

2015 ANNUAL GIVING CAMPAIGN OFF TO A BOOMING START

Lots of good things are happening, as we kick off this new Lions Year. We have moved the start of the Sustaining Member campaign from October to July this year. We found that many clubs were doing their club fundraising during that month. We've also been fortunate to see the growth of World Sight Day activities in Charleston on October 7th and Columbia on October 9th, 2014, so moving the Sustaining Member kick-off to July helps to relieve this congestion.

Currently, approximately 16% of South Carolina Lions support the Sustaining Member Program annually. Our goal this year is to move closer to 50% of SC Lions participating in the program. When we reach this goal, we will raise an additional \$50,000 more in funds that can be used to restore sight and hearing in our state.



Speaking of Club Support for 2014 – 2015, the Foundation has worked very closely with your District Governors to set club fundraising goals for your area. These goals are:

32-A: \$35,000.00

32-B: \$40,000.00

32-C: \$30,000.00

32-D: \$50,000.00

TOTAL: \$155,000.00

These goals are based on the giving average of clubs in each district over the past three years. They are very achievable and with your hard work, these goals will be attained.

