

105
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What's Steve Spencer
thought up now?
Find out on page 4



SENTINEL

JANUARY 2022 EDITION

A bright new Covid-free dawn?
Welcome 2022



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 New Year Leader...

Through Service We Grow

Dear Family of Lions...

I wish you all a happy New Year.

I trust that December has been a busy month for you all, I have had a hectic month helping Santa to visit the streets of Abingdon. It has been a delight to be out on the cold streets again.

I am also sure that each Club will have reported their December service in MyLion, so that we can capture the hours provided in service by Lions and other volunteers who have helped.

Perhaps like many Clubs, you have many volunteers helping over the Festive Season, and this additional injection of people power helps spread the load. Even if it is just one of many aspects, it also lets others have a taste of what it is like to be a Lion, I am sure

that many Clubs also have volunteers that help with other events. What would be marvellous is to turn these volunteers into full members, so don't forget them in January. See if some of them want to join you for a meeting or perhaps for a special event to thank them for their help, with a subtle hint that with membership you can all do so much more.

The next half year is uncertain, but I am committed to continuing to provide service, making Club visits and attending other meetings and Charter Anniversaries in person,

I will continue to plan on that basis, but will follow any direction that comes from Government. As Lions we need to adapt to best serve our communities, but I really want to be able to ween myself off Zoom and Teams.

As I write, I am expecting that our Convention planned for March 2022 will be a fully live event, and I am hoping to see many Lions there, so that we have an opportunity to reconnect and move forward.

I am aware that no applications have been put forward for 2nd Vice District Governor for the Lionistic Year 2022/23. The deadline for nominations has closed. However, should any qualifying Lion wish to put their name forward, this can be done from the floor of the Convention, but I would ask that you let me know of your intentions ahead if this.



Yours in Lionism

Lion Brian DG105SC



The Bigger Picture

Global Service Team News - January 2022

A HAPPY NEW YEAR TO ALL

I hope you all had a good Christmas and that Omicron did not spoil it for you. I also hope you had a successful December in whatever you did with your Club. Santa, whether he is in a grotto or on the back of a float, has been at the heart of your recent service. There are always magical moments when you really feel something special is happening and you realise how much you have helped someone. One such incident was told to me by Alyson, a fellow Lion.

While she was collecting outside Tesco, an elderly lady, clearly suffering from dementia, came out of the shop and sat on the bench for some time listening to the music being played on the float. She kept saying, "How lovely, how wonderful..." and was really enjoying the music. Lion Alyson said it made her day.

Of course, moneys raised by your efforts can lead to more service towards good causes such as helping needy families, community Christmas lunches provided by churches, or other organisations and food banks.

Unfortunately, these needs seem to be increasing and our Hunger Officer has a seasonal message: "Thanks to all the Clubs across the District for their support in helping those in need at Christmas time, I have seen on many social media sites good examples of food collections and the donations given out to the local community."

I am sure each Christmas food parcel given out is extremely well received. We should remember it's not just at Christmas time that many people find themselves in hardship, they need our help all year round.

During 2022 I would like to look at an idea which was discussed at the MD Hunger Forum, at which I represent our District.

All Clubs across our District can get involved with this:

- ◆ Local Gleaning. Each Club or Zone could approach local residents who have large gardens with either fruit trees or large plots of vegetables, which are far too much for them to consume alone. Fruit and vegetables often just go to waste and Lions could distribute this surplus produce better. Clubs can organise volunteers to collect this surplus produce.

- ◆ Distribute the food collected to your many outlets, including food banks, churches and other organisations.
- ◆ Does your town or Lions' area have an Allotment Association? If so, you could approach them about excess produce since they will often have an abundance of extra fruit or veg which they have planted, which is not harvested or just goes to waste.

The above are a great way to forge links with your local community. This is also an added bonus to Lions as your service time can be recorded for helping in the community.

Take photographs of your Lions Gleaning events as these are newsworthy items and local newspapers are always looking for organisations who help the community.

I am looking for your help and assistance, fellow Lions.

Do you know of any farmers who produce vegetables in your area/ Zone, which I can approach to discuss a large scale gleaming event? Some farmers will have areas of land which are not harvested, or just too much produce to take to market. As a Lions Organisation we could ask them, if we supply the Lion volunteers to collect the vegetables or fruit from the fields, can we distribute to those in need in our community?

This has been successfully achieved in other Lions MD areas, so why can we not do the same in our District?

Please do not hesitate to contact me if you have any questions on the above.

Lion Ian Hambleton—105SC District Hunger Officer

ian.hambleton@lions105sc.org.uk

Please remember to recycle as much as you can, such as "real" Christmas trees and your Christmas cards and please report your service to LCI. I would love to hear what you have been doing. I hope you and your Clubs have a better 2022 and continue all the wonderful service that you do.

Lion Judith Goodchild

105SC GST Co- Ordinator

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Tel: 0118 981 2260

Lions matters of moment



For some Lions Clubs around the world the run up to the Christmas festivities were taken up with supporting those affected by the many natural disasters that took place, beginning with the tornados that hit the United States.

Emergency grants were issued quite quickly so that those affected could be supported early on. Lions in the local areas will continue to work to help those who need it most. This work is made possible by the grants they receive which come from the Foundation when Clubs or individuals donate.

If you wish to make a donation to help those affected by disasters, please write

“Disaster” on the back of the cheque when sending it to the District Treasurer.

As we look ahead to 2022 the largest capital campaign in the Foundation’s history, Campaign 100 will draw to a close in July.

We still have a little way to go to reach the target of \$300 million worldwide.

In June 2022 many Lions Clubs in Europe will be supporting LCIF Day by putting on an event to raise funds. If your Club is interested in taking part, please get in touch.

I would like to wish you and the Clubs a healthy and happy New Year. A big thank you to those who support our Foundation.

If you would like any information about LCIF or help with applying for a Melvin Jones Fellowship, please get in touch.

Thank you.

Lion Ann Huntley MJF
District 105SC LCIF Coordinator

Make it YOUR New Year resolution to come to the Convention DISTRICT 105SC CONVENTION 2022 11 -13 March 2022



Book online at: <https://www.lions105sc.org.uk/booking>
See more about Convention at: <https://2022.lions105sc.org.uk>

Hotel accommodation is booked separately, and with excellent Convention rates for bed and breakfast, £69 per night for a Queen twin/double, £65 per night single.

This is a limited time offer, book now!

Book online at for:

<https://doubletree3.hilton.com/en/hotels/united-kingdom/doubletree-by-hilton-hotel-swindon-SWIHNDI/>

Click on “Special Rates”, and insert “GLION” where it says under “group code”
or call the hotel on 01793 881777 and quote **GLION**.

If you are coming for the day don’t forget to book online, as this will register you for your participant’s pack, and give you the opportunity to provide your car registration to avoid paying for car parking.

Remember if you are to be a voting delegate or alternate for your Club, this is registered with the District Secretary on a separate form, noting this on the booking form does not make you a voting delegate.

Lion Steve Spencer For District Convention 2022 Host Committee

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.

ABINGDON - Lion Cameron Dowsing
BASINGSTOKE - Lion Gareth Dixon
HAVANT - Lion Gordon Rhodes
HENLEY ON THAMES - Lion Neelam Rutti
ROMSEY AND WATERSIDE - Lion Nicola Williams
SWINDON - Lions Peter Stroud and Chris Stubbings

DG Lion *Brian*

1st Vice DG's Month January

9 Jan. - Cabinet
12 Jan. - Abingdon Lions Official Visit
17 Jan. - Chippenham Lions Official Visit
20 Jan. - MDHQ
21– 23 Jan. - Council and Interview for Council Chair 2022 - 2023
26 Jan. - Convention meeting
29 Jan. - Wareham Lions Charter Anniversary

Happy New Year!
Lion Dave Elsworth

OVERHEARD AT A LIONS MEETING

“I have enough money to last me the rest of my life - unless I have to buy something...”

MARKETING – PART 6 ABOUT SPONSORSHIP

So far in this ongoing series we have looked at marketing as a whole and its component disciplines. In this article, we are going to look at one particular aspect of what we use our marketing skills for – managing sponsorship.

Most Clubs who offer sponsorship generally do so for one reason – to fund their operations and in particular where that funding is such that to use the moneys raised from a fundraising event to run it diminishes the amount that can eventually be devoted to charitable purposes.

I'll give you an example. To run the Jersey Lions' Swimarathon costs several thousand pounds. Usually (i.e. pre-Covid) it raises around £125,000. When Covid caused the 2020 event to be cancelled at short notice the Jersey Club had already expended most of that several thousand pounds.

However, because we have a sponsor whose financial involvement is to cover the event's operating costs, the moneys we raised (circa £60,000) from the participating teams who donated their sponsorship even though they didn't swim, meant that all the moneys they had raised the Club was able to devote to charitable purposes. The Lions achieved significant publicity from raising so much from a non-event and the sponsor even more for their generosity towards that non-event.

It is sometimes easy to confuse donations and sponsorship. In the simplest terms donations do not have strings attached, sponsorships do. Donors are generally happy to donate to a good cause because it is good. Sponsors have a slightly different agenda often springing from what many call CSR – Corporate Social Responsibility. They sponsor to gain publicity that shows them to be caring organisations that support the community. What Lions Clubs will do is provide the vehicle for them to do that – by using public relations, advertising and promotions that benefit the sponsor by boosting the sponsor's image.

Just a word of caution. Do not allow the sponsor's name to become more prominent than the Lions' since their professional marketing team is very likely to be much more proficient than your own. If you have a sponsored event, it must be the Lions XXXXXXXX, sponsored by YYYYYY, not the other way round. Sponsors are very valuable but not more so than the Lions they are supporting.

Lion Peter Tall MJF MCIM MCIPR

A memorandum is written not to inform the reader but to protect the writer.

- Dean Acheson



WIN: WIN: WIN With your Christmas Tree!

This year the Lions Club of Windsor and Thames Hospice are teaming up once again to offer a recycling service for real Christmas trees. This is a real 'WIN:WIN:WIN' with money raised for Thames Hospice, trees being disposed of in an environmentally friendly way and the chippings produced used by a local charity and Ascot Racecourse to improve their facilities.

From Thursday to Sunday 6 to 9 January, the Windsor Lions are collecting real used Christmas trees from outside residents' homes in exchange for a donation to Thames Hospice. Collections will be made in the Wraybury, Datchet and Horton areas plus SL4 and SL5 postcodes.

The two charities have worked together on other occasions via the Lions Black Tie Ball in 2019, the Hospice's Santa Dash and the Christmas tree collections which last year raised more than £7,000.

Other organisations are chipping in too. New partners Ascot Racecourse are taking delivery of the old trees from the Ascot area and chipping them as is the local charity Blue Acres Horse Rescue in Old Windsor who helped out last year.

Alison Evans, head of Community and Events at Thames Hospice, speaks on behalf of all involved to say: "We love working with other partners in the community. Apart from our old friends the Windsor Lions, to have Ascot Racecourse on board this year is a big boost. We are also getting help from local companies Volker Highways and Practical Car and Van Hire who are providing vehicles and staff to help with the collections. It's a real community event and a great start to the year for us all."



Santa (Woolmer Forest Lion Ray Payne) arrives in style on a fire engine to visit the Whitehill & Bordon Christmas Fair

IN MEMORIAM

The Lions Club of Yateley and District reports with sadness the passing to higher service of Lion Neil Walter Bray. The 105SC Sentinel sends sincere condolences to his family, friends and fellow Lions.

The future is purchased by the present.

- Samuel Johnson

Romsey Lions bring cheer into the lives of carers

Romsey Young Carers (RYC) is a charity set up to support carers, aged from five to 21, who live in Romsey and the southern Test Valley area.

RYC aims to provide support and respite to young carers with help in their practical tasks through workshops and cook days and understanding and talking about what it means to be a young carer. They provide fun activities with the chance to improve confidence and learn new skills and are a safe place to discuss concerns and receive support. RYC gives young carers the opportunity to meet young people in similar situations so that they can know that they are not alone.

Romsey & Waterside Lions were please to help with the cost of providing Christmas gifts to the Young Carers and their siblings with a cheque for the group.



News from Meon Valley **Extracts from the Club's newsletter**



Santa and his Elves ☹️

Unfortunately Santa's Elves had transport troubles this year which greatly hindered our collections. We did manage to get around to some areas and would like to apologise to those who will have missed us. We'd like to thank everyone who made donations when we knocked at your doors as well as those who donated at our street collections and online. Everyone has been extremely generous and to 4 December, despite the issues, we collected over £1,000.

Just a little extra...

Hoping to bring a little Christmas cheer to local people, Meon Valley Lions donated 66 tubs of Heroes chocolates to Meon Valley Food Bank and Waltham Chase Food Bank.



Spreading a little Christmas Cheer for the elderly



Just a few of the Lions Christmas boxes being prepared for the elderly, in conjunction with Age Concern, for the most needy, lonely and isolated in our communities. It is important everyone knows, there are people who care.

Lions - Always by your side

As we planned our Christmas fundraising, it was good to think about real life examples of the support actually provided by the Meon Valley Lions Club.

Since the start of Covid, we have helped numerous households in our area with beds, furniture, carpets, rugs, cookers, fridges, washing machines and much more.

**That best portion of a life; little, nameless,
unremembered acts of kindness and of love.**

- William Wordsworth

Bracknell Forest Lions in public...

December came around quickly, as did the rise of the new Omicron variant; not great timing for the Bracknell Forest Lions first in-person fundraising event for a very long time.

Many Bracknell Lions were nervous about heading out into the public, writing risk assessments to cover the additional risk posed by Covid-19, let alone the fact that the Club had not met in person together in 18 months.

The build-up was busy with writing begging letters to local

companies for tombola prizes, collecting them and sorting out the raffle tickets ready to go.

As a small and dwindling Club in a commuter town, the Club has a lower than average Lions Club age profile with most of the members working who are also busy parents with limited time and money available for Club dinners, Zone meetings or Conventions.

It doesn't make being a Lion easy at the best of times and adding in home-schooling, looking after aging parents and job instability during the pandemic, it's been a tough couple of years.

Arrived at Tesco it was revealed that the old pull-up banners had perished over the past two years and it was difficult to fit all the wonderful prizes as well as hand sanitisers and gloves in the space available. Working out how to physically distance while running the tombola was another challenge - as was asking people to sanitise their hands and handing out individually wrapped sweets. Was Santa allowed to say "Ho ho ho!" and how does he wear a mask over his beard?

However the challenges were absolutely outweighed by the huge benefits. It might have only been a tombola, a bread and butter activity for Lions Clubs across the land, but the impact on Club members and the public was huge. Around £340 was raised all of which will be distributed to local charities over the winter season to support people in need. In addition community spirit was out in force - the public were delighted to see a Santa again for children to enjoy and it was great to see the pleasure on the faces of adults and children alike. Even the tombola was greeted like an old much-missed friend!

Just as importantly, the event really lifted the spirits of Club members. One said, "It's brought my spark back!" Club members had missed all this - raising money, putting smiles on faces in the local community, working with businesses to put on events and, above all, getting together as a team.

Club members make up a diverse team of differing people, at different stages of their life, many of whom have struggled over the span of the pandemic but who were all excited to get back together to do what Lions do best...



We serve

Morality comes with sad wisdom of age, when the sense of curiosity has withered.

- Graham Greene

Christmas Food Parcels from the Wimborne and Ferndown Lions

The annual delivery of Christmas food parcels to local people has been made again by Wimborne and Ferndown Lions Club. Each parcel is a shopping bag containing 25 or so non-perishable different food items.



Club members fill bags with items from bulk supplies purchased from a local supermarket. The bags are then delivered as a Christmas gift to local people who have been notified to the Lions. The recipients have been identified by local Social Services, Citizens Advice Bureau or GPs, etc. as people for whom the parcels will be of most benefit.

This year there were about 100 bags made up in this way. The picture shows an example of assembled bags before they are distributed.

The Club would like to thank the Ferndown Guides for the use of their hall for the parcels' assembly.



Woolmer Forest Lions held a very successful Children's Tombola at the Whitehill & Bordon Christmas Fair. All of the cuddly toys had been donated following a Facebook appeal.

Lion Pat Payne, stall organiser, said it was delightful to see the happy faces of the winners. The stall raised a fantastic total of £280.

Pictured (l to r) are Lions Pat, Nigel and Dick.

**Having one child makes you a parent;
having two you are a referee.**

- David Frost

High worth Lions!

During the run-up to Christmas, the Highworth and District Lions Club made donations of £7,094 to mainly local charities and good causes. Major donations, including the one to the Swindon Food Bank of nearly £400 worth of foodstuffs, were £3,855 in Gift Vouchers to the elderly in the area, £1,000 towards a local skate park, £505 to Shelter Box and sundry other worthy causes.



However the most rewarding was the purchase of a baby monitor.

Chris and Sarah, who live near Lion Alison, a new member, had a premature baby, Ada, who, with several health problems, needed monitoring day and night.

Lion Alison approached the Club and members agreed to purchase an Owlet Baby Monitor for Ada which was delivered within a few days.

After just a short time, it became clear that all was not well with Ada. She was taken to the A & E department of the Great Western Hospital in Swindon but while she was there she became seriously ill and had to be resuscitated. She later underwent oxygen therapy and remained in hospital for five days. She is now home.

Chris and Sarah say that they would be eternally grateful to the Highworth and District Lions because the monitor, by alerting them to her declining condition, went a long way to saving Ada's life.

Blandford Lions and Rotary join forces



For Christmas Blandford Lions and the Rotary Clubs of Blandford and Stour donated £1,000 worth of Matos meat vouchers to the local food bank. Manager Gail Del Pinto said: "We are currently helping nearly two thousand people for whom this will be a welcome gift." Pictured with Gail (right) are Stour Rotarian Jan Conlon and Blandford Lion James Mayo.

TRUE FOR '22

**The first piece of
luggage on the
carousel never
belongs to anyone**



Sentinel's eye on...

The Events Calendar

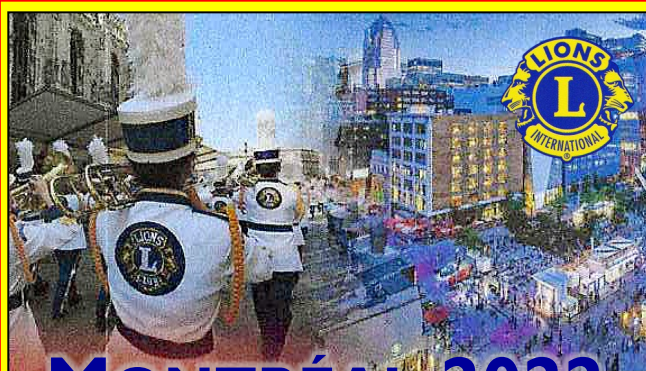
Club events for the next three months and updated month by month are listed here

Club Events: January, February and March

105SC District Convention Friday to Sunday 11 to 13 March

- ♦ **ALTON** - Second Saturday of every month, **Lions Craft Markets**
- ♦ **BASINGSTOKE** - Saturday 5 February, **Lou Taylor's 'Soul Train' Motown party**
- ♦ **CHIPPENHAM** - Saturday 22 January, **Burns Night**, Saturday 5 February, **Charter Anniversary Dinner Dance**; Saturday 12 March, **Swing Band Night**
- ♦ **DEVIZES** - Saturday 19 March, **Spring Concert**
- ♦ **FAREHAM** - Saturday 26 February, **Charter Anniversary Dinner**
- ♦ **FLEET** - Saturday 29 January, **Charter Anniversary Dinner Dance**
- ♦ **JERSEY** - Saturday 12 February, **The Great Lions Tea Party**; Wednesday to Sunday, 9 to 11 March, **50th Swimarathon**
- ♦ **ROMSEY & WATERSIDE** - Saturday 8 January, **Bookstall in Romsey Market**, Saturday 12 February, **Bookstall in Romsey Market**; Saturday 12 March, **Bookstall in Romsey Market**
- ♦ **WAREHAM** - Saturday 29 January, **50th Charter Anniversary Dinner**

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



MONTREAL 2022

JUNE 24-28 2022

International Convention, Montréal, 2022

'La Vie en Lion'

The International Convention is the opportunity for fellowship for Lions and Leos. It's the perfect place to reunite with friends and colleagues from around the world and experience service together.

Safe, friendly and easy to navigate, Montréal serves up all the excitement of a major urban centre, yet its compact size and laid-back vibe gives it a feel that's all its own.

The Palais des Congrès de Montréal convention centre and the Bell Centre are both within walking distance of official convention hotels. The British and Irish Delegation Hotel is the Hotel Delta by Marriott. The room rate is £127 based on two adults sharing. Breakfast is not included.

Meet the International Conference Team:

PCC Lion Philip Goodier - Chairman

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PCC Lion Stewart Sherman-Kahn

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PDG Lion Guch Manku

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**Everybody talks about the weather but
nobody does anything about it.**

- Mark Twain



OLD MONARCH

The Editor has the last word...

It's probably true to state that for most 2021 was a better year than 2020 but clearly we are not yet back to what we might have previously considered normality. We are still living in the reign of King Covid XIX. However, as ever, Lions have adapted and our service to our communities, while it might have taken a slightly different form, it has not diminished. Let us hope that 2022 will be the year that the coronavirus will be just another minor affliction that we have all learned to live with.

In the meantime, once again my wish to all Lions is for a peaceful, happy and Covid-free New Year in whatever form it manifests itself.

Don't look back. That's not the way we are going.

Lion Peter Tabb



**Lions
tail...**

I recognise the one
dressed up as a Lion
but who are you?



Basingstoke Lions tinshaking and defying "The Beastly Bug"

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