversaries, I do apologise for any diary clashes (the Council of Governors meets on weekends during the year). I have my own Club Charter Anniversary Lunch on Sunday 12 September and would love to see Lions from across the District come and have lunch with us.

If I am free I would be happy to come and help at your Club events. So, if I am not helping my own Club in rebuilding our Santa Sleigh over the coming weeks, so that we can be ready for a proper Lions Santa season, or running the tombola and games at our stall that does the round of the Summer Fetes, or herding cars in a car-park, I can take a break by doing something similar with you.

Stay safe, have fun and grow through service.

Yours in Lionism

Lion Brian DG105SC



The Bigger Picture

Global Service Team News - August 2021

This year our DG'S strapline is "Through Service We Grow" which illustrates the importance of Service. Lions Clubs are here to serve our communities and the wider world and we do this in all kinds of ways. LCI emphasises the five pillars of Service – Hunger, Vision, Diabetes, Environment and Childhood Cancer but in MD 105 and also now in 105SC we include Prostate Awareness, Brain Tumour Research, MIAB & Medic Alert, Dentaid, Alzheimer's & Dementia and Paultons Park.

It is now my pleasure to introduce the members of the team:

I remain as the chairman and can be reached on gst@lions105sc.org.uk The other members are:

Hunger Awareness Officer – ZC Lion Ian Hambleton – hunger@lions105sc.org.uk

Environment Awareness Officer – PDG Judith Goodchild – environment@lions105sc.org.uk

Diabetes Awareness Officer – PDG Judith Goodchild – diabetes@lions105sc.org.uk

Vision Awareness Officer – for the moment – PDG Judith Goodchild - gst@lions105sc.org.uk

Childhood Cancer – job share –between 1ST VDG Lion Dave Ebsworth – prostate@lions105sc.org.uk, ZC Lion Sandra Manktelow – btr@lions105sc.org.uk and PDG Judith Goodchild – gst@lions105sc.org.uk

Prostate Awareness - 1ST VDG Lion Dave Ebsworth – prostate@lions105sc.org.uk

Brain Tumour Research - ZC Lion Sandra Manktelow – btr@lions105sc.org.uk

Message in a Bottle Officer and Medic Alert Officer – Lion Beth Burnett – miab@lions105sc.org.uk

Dentaid Committee Chairman – PDG Roger Huntley – Dentaid@lions105sc.org.uk

Alzheimer's & Dementia Awareness – PDG Pat Nixon – adao@lions105sc.org.uk

Paultons Park Project – Lions John and Anita Drago – disabilities@lions105sc.org.uk

I am looking after Vision until a District Officer is appointed. If you are interested in fulfilling this essential role please contact the DG. We have had our first GST meeting and will be holding more throughout the year. We are all here to help you, so please contact us if you have any query on any of the projects. We will be keeping in touch with you by articles in the Sentinel and by the District Newsletter. At the appropriate time we will be encouraging you to mark special days such as World Sight Day and World Diabetes Day and giving you ideas as to what you can do to mark them.

However service also includes anything that Clubs do to help their communities and the wider world. Sometimes these are donations to local organisations such as food banks or Brain Tumour Research but they also include hands-on service. One good thing about the pandemic is that restrictions and health problems allowing, Clubs have been able to provide more of this which is at the heart of Lionism. Delivering groceries and medicines to self-isolating people and marshalling at vaccination centres became the norm for some Lions and this is as important, if not more so, that supporting the five pillars of service. In fact, almost anything we do as Lions can be interpreted as service. Our fund raising activities such as fetes and fireworks displays are not only providing us with income but are giving pleasure to our communities and should be reported as service. Not only should these events be recorded on MyLion but they should be proclaimed and written about in your local press. In the past Lions have been described as a 'best kept secret' and we need to change that. Publicity will help your Club and, as they say 'actions speak louder than words', this hopefully the public will be impressed by what we do. In any event make sure you have publicity material available and be prepared to answer questions about Lions. This can encourage people to take an active interest in becoming a Lion and thus DG Lion Brian's strapline is achieved.

Whatever you do, please record it on the MyLion website using the Service Reporting webpage. It is not perfect but can be adapted to your use. Some questions are mandatory but others do not need to be completed, e.g. sums donated or funds raised can be ignored when a Hand On service is recorded.

Wishing you well in all your Service Projects

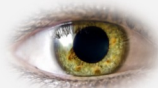
Lion Judith Goodchild

105SC GST Co- Ordinator

gst@lions105sc.org.uk

Tel: 0118 981 2260

Lions matters of moment



VISION NEWS

The Worldwide Week of Service in Sight takes place from Monday to Sunday 11 to 18 October with World Sight Day being on Thursday 15 October. Sight or vision has been at the heart of Lions' service since 1925 when Helen Keller asked us to be "Knights of the Blind" and it continues as one part of the five pillars of the GST programme.

During the week of service, and especially on World Sight Day, Clubs are asked to do something to help the blind or visually impaired or to raise awareness of vision issues within their community. Some ideas:

Many Clubs collect used specs so why not make 15

October an extra special day for collecting them;

If you have a club which supports the blind in your community why not do something special for them during October or help a blind person in your area.;

Make the community aware of one of the difficulties of being blind or having low vision by arranging a blind-folded walk for your club and a local dignitary, such as the Mayor, to experience problems of obstacles on pavements. Believe me there are more than you realise!

Volunteer to create audio recordings of books and periodicals for people who cannot see.

If you just want to donate to Sight Projects then consider Sight Savers, Guide Dogs for the Blind, the Macular Society or Living Paintings.

Sponsor a football in the A Ball for All Details of this scheme which aims to change the lives of visually impaired children throughout the world were sent out in July by the District Secretary

Whatever you do please remember to record it on the MyLion web site and let me know what you do.

Lion Judith Goodchild

105SC GST Co-Ordinator

gst@lions105sc.org.uk Tel: 0118 981 2260

CAMPAIGN | 100



LCIF • EMPOWERING SERVICE™

By now many of you will be aware of the terrible flooding that took place recently in parts of Europe. As with other terrible disasters that have occurred around the world and affected many Lions and their communities, LCIF has begun to respond by preparing a \$100,000 catastrophe grant, which will be administered by Lions on the ground.

To continue to be able to respond when these kinds of tragedies occur and to support Lions who wish to undertake projects within their communities, our Foundation relies on the generosity of donations from Clubs around the world to support it.

We have experienced a very difficult time recently and we know fundraising has not been easy. I wish to thank the Clubs of 105 SC who donated \$29,905.41 between 1 July 2020 and 30 Jun 2021.

Please remember that if your Club wishes to donate to the Foundation, the cheque should be sent to District Treasurer Lion Tim Hanton and should be annotated with one of the following, depending on which area the Club have agreed to support: Childhood cancer, Diabetes, Disaster Relief, Environment, Humanitarian, Hunger, Vision and Youth.

Any cheque which has no clear destination will go towards the Korle Bu Eye Teaching Hospital in Ghana, which is a MD project, this has been agreed with LCIF.

If you or anyone in your Club has any questions regarding LCIF please do get in touch, and I will do my best to help.

Lion Ann Huntley MJF

District 105SC LCIF Coordinator

More Lions matters of moment



Welcome New Lions!

I am delighted to welcome these new members into Lions Clubs International and wish them a long and happy time as Lions

BRADFORD ON AVON - Lion Kate Harris

HOOK & ODIHAM - Lion Ben Hazell

DG Lion *Brian*

A letter from Lion Dr Jung-Yul Choi the new Chairman of LCIF

I am thrilled to be starting my new role as chairman of LCIF and look forward to what accomplishments the year will bring. We are now in the final phase of Campaign 100 and are making history with LCIF's largest fundraising initiative to date.

Let's continue to build on that success as LCIF supports Lions in one of the biggest come-backs the world has ever seen. As we work hard to move past Covid-19 and continue to support our Lions in the areas of childhood cancer, diabetes, disaster relief, environment, humanitarian, hunger, vision and youth, let's remember why we do it.

We do it because we have a world in need.

There are people in every corner of this world depending on Lions—depending on LCIF.

Let's make this the most successful year yet!

Lion Dr Jung-Yul Choi

Chairman, Lions Clubs International Foundation

MARKETING – ART OR SCIENCE? – PART 1

Look up 'marketing' in the Oxford Dictionary and what you get is brief and to the point - the promotion and selling of goods or services. As one of today's marketing totems would say: "Simple".

Even when we use the term in a Lions context that brief definition still says it all.

But first a couple of aphorisms. "The world will beat a path to the door of the man who makes a better mousetrap", coined by Ralph Waldo Emerson late in the 19th century (hence he could say 'man' not person). Coined, by among others Lion Peter Tabb, while lecturing on marketing at the local college of further education, "Not to promote is like blinking in the dark. Only you know what you are doing."

Too often Lions Clubs believe that Emerson got it right which is when they are blinking in the dark. The world will only beat a path to the door of the guy with the mousetrap if the world knows he's got it.

Lions Clubs International may be the world's largest and most active community service organisation but there is still an awful lot of people in our own communities who don't know that. Because no matter how furiously we blink, if we do it in the dark...

So let's spread a little light around.

Despite the simplicity of the definition, marketing is not a single discipline, it is an encompassing term for many – promotions, public relations, advertising, sales techniques, mainstream and social media management - all of which have a part to play in the marketing mix.

The headline poses the question. Is marketing an art or science. Marketers will insist that it is discipline with procedures without which it is doomed to fail. It is a science. Many who have roles in the advertising and public relations elements of marketing will insist that successful marketing relies just as much, even more so, on creativity and that's an art.

This article is a taster for what's to come in future editions. We will explore how to use marketing and all its techniques to make sure that when your Club blinks, everyone knows about it.

Lion Peter Tabb MCIM MCIPR

Yet they, believe me, who await no gifts from chance, have conquered fate - Matthew Arnold

Jersey Lions Swimarathon raises £65,000 and counting

Almost £65,000 was raised by this year's Jersey Lions Swimarathon which took place from Saturday to Wednesday 3 to 7 July.

With fewer teams than in any year in the past decade, the five-day event, which is Jersey's biggest sporting fund-raiser, finally happened after the 2020 event was cancelled. In past years, around 450 teams would take part by this year that number was reduced to 283, circa 2000 swimmers).

Despite having only two thirds of the usual number of teams participating due to concerns around Covid-19, the Jersey Lions organising committee was thrilled with the result. "Given all the circumstances and with teams cancelling just hours before they were due to swim, things were occasionally fraught," says organising committee chairman Lion Steve Taylor. "Our warm thanks to everyone who took part and to our sponsors Ravenscroft for being such a supportive partner." The final total raised won't be known for a few weeks as moneys from JustGiving and other sources have yet to be taken into account.

The greater proportion of the moneys raised will be split between five principal beneficiaries - local charities dedicated to enable young people to thrive - and the Jersey Lions charity account.

Despite the loss of the 2020 Swimarathon, the Jersey Club was still able to donate almost £35,000 in the 2020-2021 Lions year to local charities and good causes.

Abingdon Lion receives mayoral award



Lion Dr Frank Debney of the Abingdon Lions Club has been presented with an award by the Town Mayor for his services to the community. On the same occasion the Mayor also presented Lion Debney with his 35 year chevron.

And in the great Abingdon outdoors

In the presence of Club member District Governor Lion Brian Donovan, the presidency of the Abingdon Club was handed over by Lion Ron Skinner (left) to the new president Lion Bill Russell.



**We make out of the quarrel with others, rhetoric;
but with ourselves, poetry - W.B. Yeats**

President's Award for 100 hours in six months on vaccination duties

Petersfield Lion Les Jarman has been awarded the President's Award by Club president Lion Jo Walters for devoting more than 100 hours assisting with vaccination rotas in six months.



Also pictured are Lions Mike and Lin Piatek who recruited Lion Members, volunteers from the Liphook Business Association, U3A and other local people. As a result, they accumulated over 800 voluntary hours, organising nine volunteers per hour and training all new recruits. Without their work it is unlikely the vaccinations would have taken place in Petersfield. In recognition they were awarded the Mayor's Award and The President's Award for Service.



EASTLEIGH LIONS DUCK TICKET SALES OFFICE UP AND QUACKING

August Bank Holiday Monday promises to be a fun-filled day as 2,500 ducks set off racing down the River Itchen. This annual event is a joint enterprise between Eastleigh and Swanwick Lions Clubs.

Eager ticket sellers can be found alongside the Itchen near Woodmill Bridge among them, from time to time, Eric the friendly lion.

Tickets are just £1 with the holder of the winning duck's number receiving £250 and there are more than 20 more prizes for the runners-up, generously donated by local businesses.

The Clubs hope that this event will provide a welcome boost to their charity funds enabling them to help local good causes.

PASSED TO HIGHER SERVICE

The Lions Club of Blandford and District reports with sadness the passing to higher service of Lion Gordon Cox. With sincere condolences to the late Lion's family and Lions colleagues.

They must often change who would be constant in happiness or wisdom - Confucius

The Basingstoke Bugle returns!



Making the Handover count with awards galore!

Unable like all to have communed together for many a long month, Basingstoke Lions made their July 2021 Handover count! As guests in the lovely garden of outgoing president Lion Tony Bamburger, after his sterling successive years of service in the role, we saw in the newcomer (though hardly a new newcomer) Lion Rex Sinden - we've lost count of how many times he's done the job!

As usual we combined the event with the presentation of 'Lion of the year' to Lion Anousjka Selders - a unanimous choice. Not only has she been our social media guru increasing the public face of the Basingstoke Lions via her frequent FaceBook posts, but also now in her third year leading the Welfare Committee and in the last months of the vaccination programme, been a regular volunteer at the local centre. Also issued was a Membership Award to Lion Annie Vicars but importantly we were able to honour two long serving members with their Melvin Jones Fellowships. The recipients were retired Lion Barry Morgan of whom it's been said that if you cut through from top to bottom you'd see the word L-I-O-N, and, as he was at the time of the Handover, ex-Lion Philip Wilson, he of the *Basingstoke Bugle* fame in this publication - 'ex' because, having hung up his leonine hat in a moment of May madness feeling that after 33 years he had no more to give, four weeks later he found that 'more' and rescinded his resignation! He had clearly missed us and we're glad to have him back.

Remembering that *behind every great man is...* we were also delighted to acknowledge the very significant support their wives had given to the Lions over those years.

The Business Side

On the business side we've continued to respond to the various welfare appeals from the community. We have applied for a Woodland Trust package of trees to distribute under the Queen's Green Canopy scheme and have several outings booked at local fetes, meaning that Lennie gets to leave his lockdown lair. This he (she??) did for the first time at a Saturday market - in 27 degrees! The sympathy vote from the public resulted in £17 in the bucket - small sum but huge PR value.

IT would have been nicer for Lennie if the pipe to the Camelback water carrier (between body and costume and operated by his left paw) had actually reached into the water in it!

Even dry, we serve!



Every crowd has a silver lining

- Phineas T. Barnum

ENVIRONMENT BY THE BOOK

Primary, Infant and Junior schools in Alton and the surrounding villages have a vibrant and engaging addition to their libraries thanks to Alton Lions Club.

The donation of a set of six books about the environment was offered to each school as an environmental project for the last Lions year.

Part of the Wild Tribe Heroes series, the books are written by Ellie Jackson, teacher and mother of four young children, to help educate primary and preschool children about global environmental issues. They were promoted in the April edition of the Sentinel by the Global Action Team and picked up by Alton's newly formed environmental group who researched and adopted the books as their first project.

Project leader Lion Sarah O'Donoghue said the schools were delighted with the offer and the books have now been delivered.

Each book tells the story of an animal that is in serious trouble because of human behaviour. For example: a turtle eats a plastic bag it has mistaken for a jellyfish; a koala is burned in a forest fire made more likely by global warming; and an orangutan is in trouble due to the destruction of its forest home. All the animals are rescued giving a happy ending to each story.

Each book also contains facts about the featured animals and others that share their environment. The children are encouraged to discuss the issues raised by the stories and to help address them in small, manageable ways.

The feedback from teachers has been very positive with the children learning about important global issues in a very accessible way..



Year 5 children at St Lawrence CE Primary School, Alton, with the latest additions to the library. The youngsters are this year's school librarians.



WOKINGHAM LIONS DONATE A SPECIAL NEEDS BUGGY

The Wokingham Lions Club has purchased a special needs buggy for a young resident of Wokingham. Caroline Hepwood, age 16, has an extremely rare genetic condition called Nicolaides Baraitser Syndrome. She has severe learning difficulties and limited speech.

Her mother, Claire Hepwood, thanked the Lions Club for the donation, and said: "The buggy will make such a difference and allow me confidently to go out into the community on my own with her."

Lion Lyn Baily said: "The Club is always there to respond to local families in need. We were happy to help. Caroline is a lovely young lady with a big smile."

Talk to someone new today. You could make their day and they might make yours - Anon.

CANS FOR FOOD

Woolmer Forest Lions have presented £300 to both the Bordon Food Bank and the St Francis, Headley, Food Bank.

For many years now Woolmer Forest Lions have been collecting empty aluminium drinks cans, crushing them down and selling them to the local scrap dealer. The project, which has been organised by Lion Ray Payne, has received a boost in donations since lockdown began due to the increased amount of cans being drunk at home.

The money raised in the last six months from local people collecting their cans for the Lions has been given back to the local people in need via the Food Banks.



Lion President Joanne Wilson and Welfare Officer Lion Maureen Johns, presenting a cheque to Heather Ford at Bordon Food Bank



Hope for Tomorrow

Bringing cancer treatment closer to home

15 July 2021

Dear Steve and Lions

Thank you so very much for your generous donation of £1,756.96 from the Lions District 105SC which we received recently. We're delighted that you chose to support the work of Hope for Tomorrow again, and that you believe in helping bring cancer care closer to patients.

Your donation will ensure we can be there when patients' need us most, and pay to keep a Mobile Cancer Care Unit on the road for nearly 9 days helping to provide approx. 180 patient treatments. Thank you so very much. We very much appreciate your support.

We understand that time is so crucial for people living with cancer. Sadly, many are living with the unknown, so the more time we can give back to them to spend with their loved ones, the better. By making a donation you have done just that – given patients time more with their loved ones and we could not be more grateful for your support.

By having their treatment aboard one of our Units, the stresses and strains of travelling to appointments is reduced, along with reducing hospital waiting times for patients. As one of our patients, Maddy, told us *"If Hope for Tomorrow weren't there for me, I know my treatment would be a lot more difficult"*.

Your kindness will bring cancer care to patients so their lives aren't dictated by their treatment.

On behalf of Maddy and all our patients, thank you for being there for them. If you have any questions about our work or your support, please do not hesitate to contact us.

With our very best wishes

Nikki Budding

Corporate & Community Fundraising Manager

Tina Seymour - CEO



Sentinel's eye on...

Events Calendar

Club events for the next three months and updated month by month are listed here

District Events

- ◆ **Bob Cook Games** at Swindon are cancelled due to Covid-19.

Club Events: August, September and October

- ◆ **ALTON** - Wednesday 11 August, **Cardiac Rehab Golf Day**; Saturday 14 August, **Party in the Park**; Saturday 18 September, **Classic Car Show**; Second Saturday of every month, **Lions Craft Markets**
- ◆ **BASINGSTOKE** - Saturday 7 August, **Quiz by Zoom**; Sunday 22 August, **Lions Den Putting Game at the Festival of Transport**
- ◆ **BOURNEMOUTH & CHRISTCHURCH** - Saturday 21 August, **Charity Duck Race**
- ◆ **BRADFORD ON AVON** - Monday 30 August, **Family Fun Day**; Saturday 9 October, **Comedy Evening**; Sunday 24 October, **Charter Anniversary Lunch**
- ◆ **CHIPPENHAM** - Saturday 14 August, **Collection and Membership Drive**; Sunday 22 August, **Cherished Vehicle and Family Fun Day**; Wednesday 29 September, **Jazz on an Autumn Evening**; Sunday 10 October, **Simon & Garfunkel Tribute**
- ◆ **DEVIZES** - Saturday 30 October, **Autumn Fair**
- ◆ **FLEET** - Sunday 22 August, **Lions Charity Walk**
- ◆ **JERSEY** - Saturday 18 September, **Lions Muddy Fun Run**
- ◆ **LODDON VALLEY** - Sunday 5 September, **Lions Treacle Fair**
- ◆ **MAIDENHEAD** - Sunday 19 September, **Duck Derby & Family Fun Day**
- ◆ **MARLBOROUGH & DISTRICT** - Sunday 24 October, **Charter Anniversary Lunch**
- ◆ **MEON VALLEY** - Saturday 11 September, **BBQ in the Park**
- ◆ **NEW MILTON** - Sundays 5 and 19 September, **Car Boot Sales**; Saturday 9 October, **50th Charter Anniversary Dinner**
- ◆ **READING** - Sunday 1 August **Club Charter Anniversary Tea**; Saturday 18 September, **Prostate Cancer Awareness PSA**
- ◆ **SWANWICK** - Saturday 14 August, **Show on the Green**; Monday 30 August, **Annual Duck Race**
- ◆ **WARMINSTER** - Friday 8 October, **Charter Anniversary Dinner**
- ◆ **WINDSOR** - Saturday and Sunday, 11 and 12 September, **Lions Charity Horse Ride**; Sunday 10 October, **Swimathon**
- ◆ **WOOLMER FOREST** - Friday 10 September, **Inaugural Charity Golf Day**
- ◆ **YATELEY** - Monday 30 August, **Summer Fayre**

Webpage—www.lionssc.org.uk/events.html

LIONS WIT

I asked a gardener which herbs were snitches...

He said only thyme would tell.

'Tis not what a man does which exalts him, but what a man would do - Robert Browning



OLD MONARCH

The Editor has the last word...

Just when we thought it was almost all over, it seems that Freedom Day is resembling the pub sign "Free Beer Tomorrow". Notwithstanding, as readers will have seen, the Lions of 105SC are as active as ever. Although facemasks are still evident, getting out and about in the community, as we are committed to do, is similarly evident and despite the limitations on active fundraising this past year, Clubs are proving as generous as ever, not just in financial terms but perhaps more beneficially in terms of giving their time and effort.

This edition contains the first article by the District Marketing team designed to change the sobriquet the 'best kept secret' for all time.

Lion Peter Tabb



**Lions
tail...**



Please send all articles and pictures for publication in the

DISTRICT 105SC SENTINEL

to the Editor, Lion Peter Tabb, email : news@lions105sc.org.uk and/or peteretabb@gmail.com
ideally at least a week before the end of the month