

Helen Keller Knights of Sight

There is no more proud title that a Lion can bear than "Knight of the Blind." The Helen Keller Knights of Sight combines that title with words from Helen Keller's landmark speech to designate six levels of recognition for individual, foundation and government gifts and pledges to Campaign SightFirst II.

Recognition Level	Gift Amount
Knight of Leadership	US\$100,000+
Knight of Triumph	US\$25,000-US\$99,999
Knight of Service	US\$10,000-US\$24,999
Knight of Lionism	US\$5,000-US\$9,999
Knight of Strength	US\$1,000-US\$4,999
Knight of Support	US\$100-US\$999

Recognition Mementos

Donors of US\$100 or more will receive a specially designed CSFII pin matching their Helen Keller Knights of Sight gift level.



The Visionary Society

Recognition for Lions Clubs

Preserving and restoring sight takes vision. *A world free of preventable blindness – a world with vision for all – has been Lions' Vision since 1925. All Lions Clubs around the world share in this vision and will share in the recognition for success in Campaign SightFirst II.*

Recognition Level	Per-Member Average
Emerald	US\$1,000+
Diamond	US\$500-US\$999
Ruby	US\$400-US\$499
Sapphire	US\$300-US\$399
Topaz	US\$100-US\$299

Visionary Society Policies

- Clubs will receive banner patch awards reflecting their Visionary Society per-member average level as well as public recognition in Lions' and campaign events and publications.
- Club recognition will be based upon the per-member average raised, not the total amount raised. In this way, Clubs of even the smallest size can achieve the highest levels of Club recognition.
- Per-member averages will be calculated twice a year during the campaign.
- Clubs can receive all five patches by achieving each level.



Pledges of US\$5,000+ may be fulfilled over five years. Pledges of US\$4,999 and below may be fulfilled over three years.

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Recognition Level	Pledge Down Payment	Recommended 10% Down Payment	Balance	Annual Payment	Quarterly Payment	Monthly Payment	Daily Equivalent
Knight of Triumph	US\$25,000	US\$2,500	US\$22,500	US\$4,500	US\$1,125	US\$375	US\$12.50
Knight of Service	US\$10,000	US\$1,000	US\$9,000	US\$1,800	US\$450	US\$150	US\$5.00
Knight of Lionism	US\$5,000	US\$500	US\$4,500	US\$900	US\$225	US\$75	US\$2.50
Knight of Strength	US\$1,000	US\$100	US\$900	US\$300	US\$75	US\$25	US\$.83

The Helen Keller Knights of Sight recognizes individual, foundation, corporate, and government donors for their service as "Knights of the Blind." The following examples illustrate how donors can have a greater impact in the fight against blindness by paying their gift over 3 to 5 years.

The Power of Pledging



THE EYES OF MILLIONS OF PEOPLE ARE ON LIONS.

They hope – and need – Lions to live up to our commitment as Knights of the Blind.
Lions can fulfill that commitment through Campaign SightFirst II.
The power to make it happen is in your hands.



Chairperson's Message

Dr. Tae-Sup Lee
Past International President
Lions Clubs International
Chairperson, Campaign SightFirst II

Dear Fellow Lions,

Eighty years ago, Helen Keller challenged the Lions to lead the way as the pioneer of hope for the blind and visually impaired. Today, more than 100 million lives have changed their course thanks to the generosity of Lions.

Since our journey began in 1990, SightFirst has been extraordinarily effective in controlling, and in some places eliminating, the leading causes of unnecessary blindness.

It is crucial that SightFirst continue its pursuit; for without new action, experts predict the world's blind population could double by 2020. We Lions will not allow that to happen. We have the drive and immense opportunity to help millions more.

Each Lions Club around the world has the power to change the world through Campaign SightFirst II. I invite you to review this brochure and learn how your personal involvement and generosity can make the difference between a world of sight and a lifetime of darkness for millions of people.

Yours in Service,

Dr. Tae-Sup Lee
Past International President
Chairperson, Campaign SightFirst II

Current and Emerging Challenges

In today's world, 37 million people are blind and another 124 million suffer from low vision. A tragic figure – yet a smaller one than when SightFirst began its mission 15 years ago. Lions have changed the world, helping to reverse an anticipated trend toward increasing blindness.

Despite this success, many around the world still suffer needlessly from blindness and low vision – and the problem threatens to get worse.

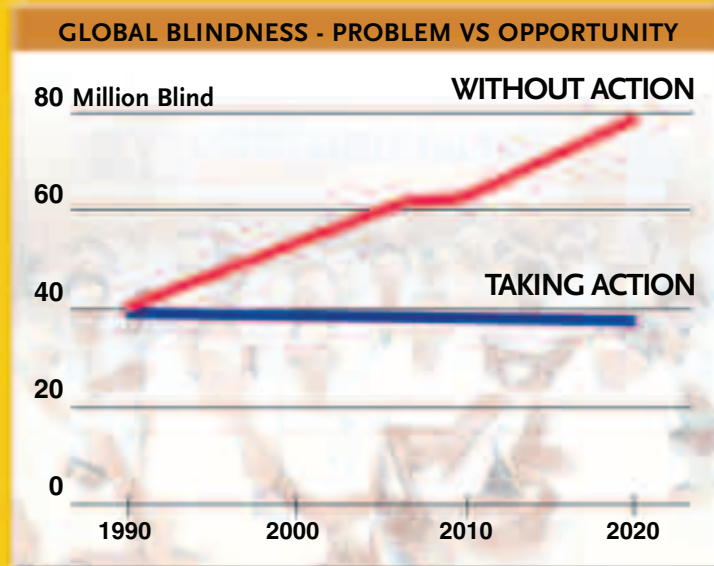
The world's rapidly growing and aging population and new patterns of eye disease have given rise to new threats to sight. The sheer number of people older than 45 – 2 billion by 2020 – will make cataract blindness more menacing than ever. Glaucoma and diabetic eye disease claim the sight of many more than could have been predicted in 1990.

If no new action is taken, experts predict that these factors could cause the world's blind population to double to 74 million and those with low vision to double to nearly 250 million by 2020.



A Vision for All

Lions' determination to eliminate preventable and treatable blindness remains steadfast. The crucial programs provided by SightFirst will control, and eliminate where possible, the major causes of preventable and curable blindness on a scale never matched, providing vision and hope to millions.



Our financial objectives are to:

Control and eliminate major causes of blindness –

- Develop comprehensive eye-care services
- Eliminate infectious eye diseases as a cause of blindness

Combat emerging threats to sight –

- Strengthen low-vision services
- Eliminate avoidable childhood blindness
- Develop sustainable approaches to refractive error in children
- Develop new capacities for controlling glaucoma and diabetic retinopathy

Total CSFII Minimum Goal: US\$150 million

If we can exceed our minimum goal, additional funds will be used to:

Provide "Vision for All" –

- Fund rehabilitation efforts and education for the already blind
- Invest in research initiatives at Lions Eye Research Institutes
- Expand and enhance Lions sight programs for high-risk population in developed countries

Total CSFII Challenge Goal: US\$200 million