

THE

# Lion

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## LIONS JOURNEY FOR SIGHT

A New  
International Program  
To Fight Blindness And Promote  
The Humanitarian Work  
Of Lions



# LIONS JOURNEY FOR SIGHT

Worldwide, Lions will take  
an exciting "journey" to raise funds  
for sight conservation  
on the weekend of  
April 9-10.

Someday soon, you may embark on one of the most important journeys of your life.

This journey will be marked by the contribution that you, as an individual, will be able to make towards our humanitarian sight-conservation efforts worldwide.

You will be one of hundreds of thousands of people who will participate

in a new international activity, our "Lions Journey for Sight," scheduled to be held the weekend of April 9-10, 1983. In future years, it will be sponsored on a similar weekend in April.

Lions Clubs throughout the world will sponsor "Journeys" in their communities. Participants can run, jog, walk or bike—all helping to earn money for sight-conservation projects. They will be



sponsored by well-wishers for a certain amount of money for each mile that they journey.

The recommended amount of miles is 12, or 20 kilometers. At the option of the participating club, funds raised would be dedicated to sight-related projects at the community, District, Multiple District and international levels.

There are many areas of need. A perfect example would be the Association's new program on diabetes, now the leading cause of new cases of blindness in the developed world and one of the leading causes everywhere. For ideas on what you could do locally, write to the International Activities and Program Development Division at International Headquarters and ask for the Diabetes Activity Guide (IAD-118).

On the international level, you could help to sponsor programs on the prevention and treatment of diabetic blindness by donating a portion of the funds raised — President Grindstaff is suggesting a minimum of 25-percent — to the Lions Clubs International Foundation (LCIF), designated for diabetes-related programs.

The term "journey" has been selected by our International Board of Directors to encompass all modes of travel. It is expected, though, that the walk-a-thon will be the most commonly chosen "journey," since this allows virtually every member of the community to participate, including the wheelchair-ridden and sight-handicapped.

Imagine the impact of Lions the world over, and their many supporters, all choosing one weekend to journey for sight. The journey logo will become familiar to millions of people as a symbol of Lions sight-related activities.

The challenge of Helen Keller in 1925 to become "Knights of the Blind" was a creed that all Lions would eventually come to embrace. Our humanitarian efforts cross continents, language barriers and cultural differences. We are known

**Across the earth, this program will symbolize the commitment of Lions to sight-related activities and demonstrate how our humanitarian efforts cross continents and language barriers.**

throughout the world as men who serve our neighbors, who promote good will and caring.

Since first challenged by Helen Keller to devote our efforts to sight conservation and helping the blind, we have provided eye examinations to millions of people; screened for sight-robbing diseases; provided large-print books to nourish the minds of visually-handicapped; paid for sight-restoring operations and purchased eyeglasses for needy persons.

We have been successful in our efforts to make life more comfortable for less fortunate persons. We owe a large amount of gratitude to the dedication of each individual Lion who has given his time to help others, and to our legion of supporters who include family and community members who believe in the importance of our humanitarian work.

It is these people who will make our newest international activity, the "Lions Journey for Sight" into another meaningful success. Walking alongside us, these are the people who will bring in those crucial dollars that we need to keep our efforts for sight-conservation at maximum strength.

Our Journey for Sight offers multiple benefits for all who participate. For Lions, Lionesses and Leos, it will offer an opportunity to take part in an important international activity...joining with their counterparts across the world in a journey of fellowship and humanitarian spirit.

The Journey will help foster a spirit of friendly competition among members of the same Club, between Clubs in the same District, and between Districts and Multiple Districts.

Your Lions Club can easily participate in the Lions Journey for Sight. Once you select a mode of travel, and most likely it will be a walk-a-thon, members of your Club, Lionesses, Leos and families and friends would solicit pledges from community members for a specified amount of money per mile or kilometer walked.

On the weekend of April 9-10 (or the nearest feasible date), every person who obtained a pledge would walk the prescribed course, covering any distance up to the maximum. Officials would certify the distance covered on a printed form, then the walkers would collect the amount of money pledged to them.

In everything we have undertaken together as Lions—from our Candy Days to glaucoma screenings—we have made an impact upon society. We are noticed as



**“...we will be promoting the health and physical fitness of every person who chooses to join our journey.”**

a group, identified by our Lions emblem and our motto, “We Serve.”

Our newest venture, “Lions Journey for Sight,” will create a monumental impact everywhere. Imagine the worthwhile publicity that will be generated in the hearts and minds of hundreds of thousands of people across the world as they see our Lions and supporters all making this journey together. With one purpose in mind, these people will be out together in force to generate funds for sight conservation. The potential for good is limitless.

Not only will we be publicizing who the Lions are and our involvement in sight conservation and research, we will be promoting the health and physical fitness of every person who chooses to join our journey.

While a walk-a-thon may be the simplest format to organize and carry out, your Lions Club may prefer to organize a jog-a-thon, bike-a-thon or even a competitive race. All of these formats are compatible with the Lions Journey for Sight.

Perhaps your Club has been sponsoring an established event that could come under the “Journey” banner. If so, simply change its name and benefit from the impact of thousands of Lions Clubs promoting the same concept at the same time.

Successful fund-raising events require detailed planning and hard work. Involve every member in this exciting prospect.

Planning your “Journey” has been made easier with assistance from International Headquarters. By writing to “Lions Journey for Sight,” Lions Clubs International, 300 22nd St., Oak Brook, Illinois 60570, you’ll receive an activity guide that will simplify your project and help insure its success.

This complete kit will include everything your Lions Club will need to know about organizing a successful event. The guide includes descriptions of various alternative formats, detailed instructions on organization, and how to obtain local co-sponsors to minimize your Club’s expenses and maximize funds available for sight-related projects.

Promotion for your “Journey” is vital if it is to make an impact on your community. The Public Relations Division at International Headquarters will send you ready-for-camera newspaper advertisements, suggested press releases, scripts for radio and television announcements, poster art, and sufficient “Lions Journey for Sight” logos for use on your signs and banners. In addition, colorful T-shirts,

pins and awards will be available through the Club Supplies Division.

Headquarters will even send you reproduction proofs of the sign-up and receipt forms needed to carry out a successful event.

The Lions Journey for Sight has been designed so that every Club in the Association can participate. For Clubs located in areas where fund-raising events are not acceptable, it is still possible to conduct a symbolic “journey” to educate the community about the club’s many activities.

The worldwide impact of our “Lions Journey for Sight” can be tremendous—with your involvement. This is a journey which every Lion should take. The path to reaching our goals of providing humanitarian service will be paved with the hopes and wishes of all those who depend upon us for assistance.

