

WLF Lions Pride Endowment Fund Campaign Report 8/2/09 Lion Steve Knapp

Interest earnings from the Fund contributed \$40,000 to WLF operating revenue during 2008; total donations, commitments and gifts-in-kind increased the WLF Lions Pride Endowment Fund by nearly 50% from the prior year. Depending on current market conditions, the present level has grown to about \$5 million. Significant personal gifts continue from lifetime/planned giving by Lions and non-Lions, including both deferred and outright gifts.

Campaign momentum will continue as more *individuals*—Lions, Lioness and members of the general public—realize and respond to the increasingly urgent need for the interest income that our permanent, donor-directed WLF Lions Pride Endowment Fund can produce. Our mission: provide an enduring legacy for Wisconsin Lions statewide projects that help Lions serve their local communities.

In Pride contributions at the *Club level*, D1 ranks *third* among the ten districts in both number of clubs and dollar contributions to Pride with 29 clubs; B1 has 40 clubs, B2 59. Your support is greatly appreciated ... and will be even more so when you help us move up a notch in the rankings this year! PDG Rob Sherman and PDG Rollie Manthe are Pride Ambassadors and will be pleased to make club presentations; me, too. I'd also like to recognize additional D1 personal positives for Pride: our thanks to District Governor Rick for doubling his gift, to PDG John for his support and initiatives, and to Lion Jodi Burmester for her support including prominent Pride articles in the newspaper.

Your active, positive communications support with Clubs at all levels is also needed on another WLF front. *Regular Annual* WLF Club Donations are, and will always remain, essential to funding day-to-day WLF operations. The good news is that overall club Annual Donations increased 5.9% in the past year. The bad news is that Regular WLF Annual Donations from D1 *declined significantly* in the past year. Please help: talk with your Clubs!!

Pride Projects ...

The 2nd Annual Pride Shoot was held at Milford Hills in June with both more participants and dollars generated for Pride (nearly \$24,000). If you are into Sporting Clays, do plan to attend next year.

A big thanks to Madison West's Kevin McPherson and wife Barbara (daughter Kayla is a Lion Camper) for their support as signatories on a letter mailing to past camper/families in search of contributions. The first wave produced a respectable response and a second wave to current camper families will be made later this month. You'll recall that Kevin also serves as a member of the Pride Investment Board.

Typically 35-40 campers come from the Madison area each year. Pride is *preliminarily exploring*--with support from interested Lions at Evening, West, Central and Middleton--the *possibility* of organizing a pilot group of local past campers/counselors ("Winners Circle") who could contribute a presence to club projects and fundraisers. The goal would be to generate awareness and publicity for local clubs and Lions Camp. If successful, the model could be shared elsewhere.

Another project in the early stages of study is a free or minimal cost offering to Lions of a one-hour Estate/Legacy Planning Seminar(s). Effective estate planning is neither a simple one-time event, nor a burdensome, endless task. In fact, 70% of Americans will die without a will. The need for estate planning is not restricted to individuals of a specific age, profession, income or asset base. However, even those who recognize the value of long-term estate planning often have more questions than answers. Conducted by attorneys from the M&I Trust Group, a session could accommodate group questions as well as limited one-on-one time. It would help our evaluation/planning to learn of your possible interest in attending such a seminar.

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Lions Camp and our other statewide projects represent a unique common service resource for nearly 600 Wisconsin Lions Club communities. *Preserving it depends on you--on each individual*--caring and contributing to the WLF Lions Pride Endowment Fund. Please care ... and contribute. Thank you.