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What did YOU do on World Earth Day?



SENTINEL

MAY 2022 EDITION



“This won’t hurt a bit...”

Find out what’s happening on page 8



The International Association of Lions Clubs

**District 105SC**

District Governor 2021 - 2022 ♦ Lion Brian Donovan

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“Through Service We Grow”



# The DG's Leader...

## Through Service We Grow

*Dear Family of Lions...*



To borrow from Cole Porter 'Another Op'nin', Another Show', last month was our 'show' at District Convention and the weekend just gone was the turn of the Multiple District for our 70<sup>th</sup> MD convention at the Birmingham Conference and Events Centre.

Events such as these are a great chance to celebrate what we do, and to remind us why we do it. It is an opportunity to debate and look to where we are going. It was an opportunity to recognise those MD officers and national staff that help us serve and to look at the outcome of our collective service.

From my perspective, it was Lion Lesley and me as two Lions travelling up on Thursday morning and joining with the DGs and DG(E)s and their partners in the afternoon and evening, to welcoming Lions from all over the MD on Friday evening, who at each stage, grew in numbers.

The theme was 'it's a kind of magic'. The magic was listening to the heartfelt voices of Lions telling their service stories. At times it would have been difficult to have kept a dry eye in the house. A highlight was listening to the stories from the two Young Ambassadors, Ellie-Mae Banks Young Ambassador for Lions year 2020/21 (who has since become a Lion) and Khan Odita who is this year's winner. Youth are our future and, as we learnt at MD Convention, our present. Our Council Chairman and two current DGs are all former Leos who became great Lions.

Many stories were shared by Lions, many being deeply personal and emotional.

New members are our future and at MD Convention two new Lions were inducted. These people worked with and were known to Lions, one being Paul Richardson, Chairman of Special Olympics GB who gave a presentation to Convention alongside a senior athlete and spokesperson for SOGN. Following the presentation Council Chairman Lion Richard challenged Paul to step forward and become a Lion, and he accepted. Later, a former MD Leo president, Nigel Packer, assisted in the presentation of some Lions stories and he too was asked if he would join, and he accepted.

With regard to new members, can I ask that Clubs ensure that new Lions are given a full Lions introduction to Lionism. The District website has some videos and there are good training materials within *myLion* to get you going. As new and established members get to work together, it is always pertinent to remind ourselves of the Lions Ethics, and never forget that 'kindness matters'.

*Lion Brian* DG 105SC





# The Bigger Picture

## Global Service Team News - May 2022



**What did you  
do on World  
Earth Day?**

### **What did you do on World Earth Day which was celebrated on 22 April?**

I took part in a Litter Pick around Tadley organised by the Loddon Valley Lions. We were joined by a family who were very enthusiastic and did a great job. I would love to hear what other Clubs did.

Prince Charles has recently reminded us about the Queen's Green Canopy. Is your Club taking part in this or any other environmental initiative to celebrate the Queen's Platinum Jubilee?

Again I would love to hear about what you are doing.

Have you seen any of the Global Service Team presentations which are being given by various members of the MD GST team? They are worth looking at.

I have actually done part of the voice-over for the diabetes presentation. Details of how to join the Zoom presentations are being sent out by District Secretary Lion Peter Burnett. I urge you to "tune in" as I am sure you will learn a great deal.

### **OVER 2,000,000 PEOPLE SERVED**

**This is the number of people served in MD 105 since 1 July 2021 The actual number is 2,050,958; a fantastic achievement.**

As a Multiple District, we compare very favourably with the level of activity being undertaken within Europe, our Constitutional Area. With 4.4 per cent of the membership we have served 29 per cent of the people served in the year to date and 15 per cent of the volunteer hours. District 105A have 94 per cent of their Clubs reporting.

As a District 54 per cent of Clubs were reporting service activities in March this year and have served 187,668 people.

Can we do better?

If the other 46 per cent of Clubs reported service activities then certainly we could.

Can you make the numbers better by the end of June?

I challenge Presidents and Secretaries to make sure they do report and incoming Presidents and Secretaries please make this one of your goals for 2022 – 2023.

*Lion Judith Goodchild*

I05SC GST Co- Ordinators

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# Lions matters of moment



Lions Clubs International  
**FOUNDATION**



As I speculated in my article for April's Sentinel, things continue to develop rapidly with regard to LCIF's response to the situation in Ukraine. The surrounding countries have all benefited from grants.

So far, 26 grants totalling \$936,140 have been approved. Grants have also been issued to Lions in Ukraine so that they can support their local communities with what is required. This is a major benefit to our Foundation, Lions on the ground lead the process and report back directly to LCIF with updates.

The help continues to focus on immediate supplies of food, water, sleeping bags, hygiene necessities, medical packages, storage freezers for keeping food, one month's supply of food for children in an orphanage, and specialist medical equipment to care for bomb blast victims. I am sure you get the picture. As usual you can find information on the International website.

**LCIF Day in Europe** This year it is on June 11<sup>th</sup> and the focus this year is supporting our Lions in Ukraine. A good opportunity to let your communities know about what the Foundation is doing, and continues to do not just in Ukraine but wherever there is a need. Further information can be found at **lcifday.eu**

If your Club wishes to honour someone with a Melvin Jones Award at the end of the current Lions year, please put your application in sooner rather than later and again, let me know so that I can follow up if necessary. It is the busiest time for the awarding of this honour.

Europe has achieved 70 per cent of its target for Campaign 100 and MD 105 has reached 87% of its goal. Thank you if your Club, or indeed you yourself, have donated to our Foundation.

*Lion Ann Huntley* MJF

District 105SC LCIF Coordinator

## Havant Lions celebrate 57th Charter with a new Lion



In the same week that their Club hosted a very successful prostate testing event, Havant Lions celebrated their 57th Charter Anniversary.

Almost 50 people attended the dinner marking the 57 years since Havant Lions' Charter.

As well as fellow Lions from other local clubs, the event was attended by Havant Mayor Rosie Raines and District Governor-elect Lions Dave Ebsworth.

A highlight of the evening was the 'badging-up' of Havant's newest member, Lion Gill Skidmore.



# 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.

ALTON - Lions Colin March and Lisa March

CALNE - Lion Lucy Redding

HAVANT - Lion Gill Skidmore

HIGHWORTH & DISTRICT - Lions Jason Griffiths and John Palmer

HOOK & ODIHAM - Lion Adeg Binding

MELKSHAM - Lion Beth Dark

PETERSFIELD - Lion Gillian Medcalf

SWANWICK - Lion Fiona Mitchell

WESTBURY - Lions Susan Bell and Adrain Sheppard

DG Lion *Brian*



Following a fantastic response from their local communities, Woolmer Forest Lions have raised more than £5,500 for the Ukraine Appeal following collections in Bordon, Grayshott and Headley.

Pictured above are Lions Tony Vaus and Ken Bassett at the Grayshott collection.

The manner of giving is worth more than the gift.

- Pierre Corneille (1604 - 1684)

## MARKETING – PART 10 USING MAINSTREAM MEDIA TO RECRUIT NEW LIONS

### ADVERTISING

Remember that advertising sets out to do just three things, to inform, to persuade and to remind. And your advertisement copy must set out to do that. It sounds obvious but your copy must appeal to those you wish to attract, for example this headline on your advertisement: *“Do YOU stand out from the crowd? If you do, you may have what it takes to be a Lion.”*, followed by *“If you want to serve your community, if you enjoy the company of men and women who share your ideals and objectives and you place enjoyment and self-fulfilment, fellowship and commitment above material reward, then you will have all the qualities you need to be a Lion.”* Then you tell your readers/listeners whom they should contact. This copy informs and persuades. The reminders come later. However, SITS VAC advertisements, even for charities, are often expensive and where do they appear? In the run of a publication where they share space with commercial advertisements covering any topic or product? In the Classified where they compete with all the other Sits Vac? In a ‘Charities’ section where all ads compete with each other for attention. All at a cost.

### EDITORIAL & FEATURES

One way to avoid the cost is to turn the ‘advertisement’ into a news item. Journalists will readily accept stories from Lions Clubs, but first of all they must be **NEWSWORTHY**. Who are the Lions? What do Lions do? Why are the Lions recruiting? Who are they looking for?

The advertisement copy above can readily be turned into an article, accompanied, for instance, by a picture of Lions at in the community. A message from the Club president or the Community Service chairman is also a valuable adjunct.

While the mainstream media does not have the immediacy of social media, it has a much greater degree of credibility and still has its place in informing, persuading and reminding.

The press in particular has the benefit of being journals of record and tend to have a much longer shelf-life than social media.

All media can and should be used to create compelling recruitment advertising, but each must be used to its particular strengths – this is not a case of one size fits all.

*Lion Peter Tall* MJF MCIM MCIPR

# Baby Lifeline to Ukraine

## Birthing Packs

On the Friday morning of the 2022 MD Convention, the DGs and partners had the pleasure of accompanying Past International President Lion Jim Ervin on a visit to Baby Lifeline. This charity was founded 40 years ago by Judy Ledger (pictured with a birthing pack), who after experiencing her own tragedies started a mission to ensure mothers and babies have the best possible chance by providing equipment and training to midwives and other medical staff.

One of their projects is the Community Midwife Pack (aka Birthing Packs), that has everything needed to assist from an uncomplicated birth to critical emergencies. Baby Lifeline were approached by former Ukrainian nationals now working in the NHS, asking if these packs could go to Ukraine as all the normal medical infrastructure has gone.



They had funding to send 39 packs off immediately, with the Lions Club of Balsall Common donating funds to supply a further five. Unlike other aid that has been collected, and often still sits in vast warehouses, by using local contacts and with the support of the Ukraine governing bodies, the birthing packs were shipped to Isida Clinic, a maternity centre in Kyiv and then out to Sumy, Kharkiv, Lozova, Chernihiv, Luhansk region, Donetsk region, Irpin and Bucha,

During one trip the van was trying to get past traffic and, on approaching a Ukraine military checkpoint, were asked about their cargo. On learning that they were carrying birthing packs, they were told that a woman was close to giving birth in a nearby building and they had no kit to help, army medics being equipped to save lives, not bring new life into the world. so a pack was given up and it quickly vanished. The driver was telephoned within an hour by the military and told that a baby girl, Marichka, had safely arrived.

Since the initial shipment of packs, more has been sent recently as well as other equipment, including anaesthetic equipment, x-ray equipment, fetal dopplers, incubators, and much more besides.

There are immediate plans for MD to apply for LCIF grant funding to support more packs to be shipped. More information can be found about Baby Lifeline at <https://www.babylifeline.org.uk/>



**The heresy of one age becomes the orthodoxy of the next. - Helen Keller**

## **Petersfield Lions celebrate their 50th Charter Anniversary**

Three old friends were reunited when they celebrated the 50th anniversary of the chartering of Petersfield Lions Club on Saturday 2 April at the Petersfield Community Centre.

Clive Midson, Ian Burt and Andy Malcherczyk originally met when they were involved in forming the Petersfield Leos.

Proposing a toast to the Club, president Lion Clive Midson explained how he had been introduced to Lions in 1972 when his father persuaded him to help with the distribution of logs to local people in need.

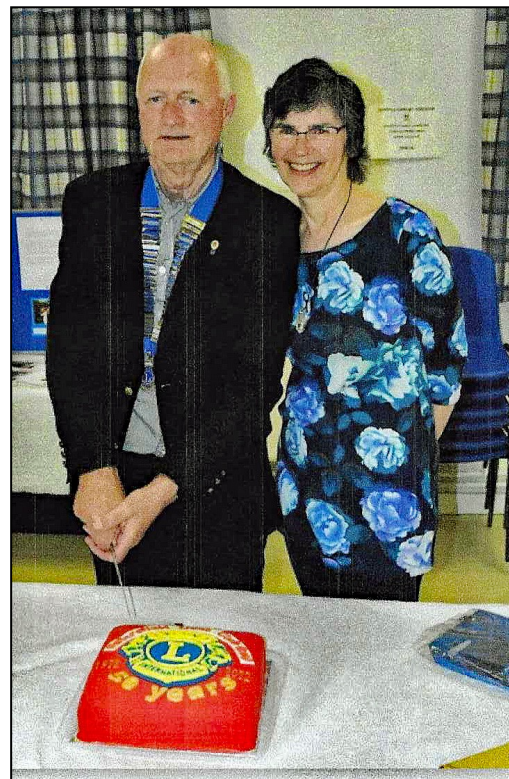
The Lions Club had been started by Paul Wickham, then landlord at the former Market Inn. Using his trade contacts, as well as his customers, Paul recruited 15 men to form the basis of the new Club.

Over the next 50 years the Club came up with a great variety of fundraisers, one of which was "Vote Custard" - a mock election where local celebrities put themselves forward as candidates for a dunking in custard. "Spektrek" was another very successful fundraiser, the Club joining other Lions Clubs in Wessex to collect in excess of a million used spectacles for reuse in the poorer areas of the world.

In 1989 the Club opened its membership to women and its first female president, Lion Sandra Manktelow, was elected in 1996.

In more recent times, the Club has been involved in organising the marshalling of the Covid vaccination programme at the Festival Hall. This had benefit of boosting the Club's membership which now stands at an all-time high. Lion Clive thanks the members for their hard work over the years.

The celebration was supported by District Governor Lion Brian Donovan who presented the Club president with a Certificate of Appreciation for the Club's 50th Charter Anniversary. Also present were many former members, friends and Lions from other Clubs including Havant, Abingdon and Woolmer Forest.



*President Lion Clive, Lion Sandra and the 50th Anniversary cake!*

## **DG-Elect praises prostate testing initiatives**

DG-Elect Lion Dave Ebsworth, the District's Prostate Cancer Officer, had very personal reasons for attending the Havant testing event (see page 7).

Lion Dave, having been diagnosed with prostate cancer himself in 2017, says: "I can personally testify that prostate treatment can be incredibly effective, but obviously it's dependent on early identification of the cancer.

"That's why it's fantastic that Lions are supporting this testing initiative country-wide."



*President Lion Clive presented with the Certificate of Appreciation by District Governor Lion Brian*

# Common sense is like deodorant. The people who need it most never use it - Bill Murray

## Havant Lions provide free prostate testing for more than 300

More than 300 local men took part in Havant Lions' prostate recent cancer testing event, helping to significantly increase prostate cancer awareness in the local area.

In the UK more than 12,000 men die of prostate cancer every year. Sadly, many of these deaths could have been avoided with early identification and treatment, so Lions Clubs throughout the UK are hosting testing events in their local areas. This event in Emsworth followed one recently organised by Petersfield Lions.



Lion Ian Ranscombe, Havant Lions' president, (seen above being tested) commented: "We're proud to be sponsoring this event. This type of testing really does make a difference to local men's health."

Havant Lions partnered with the Prostate Cancer Support Organisation (PCSO) to run the event. PCSO is a charity dedicated to identifying and then helping patients with prostate cancer.

PCSO's Peter Weir, commented: "It takes five minutes or less for each individual to be tested. They'll receive their results in about two weeks, reassuring the vast majority and allowing the few positive tests to seek further medical advice."

The event was sponsored by Havant Lions helped by a generous £1,500 grant from Havant Lottery. While testing was free for participants, many of the made generous voluntary donations on the day.

## HELP FOR UKRAINE

Like people all over the world, Reading Lions have been doing their best to help the stricken people of Ukraine. A link was forged by Lion Andrew Whitby with the Ukrainian Community Centre in Reading, one of only three in Britain, the others being in London and Gloucester.

They needed boxes which were supplied.

Two organisers at the Centre came to one of the Club's meetings and they were asked what else was urgently needed – more boxes! Such was the spontaneous generosity of the people of Reading that they were overwhelmed with donations which needed to be packed up before being sent on their way.

Having also donated provisions collected in our Food Hero Programme, attention was turned to finding the best way to raise funds speedily for the Ukrainian Appeal. Reading Lions' president, Lion Andy Young, decided on a Quiz Night.

On Friday 1 April, at the Tilehurst British Legion, 124 people turned out to the event. The colours blue and yellow were predominant in the hall. Resident quizmaster Paul Gibbons put on his biggest and best quiz yet, as guests dined on a delicious fish and chip supper. (It has to be said that the Quizmaster was not beyond accepting a bribe for the occasional answer!)

Through local social media coverage, sponsors had donated sufficient funds to cover the food costs meaning that an impressive £1,800 had been raised from ticket sales even before the doors opened.

A raffle and auction of a huge quantity of community-donated prizes covered the stage and were very appreciated and supported by the generous patrons.

The wonderful amount of £3,550 which was raised that night is being used by the Reading Ukrainian Community Centre to support refugees coming to the Reading area, a stronghold of established community support outside of London.

Reading Lions were very happy and grateful to have raised so much in one night to help the Ukrainian people.





**If at first you don't succeed, hide all the evidence  
that you ever tried - Billy Collins**

## **WOKINGHAM LIONS DONATE £6,000 TO THAMES VALLEY AIR AMBULANCE**

At a recent business meeting, the Wokingham Lions Club presented a cheque for £6,000 to the Thames Valley Air Ambulance.

"We are very pleased to support the Thames Valley Air Ambulance with our share of the proceeds from last November's Fireworks event. The air ambulance provides a vital and life-saving service," said Club president Lion Andy Goffin.

Accepting the cheque, Nicola Bishop, Community Fundraising Officer at Thames Valley Air Ambulance, said: "As a charity, we rely solely on the generosity of the public. Without the support of our community, we would not be able to bring hospital-level care to our patients, whenever and wherever they need it. That's why I was delighted to accept this incredible gift from the Wokingham Lions Club, which will help us to be there for people when the worst happens. Your support powers what we do – thank you."



*Within minutes, Thames Valley Air Ambulance can bring the expertise, equipment and treatment of the hospital to the most critically ill and injured patients across Berkshire, Buckinghamshire and Oxfordshire.*

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



### **Early news of the Swanmore Village Fete on Saturday 9 July from 12 noon**

Preparations are going well for the Meon Valley Lions annual fete which will be held in the Swanmore Recreation Ground.

The organisers are keeping all the regular favourites and following the huge success in 2019, there'll be another dog show during the course of the afternoon. There'll be no recreation of Crufts, but a lot of fun and a chance for local dog-owners to show off their pet's best attributes. There will be numerous prizes up for grabs for the best pooches in various classes.

They'll be lots of other things to do and see, especially as the Mill Cottage Farm Experience – petting zoo - has been booked.

During the next few weeks, more details will be published on the Club's Fete web-site page plus there will be social media postings to keep everyone updated on developments.



## **PASSED TO HIGHER SERVICE**

**The Lions Club of Wareham reports with sadness the passing to higher service of Lion Alan Southam. With sincere condolences from the 105SC Sentinel to the late Lion's family and fellow Lions.**



# Sentinel's eye on...

## The Events Calendar

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

### Club Events: May, June and July

- ♦ **ALTON** - Second Saturday of every month, **Lions Craft Markets**
- ♦ **BRADFORD IN AVON** - Friday 3 June, **Jubilee Family Fun Day**; Saturday 9 July, **Art & Craft Exhibition**
- ♦ **CHIPPENHAM** - May 2022, **Twinning Weekend**; Sunday 10 July, **Cherished Vehicle and Family Fun Day**
- ♦ **DEVIZES** - Thursday 12 May, **Charity Golf Day**; Wednesday 8 June, **Presentation Evening**; Sunday 12 June, **Lions on the Green**
- ♦ **FLEET** - Sunday 15 May, **Bluebell Charity Walk**
- ♦ **HIGHWORTH & DISTRICT** - Friday 27 May, **48th Charter Anniversary Dinner**
- ♦ **HOOK & ODIHAM** - Saturday 21 May, **Prostate Cancer Screening** at Odiham Cottage Hospita
- ♦ **ROMSEY & WATERSIDE** - Tuesday 10 May, **Hythe Fashion Show**; Saturday 14 May, **Bookstall in Romsey Market**; Saturday 21 May, **North Baddesley Fayre**
- ♦ **WIMBORNE & FERNDOWN** -

Webpage—[www.lionssc.org.uk/events.html](http://www.lionssc.org.uk/events.html)

## LIONS WIT

**Have you ever noticed that anyone driving slower than you is an idiot, and anyone going faster than you is a maniac?**



**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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# OLD MONARCH

*The Editor has the last word...*

Probably the most notable element of this edition is how many Club reports feature fundraising for Ukraine and the generous support received from the public. As ever, Lions are in the forefront of expressing their support for the disadvantaged whether that be by local circumstance or by armed aggression. Clearly the images emerging from Ukraine are having a dramatic impact on us all.

This weekend my Island will be celebrating its own special public holiday, the 77th anniversary of our liberation from five years of enemy occupation. (I was there, albeit only just!). Although little of that time compares with what Ukraine is suffering, we too are with them in spirit.

*Lion Peter Tabb*



**Lions  
tail...**



All smiles at Reading's quiz night for Ukraine

Please send all articles and pictures for publication in the

**DISTRICT 105SC SENTINEL**

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