

105 SC



Getting very muddy for
fun... see page 7



SENTINEL

OCTOBER 2021 EDITION



Schoolchildren participating in Hook & Odiham's exciting new event - see page 9



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...

My thoughts this month have been with the individuals and families that have been evacuated from Afghanistan as part of the UK Government's Operation Warm Welcome, many being billeted in hotels. For Clubs wishing to find out where help would be needed, Google 'refugee action near me' or, to visit the websites of refugee-action.org.uk, refugeecouncil.org.uk or migranthehelpuk.org.

In the longer term we can seek to support the co-ordinated efforts via VCS that will be looking to call on service organisations such as Lions to provide the practical support in the effort, MD105 being a partner organisation of VCS.

If there are any Lions, that have joined within the last five years that have not yet considered this year's Lions Leadership Symposium, to be held at Chesford Grange, Kenilworth on 27/28 November, please note that we still have two places left. If you have not seen this, please ask your Club President or Secretary for a copy of the symposium outline and the application form.

As I write, I am also packing a small suitcase for a short break this week, a steam train (with historic carriages) to Penzance, a few days mooching about, then back on the steam train to return, the journey is part of the holiday, not just the means to get there – plus, no traffic jams!

Talking about journeys, I had the pleasure of four club visits during September, so thank you to Eastleigh, Fleet, Hayling Island and Warminster for allowing me to join their meetings. It is always a delight to be able to visit clubs and meet members.

I have four 'traditional' club visits during October, Havant (5th), Melksham (11th), Blandford & District (26th), Farnborough (27th), and the DG Team will also visit the Clubs in the Isle of Wight at special meeting on 14 October.

I will also be attending three Charter Anniversaries in October, Warminster (8th), New Milton (9th) and Marlborough & District (24th).

Apart from these events I also have other meetings and events throughout the month, including our first face-to-face District Cabinet meeting on 17 October and the MD105 Council Weekend meeting at the end of the month.

My Club had a birthday; it is 40 years old. We held a Sunday Lunch, where I was presented with a Lions Club scarf, to keep me warm during the cold winter months. I say lunch, a few of us got to the hotel to set up in the morning, and some of us did not leave until about 10.00 pm.



A personal thank you to those from near and far that joined us on the day.

Yours in Lionism

Lion Brian DG105SC



The Bigger Picture

Global Service Team News - October 2021

SIGHT

Don't forget that Thursday 14 October is World Sight Day. Please let me know how you will be marking this day.

Please note that Chichester Lions are currently not receiving used specs as they have been overwhelmed recently and do not have the necessary storage facilities.

DIABETES

Don't forget that Sunday 14 November is World Diabetes Day. 2021 marks the 100th anniversary of the discovery of how to extract insulin which changed the life of people with diabetes. The first person to receive insulin by injection, on 11 January 1922, was Leonard Thompson, a 14-year-old boy who was dying from Type 1 diabetes. While it lowered his blood sugars, he was left with an abscess at the injection site and he still had high levels of ketones. This led to the insulin being purified and on 23 January 1922 a second injection was a complete success with Leonard's blood sugar levels becoming near normal and with no obvious side effects.

ENVIRONMENT

More ways to recycle:

INK CARTRIDGES USING THE INK BIN

This company was established in 2019 as a fresh and new way to tackle plastic pollution. It is focused on returning ink cartridges back into the circular economy in a closed loop.

Charities can collect used cartridges and then send them to the Ink Bin free of charge and get paid for doing so! All it costs is £35 for an initial bin to store the cartridges. For full information go to theinkbin.co.uk

BLISTER PACKS

Used blister packs are produced every day as we complete our medications. Often a month's supply can come in four-packs and the amounts of used packs build up quickly. These are hard to recycle but there are currently 2 UK wide high street companies who will accept them for recycling. Superdrug operate in our District except for Jersey and Guernsey. You can drop off any type of old blister pack in special boxes inside the stores. In addition, TerraCycle, who recycle the packs, will donate points to Superdrug

pharmacies to be redeemed into financial donations for Marie Curie. Furthermore, Superdrug will recycle old electrical appliances free when you buy a new one from them. For more information go to <https://www.superdrug.com> > dgfs > waste-recycling.

Boots also have a recycling programme which encourages people to recycle empty beauty, health and wellness products, from any brand, which can't be recycled at home. You can register so that you can receive Boots Advantage Card points by using your mobile phone. More details at <https://www.boots.com> > boots-recycling-scheme

As ever, I wish you well

Lion Judith Goodchild

I05SC GST Co- Ordinators

gst@lions105sc.org.uk

ATTENTION CLUB OFFICERS/TRUSTEES REGULATORY ALERT

Recently one of our Clubs received a 'Regularity Alert' from the Charities Commission. This Alert means that the Club is under threat to lose its charitable status. This is because of the failure of their accountants to carry out trustee-delegated tasks to complete the CIO process and the submission of accounts and annual reports as required by the Commission.

The Trustee Training sessions are designed to ensure that trustees learn about their duties and in particular that delegating tasks to others does not absolve them from the accountability of the task. In addition, Zone chairmen have a responsibility to ensure that the Clubs in their Zone are adhering to good governance practices and ensuring that they fulfil their lawful responsibilities to the Charities Commission.

The next 'Duties of a Lions Charitable Trustee' takes place on Sunday 31 October via Zoom.

To register, contact Lion Mike Baker

glt@lions105sc.org.uk

Link: The Essential Trustee - GOV.UK

Lions matters of moment

From the 1st Vice DG

Fellow Lions...

Firstly I would like to thank all the Clubs I have visited so far for their kind hospitality and for listening to me. The nicest thing has been hearing about the fantastic work Lions are doing in their communities and being able to present Service Awards for the hours put in. We know they are late and the District team are sorry but Covid is responsible. Recently I attended Highworth Lions Membership Drive which was well supported by Lions from other the Clubs in their Zone. The event went extremely well and I thank them all. I am sure that in the near future President Lion Norman will be informing us how successful it was and announcing new members. I also attended a recent membership drive with Windsor Lions in the town centre. This was also well attended and I believe that they have a few people to follow up.

On a serious note, as Lions we are concerned about mental health issues within our own organisation and therefore six Lions have attended a two day Mental Health First Aiders course run by an outside agency and I am pleased to say that all passed. The District Governor team will be announcing more in next month's Sentinel but if in the meantime you wish to contact the team the members are as follows: Lions Sandra Manktelow - Petersfield, Lion Allyson Millen - Hart, Lion Nikki Shepherd - Hayling Island, Lion Dianne Hopkins - Basingstoke, DG Lion Brian Donovan - Abingdon and 1st VDG Lion Dave Elsworth - Reading.

You will see from our diaries that DG Lion Brian and I are busy with Club visits and Charter Anniversaries. Nevertheless, please do not hesitate to contact us if you need help with an event. If I am available I will be very happy to join you, roll up my sleeves and muck in.

We are still without a 2nd VDG at the moment so if you are interested, please give Lion Brian or me a call

Lion Dave Elsworth



Thank you if you or your Club have recently donated to LCIF. The work of helping to support the people of Haiti has begun and will continue as long as the help is needed. As we have recently marked 20 years since the scenes of devastation after the attacks on the World Trade Centre, I am reminded that I spoke to a New York Lion who said that they would be there supporting those who needed them for as long as it takes. The work that Lions do in an emergency does not end when the camera crews have gone away, it carries on for as long as is needed. This can only happen due to the donations Lions Clubs and individual members make to the Foundation and the commitment of fellow Lions.

If your Club finds itself in the sad position of facing closure, please let me know in advance

When Clubs donate to LCIF they build up 'credits' that are used to obtain MJFs. If a Club is closing it can arrange, through the LCIF Officer, to transfer the Club's credits. This may be helpful if some members are going to transfer to a new Club, or they can have the credits transferred to the District account. Also, remember to check with the LCIF Officer if you are thinking of awarding an MJF, so that the Club's credits can be checked beforehand.

Look at the LCIF section on the international website if you get a few minutes! Lots of information on there including the Foundation Friday events which are open to all, you just need to register. There is also a chance to learn about New Voices Initiative 2021-2022 on 13 October.

Don't forget if you have any questions regarding LCIF, please get in touch.

In the meantime, thank you for your continued support.

Lion Ann Huntley MJF
District 105SC LCIF Coordinator

More Lions matters of moment

Welcome New Lions

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

BRADFORD ON AVON - Lion Lynn Opray
CALNE - Lion Julie King
DEVIZES - Lion Andy Wilson
FLEET - Lion James Nelmes
HENLEY-ON-THAMES - David Eggleton
SWANWICK - Lions Michelle Moseley and Amy Scott
WOODLEY & EARLEY - Lion John Collins
YATELEY & DISTRICT—Lion Dale Whitaker

DG Lion *Brian*

1st Vice DG's Month October

- 3 Oct. - Finance Committee
- 4 Oct. - Henley Lions Official Visit
- 6 Oct. - Mental Health First Aiders meeting
- 7 Oct. - GST Team meeting
- 9 Oct. - New Milton Charter Anniversary
- 10 Oct. - Swindon Convention meeting
- 11 Oct. - Cub meeting
- 12 Oct. - Convention Committee meeting
- 14 Oct. - Isle of Wight Clubs meeting
- 16 Oct. - Westbury Charter Anniversary
- 17 Oct. - Cabinet meeting
- 18 Oct. - Chippenham Lions Official Visit
- 20 Oct. - Bradford on Avon Lions Official Visit
- 21 Oct. - Salisbury Lions Official Visit
- 25 Oct. - Club meeting
- 27 Oct. - Gillingham Mere and Shaftsbury Lions Official Visit
- 28 Oct. - GAT meeting
- 29/30 Oct. - Council meeting

MARKETING – PART 3 ABOUT ADVERTISING

“Not to advertise is like blinking in the dark, only you know what you are doing.” Thus spake many others and Lion Peter Tabb.

So where in the marketing mix does advertising fit?

Advertising is the audio-visual expression of marketing at work.

So let's examine it.

Advertising sets out to do just three things, to inform, to persuade and to remind.

Unlike PR, advertising allows you to say what you want to say, where you want to say it and when you want to say it. It comes in two forms – above the line and below the line (advertising jargon). Above the line are the media – press, radio, tv and social media and below the line are posters, banners and hoardings and direct mail. Whether above or below, the purpose will be the same. To inform, to persuade and to remind. However, the most significant difference is that advertising has a price tag. You have to buy it.

So how do we do this? What are the rules?

We decide what it is we want to inform. We define what it is that will persuade the target audience and if we have already done that, what will remind that target audience.

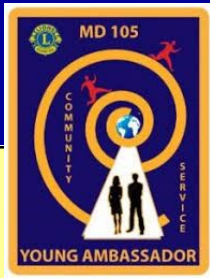
Informing involves information – in our case it's more often than not what's on where. Persuasion is that information which in advertising we call it a selling proposition, that will convince the target audience to the action we want and reminding will do that all over again. And keep it simple.

Advertising gurus will advise that any product or service benefits from having a *unique* selling proposition. That proposition is what distinguishes our product and/or service from anybody else's. But remember that unique means unique.

Advertising cannot exist without an advertising medium – whether it's above or below the line where your advertisement is to be seen or heard is as important as what it is saying. Successful advertising requires the right message in or on the right medium. For instance, a detailed press advertisement does not transfer well to a roadside hoarding. One can be quite detailed, the other has to be big and bold without small print.

Many Clubs will avoid advertising because of its perceived cost. A successful way to overcome that barrier is to seek a sponsor. For many organisations sponsoring a Lions advertisement is an inexpensive way of allying themselves to a good cause that reflects well on them. You will be advertising, they will get good PR. That's marketing at work.

Lion Peter Tabb MCIM MCIPR



The proper time to influence the character of a child is about a hundred years before he is born

- William Ralph Inge

Dear Fellow Lions

Hopefully by now you will have found potential candidates for your Club to support in the Young Ambassador Competition. If you need any help with your chosen candidate completing paperwork and putting together a portfolio please contact me. Please let me know immediately if you MAY have a candidate.

**The deadline for entries to the District Finals is
15 December 2021.**

The dates of the competition are as follows: -

District Finals	15 and 16 January 2022
Multiple District Finals	18,19 and 20 February 2022
District Convention	12 March 2022
Multiple District Convention	April 2022
Europa Forum	27 October 2022

These are the dates that your candidate could possibly be required to attend.

The Young Ambassador Competition is a very worthwhile and rewarding experience for all involved and you now have the opportunity to offer this to a deserving young person in your community. You owe it to all young people to seek out those who are carrying out service activities in your area. They should be acknowledged and their efforts praised. Every Club in this District MUST have at least one potential candidate and all you have to do now is find them.

A Club Officer's Guide and the District Application form can be downloaded from the District Young Ambassador webpage.

Please act now to find a Young Ambassador who will represent our District in 2022.

Yours in Lionism,
Lion Yorky Tuke
Young Ambassador Officer



Lion Rob Meakin is the youngest member of the Blandford and District Lions Club. He is pictured dressed from head to toe as Doctor Who (complete with Sonic Screwdriver) while attending the Blandford Summer Fun Day. Pictured below is Lion Barrie Haynes in costume who believes that a picture is worth a thousand words!



**It's only when you abandon your ambitions,
that they become possible - Thomas Keneally**

Great Park Ride a big success...



...for Windsor Lions and riders

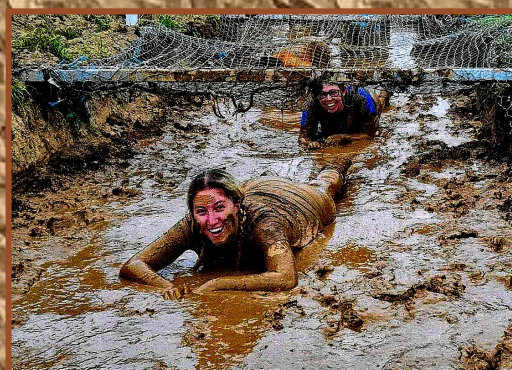
Windsor Lions have chalked up another fantastic event with the return of their Cross Country Ride on 11 and 12 September.

After last year's event was cancelled due to Covid restrictions, riders flocked back to take up the chance to ride in beautiful Windsor Great Park and raise funds for a variety of local good causes, including Riding for the Disabled and NHS charities. In a colourful touch, instead of the usual single coloured rosette, riders took home rainbow favours to show support for the NHS.

The ride enabled more than 550 riders to enjoy the Deer Park within Windsor Great Park and tackle up to 30 professional jumps of novice and intermediate standard, all carefully constructed and safeguarded by Windsor Lions. The event has a long history having run almost unbroken every year since the mid 1970s and to date has raised more than £1,5 million. Many participants return year after year to enjoy the special privilege the event affords its riders. Comments this year after the event included "We had an absolutely fantastic day in the Park. Thank you, Windsor Lions".

Speaking of the event, its co-ordinator Lion Mark Fraser said that it was so pleasing to get the Club 'back in the saddle' and see so many riders doing likewise in the park. "The weather was perfect and riders and Lions alike had a great time. The bonus is that we raise tens of thousands of pounds for great causes. We can't wait to do it again next year and hope the riders feel the same."

**Jersey Lions
enjoy a Muddy
Success**



On Saturday 18 September, 575 runners aged from seven to 70 spent up to an hour working their way around the four kilometre course of the 2021 Jersey Lions Muddy Fun Run and in doing so raised more than £10,000.

The event, first staged in 2019 and cancelled in 2020, took place over five fields featuring 19 obstacles ranging from mud pools to climbing walls. The event was started by Jersey's Lt Governor Sir Stephen Dalton who made a tour of the course, albeit in a 4X4. Weather conditions were ideal and the mud was plentiful.

Half of the profits of the event will be donated to the Jersey Child Care Trust, the rest to local Lions charities.

**Your duty, your reward - your destiny
- are here and now**

- Dag Hammarskjöld

All the ducks in a row!

The benefits of working together were clear when Eastleigh Lions joined with Swanwick Lions, the event being the 32nd Annual Duck Race. It was all hands on deck for the massive event's smooth running. Much publicity from the local press and radio was in place to encourage the public to join us for the spectacle of 2,500 ducks turning the river Itchen yellow as they were simultaneously tumbled into the water.

There were twenty prizes with various values from £250 for the owner of the winning duck to other great prizes generously donated. Canoeists shepherded the ducks along the route to the finish with the winners being lifted from the water before they could escape to the open sea. The two Lions Clubs had stalls at either end of the half-mile course to provide information and to raise more funds with fun activities to keep the hundreds of racegoers entertained during the afternoon.

Although the event has been ruin for more than 30 years, most of the organisers from the two Clubs had little or no experience of the finer details but the event ran smoothly and both the ,Lions and the public had a great day and lots of money was raised for good causes.



LONG SERVICE AWARD FOR LION MIKE

Lion Mike Tarling's 25 years of service with the Woodley and Earley Lions Club has been marked with a presentation of an award from 1st Vice District Governor Lion Dave Ebsworth. The award was made at the Club's business meeting in August and it was said of Lion Mike that he had helped so many people over the years and the Club was proud of him and his award.



IN MEMORIAM

**The Lions Club of Henley-on-Thames reports with sadness the passing
to higher service of Lion Ian Forster MJF with sincere condolences to
Lion Ian's family, friends and fellow Lions**

**Scenery is fine - but human nature
is finer** ... John Keats



Swishing good!

Petersfield Lions held a Swishing Party on 24 September raising funds for Naomi House & Jacksplace. It was a fun way to swap unwanted items and benefit a deserving charity. The event raised £450 for Naomi House & Jacksplace who support life limited and life-threatened children and young adults in Hampshire and surrounding counties.



Meon Valley Lions are back in business and their recent BBQ in the Park (complete with piggy racing and good weather) raised £1,000 for good causes. Pity they ran out of food...

AN EXCITING NEW EVENT FOR HOOK AND ODIHAM LIONS and A NEW SERVICE CONCEPT

The Village Connect Trail

Hook & Odiham Lions decided as part of their Village Connect programme, which was (established to bring three villages closer together) to run a sponsored walk with a difference. The key objectives were to raise money for local schools, encourage the community and schools to explore and appreciate the local countryside, support local pubs and cafés and hold a coming together event after the challenges of the last 18 months.

Odiham and Hook Rotary Club agreed to be partners in this initiative along with local schools. The Lions would set up the walk, including safety measures, and the route but would not be benefitting directly from the event. All nine local schools were invited to take part in the event so that they could get their staff, pupils and parents involved in the challenge. The walkers would get sponsorship and all moneys raised would go to their school. It was also publicised in the wider community so that anyone could take part and help the local schools or just enjoy the trail.

Keller Williams, Estate Agents in Hartley Wintney, undertook to cover promotional costs so that the costs to the Club were minimal.

On the weekend of 25 and 26 September more than 300 walkers took part in the 16 mile walk on public footpaths, but walkers could do as little or as much as they liked. They could even retrace their steps!

Final figures are not yet available but we know it will be in the thousands.

This was the first time we had run such an event but we plan to do it again next year. We chose to support schools as they have had such a difficult 18 months. We have learned some lessons but basically all the hard work has been done this year so we are ready to go with just some minor tweaks to be made. We are confident we achieved our four original objectives.

Could your Club run such an event? If you would like an insight how such an event is organized, then please contact Lion Judith Goodchild at judith.goodchild@hookandodihamlions.co.uk or Mark Hazell at mark.hazell@hookandodihamlions.co.uk

**Democracy means government by discussion
but it only works if you can stop people
talking.**

...Clement Attlee



BASINGSTOKE FOREST (or 30 saplings towards it)

Basingstoke Lions have responded to Lion Judith's call to action regarding the Woodland Trust's tree offer in celebration of HM the Queen's Platinum Jubilee, recognising that to do so would tick several GST boxes.

After much investigation and negotiation (and even a brilliant and pro-active 'Jackie Weaver'-type Parish Clerk becoming involved), suitable sites were found and the Woodland Trust duly convinced that Lions were just as capable as the Rotary Club to take part.

After 35 individual approaches, 100 emails and many telephone calls, 30 lucky saplings will be scattered about Basingstoke at sites which include two hospitals, several schools and various parks, each with a plaque explaining their provenance.

Now the Club has to organise up to 30 planting ceremonies...

NOW FOR SOMETHING COMPLETELY DIFFERENT

With fewer opportunities so far this year to be out and about at community events, Basingstoke's 'Lennie the Lion', seen here taking a short break on a convenient



inflatable, was delighted and privileged to bring smiles to those attending Spotlight's UK Fun Day.

WHOLE IN ONE



Woolmer Forest Lions held their inaugural Charity Golf Day on Friday 10 September.

The event was attended by 48 golfers competing for team and individual prizes (lined up below). A grand raffle was also held to raise funds for Brain Tumour Research.

The day raised a total of more than £1,000 which will be divided between the two charities - Woolmer Forest Lions and Brain Tumour Research.

After presenting the prizes, Club president Lion Joanne Wilson thanked everyone for their fantastic support with the hope that the Charity Golf Day would Become an annual event.





Sentinel's eye on...

The Events Calendar

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

Club Events: October, November and December

- ♦ **ALTON** - Second Saturday of every month, **Lions Craft Markets**
- ♦ **BASINGSTOKE** - Thursday 14 October, **World Sight Day Information Stand** and **MacMillan Coffee Morning**; Saturday 30 October, **38th Annual Swimathon**; Saturday 27 November, **Bi-a-annual Quiz 'face-to-face'**
- ♦ **BRADFORD ON AVON** - Saturday 9 October, **Comedy Evening**
- ♦ **CHIPPENHAM** - Sunday 10 October, **Simon & Garfunkel Tribute**; Saturday 6 November, **Christmas Bazaar**; Sunday 28 November, **Build Carol Float**; Wednesday 1 December, **Carol Float starts**; Sunday 19 December, **Longest Day 10 miles**; Monday & Tuesday 20 & 21 December, **Collections at Morrisons**; Saturday 25 December, **Delivery of Christmas lunches**
- ♦ **DEVIZES** - Saturday 30 October, **Autumn Fair**; Wednesdays 1 to 22 December, **Carol Float**; 11 December - **Lidl**; 16 December - **The Brittox**; Saturday 18 December - **Morrisons**
- ♦ **JERSEY** - Saturday 20 November, **57th Charter Anniversary**
- ♦ **MARLBOROUGH & DISTRICT** - Sunday 24 October, **Charter Anniversary Lunch**
- ♦ **NEW MILTON** - Saturday 9 October, **50th Charter Anniversary Dinner**; Saturday 27 November, **The Lions New Milton Christmas Festival**
- ♦ **ROMSEY & WARTERSIDE** - Saturday 9 October, **Bookstall in Romsey Market**; Saturday 13 November, **Bookstall in Romsey Market**, Sunday 14 November, **Remembrance Day Wreath Laying**; Friday & Saturday 26/7 November, **Street Collections**; Saturday 11 December, **Christmas Bookstall in Romsey Market**; Friday 17 December, **Christmas Supermarket collection in Totten**
- ♦ **WARMINSTER** - Friday 8 October, **Charter Anniversary Dinner**
- ♦ **WINDSOR** - Sunday 10 October, **Swimathon**
- ♦ **WOOLMER FOREST** - Sunday 10 October, **Blackmoor Apple Tasting Day**

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

LIONS WIT

Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit salad.

Reading maketh a full man; conference a ready man; and writing an exact man.

... Francis Bacon



OLD MONARCH

The Editor has the last word...

It is pleasing to note that Lions activities, particularly those to do with fundraising, are getting back to what we could start to consider being the normality we were once used to. As ever, Lions are both conservative and creative in the manner by which they raise funds for good causes. In fundraising terms I am delighted that Windsor's longstanding Great Park Ride was evidently so successful as was, similarly, Hook & Odiham's new 16-mile sponsored 'walk with a difference'. Ultimately, of course, the beneficiaries will be the communities these Clubs serve.

Following last month's publicity, I hope Clubs will be able to respond to Lion Yorky Tuke's appeal for potential Young Ambassadors in the affirmative.

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