

District 410D Southern Africa  
2010-2011

The Newsletter of  
District Governor

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## WORDS FROM OUR DG

In one of my favourite Peanuts comic strips, Lucy's feeling sorry for herself and she laments, "My life is a drag. I'm completely fed up. I've never felt so low in my life."

Her little brother Linus tries to console her and he says, "Lucy, when you're in a mood like this, you should try to think of things you have to be thankful for; in other words, count your blessings."

To that, Lucy says, "Ha! That's a good one! I could count my blessings on one finger! I've never had anything and I never will have anything. I don't get half the breaks that other people do. Nothing ever goes right for me! And you talk about counting blessings! You talk about being thankful! What do I have to be thankful for?"

Linus says, "Well, for one thing, you have a little brother who loves you."

With that, Lucy runs and hugs her little brother Linus as she cries tears of joy. **And while she's hugging him tightly, Linus says, "Every now and then, I say the right thing."**

Each one of us has much for which to be thankful. At the moment we are thankful that the recent District and Multiple District Conventions went off so well – thank you to those who attended; it was great to have you there. To those who were unable to be with us, we missed you and trust that all of the important information will be filtered down to you by the Zone and District Chairperson as soon as possible. We also congratulate those who received awards and those elected to our top positions.

**Most of all, we can each be thankful that we can be "little brothers and sisters" to others, sharing our love and caring for those in need. We need many more "little brothers and sisters" to enable more love to be shared** and more people served and I appeal to each of you, in the last few weeks of this Lionistic year, to search high and low for new members for your Clubs. Our District has arguably the greatest needs and yet the smallest workforce to meet those years. Keep serving with pride!

A blind person asked St. Anthony: "Can there be anything worse than losing eye sight?" He replied: "Yes, losing your vision!"



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KNYSNA

A few photos from our visits on Easter Sunday to dish out Easter Eggs and Bunnies to the Knysna Provincial Hospital, Ambulance, Police, and Fire Station.



What a surprise to find some of the Uniondale Lions on the beach in Sedgefield on Good Friday. As you will see we were able to share a glass of wine or two with Brian and Suzanne Zondag.



## Lion Marketing and Branding

In Africa and throughout the world most Lions are people for whom the satisfaction of helping others is reward enough. Public recognition matters little, if at all. This makes some Lions hesitant to publicize their achievements. It seems to them that service and self-promotion are incompatible.

But consider this: In Africa there are about 20,000 Lions spread across a continent that is home to 900 million people. That is about one Lion for every 45,000 inhabitants. If we are to increase our numbers and make Lions Clubs International an effective force for good all across Africa, positive marketing and branding will play an important role.

You can start with the basics. Do you wear your Lions pin every day? Is the Lion logo prominently displayed at all service projects and events and does it appear on all your printed items? Is your meeting place clearly marked and is it a distinctive, attractive place for conducting the business of community service? Does your club put notices and update on projects in the local paper?

Then take the next step and arrange a viewing of "[A Continent of Volunteers, A World of Service.](#)" in your community. Produced especially for Africa and available on DVD, the video is a nine-minute program that provides an overview of Lions activity across the continent. Your neighbors may be surprised at what they see and surely some will wish to join us in service! A Lion logo on a signpost at the entrance to towns and villages around the world shines like a beacon in the night for people in need and for those who wish to serve. It says that Lions are here and they are here to help. Let us make the Lions logo as recognizable in Africa as Sony, Microsoft, DSTV and, of course... your favorite football club!

The Africa web site is live and functioning. It includes information from the LCI site and some information that is unique to Africa. The web site can be accessed in both [English](#) and [French](#).



Whether you're looking for ways to raise funds for your Lions club or attract new members, you can connect with thousands of other Lions online! "Like" us on Facebook to:

- Let your Facebook friends know you're proud to be a Lion.
- Share your Lions club's information, ideas and photos.

Get the latest updates from Lions Clubs International.

Network with Lions and clubs around the world.

## SWELLENDAM LIONS BESOEK DIE HOSPI TAAL

Die Lions het op 27 April 2011 met 'n heerlike pot warm sop by die hospitaal opgedaag en in stede van die gebruiklike sappie is daar 'n koppie sop aan elke pasiënt uitgedeel. Dit was voorwaar 'n treffer op hierdie ysige aand.

Hannetjie Wait het die inisiatief geneem om die pot sop te maak en is daar ook aan die personeel en omstanders sop uitgedeel.

Daar is op die oomblik 'n piepklein babatjie in die kangeroekamer en dit het 'n mens maar net weereens laat besef dat die kleinste wesentjie ook 'n kans op oorlewing het. Die gebreide mussie kon skaars vashouplek aan die klein koppie gekry het van die andersins normaal geskape babatjie, net nog 'n wonderwerk van die Skepper.

Om gesond te wees, is 'n genadegawe en soveel meer rede om jou kragte in te span om tot diens van andere te wees.



## Don't change

*Sometimes you read something and it makes you stop and think...  
and then you want to share it with everyone you care about.  
Please read this and share it with the people you love....*

*There was a blind girl who hated herself just because she was blind. She hated everyone, except her loving boyfriend. He was always there for her. She said that if she could only see the world, she would marry her boyfriend.*

*One day, someone donated a pair of eyes to her and then she could see everything, including her boyfriend. Her boyfriend asked her, "now that you can see the world, will you marry me?" The girl was shocked when she saw that her boyfriend was blind too, and refused to marry him.*

*Her boyfriend walked away in tears, and later wrote a letter to her saying.  
"JUST TAKE CARE OF MY EYES PLEASE."*

*This is how humans change when their status changes. Only few remember what life was before, and who has always been there in the most painful situations.*



Prayer is not a "spare wheel" that you pull out when in trouble, but it is a "steering wheel" that directs the right path throughout.

WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO WISH IMMEDIATE PAST DISTRICT GOVERNOR JOGGIE A SPEEDY RECOVERY AND AS HE SAYS HE WILL BE FIRING ON ALL CYLINDERS SHORTLY

## KOUGA

Kouga Lions took the opportunity to Induct our newest member on Worldwide Induction Day 9th April 2011.



Lion President Fred van Deventer, DC Bokkie Oberholzer, Lion Celeste Strydom (new Lion), Lion Dot Cappaert (her sponsor).

Friendship is like a BOOK. It takes few seconds to burn, but it takes years to write.

## PORT REX HOSPICE HANDOVER



**FUNDS FOR CHARITY:** The Port Rex Lions handed over R10 000, raised from the Lions' art exhibition in October last year, to St Bernard's Hospice. "It's the 10th year that the Port Rex Lions have held the art exhibition and the funds have always gone to St Bernard's," said Lions spokesperson Marisa Volgenau. Pictured at the handover are (from left) Port Rex Lions chairman Chow Bissell, St Bernard's Hospice event fundraiser Leigh Burse and Lions secretary Shireen Piater. The Port Rex Lions Club would also like to appeal to the East London public to donate all their old toys to the club for distribution to hospitals. The Lions club visits the children's ward at the Frere Hospital every few months, giving toys and toiletries to underprivileged children. "We get the toiletries from donations or we buy them from our charity funds. It's amazing how excited the children become over simple things like having their own toothbrush. For the toys we rely on the public's contributions and appeal again to them to give to this worthy cause," said Marisa.

## Lions Clubs International Foundation



Providing youth with a bright, healthy future is a priority of Lions and our Foundation. We place great emphasis on building strong, successful partnerships for all of our programs. But we recognize we can't do it alone. Working with select partners that share our ideals we can improve lives and give hope for a brighter future to even more people around the world.

## PORT REX PUSH A FRIEND DAY



**UN DAY OUT:** The Lions Clubs of East London held their annual Push-A-Friend event at Hemingways Mall last Saturday (April 2). The Lions members took elderly and disabled people from disadvantaged homes around the city – including McClelland Adult Centre for the Intellectually Impaired and DJ Sobey and Silver Crown old age homes – for an outing to the mall for the second year running. The wheelchairs were pushed by Lions members assisted by friends and staff from the homes. The mostly wheelchair-bound people were shown around the mall before ending the morning off with a muffin and coffee. The Lions thanked the mall management for their help with the event. Pictured is Lions member Marisa Volgenau helping DJ Sobey resident Renee Martin to try on some earrings at a jewellery shop at the mall.

Eberhard J. Wirfs Chairperson, Lions Clubs International Foundation

This year I've had the great opportunity to witness many of our successful partnerships in action. During my visit to New Zealand following the devastating earthquake, I saw how Lions quickly joined with others to implement a plan for relief. And when I visited Ethiopia and Madagascar I witnessed how we are working with the Gates Foundation and other Measles Initiative partners to provide needed vaccinations to 41 million children. The moment when a mother said to me, "Thank you for saving my child," was one of those touching moments in life. It is when you say to yourself, "This is why I am a Lion."

## FORT BEAUFORT

Did you know that although the town of Fort Beaufort was established in 1837, and became a Municipality in 1883, it actually started out as a Mission Station that the Reverend Joseph Williams of the London Missionary Society established in 1816.

Because Lions International believe in serving their local communities, on Saturday 12 March, five strong Lions, namely Kevin, Euan, Dudley, Gert and Deon, decided to clean up the area around the Reverend's grave, which is well sign posted on the road to Baddafords from Fort Beaufort. The road from the turn-off to the grave site is about 1km, but was very overgrown with Thorn trees and long grass. This has now been cleared and the area around the site has also been cleared. Even the grave stone needed re-plastering in places, thank you Kevin. Thank you Lions.

[Extract and pictures from an article in the Fort Beaufort Advocate, with acknowledgement to Jan Hopkins]



From left:

Council Chairperson Rashmi

DG Wolsley 410A

DG Nick 410B

DG Debbie 410C

DG Brian 410D



## EDEN LIONS ALERT

The objective of the Lions ALERT Program is to develop a plan of action in case of a Level One (affecting a few people), Level Two (affecting a community) or Level Three emergency (affecting hundreds or thousands of people in a region).

The emergency may be a natural disaster, a man-made disaster or a public healthcare crisis such as a large-scale (pandemic) influenza (flu) outbreak.

The Eden Lions club embarked on the establishment of an ALERT program in 2010 and have now been recognised by the local Eden authorities as an active emergency response unit. A recent callout to a drowning in the George Dam allowed ALERT team members to exercise their effectiveness in supporting the rescue teams in providing relief aid, trauma counselling and some hot coffee!

The Lions Alert Program is not intended to replace the work of larger national and international relief organizations, but rather to supplement their efforts. The program will provide Lions with a standardized structure and network to deliver needed services to people in emergency situations.



## George 200 Float: Eden Lions

The city of George is celebrating it's 200 year birthday this year and the Eden Lions are not being left out! With festivities ranging from music concerts, sports events and even a street parade, you will find our Lions are not far away!

The recently held Street parade, consisting of a kilometre long stretch of floats made from all variety of materials and shapes and sizes was an event not to be missed. The Eden Lions were also there, together with members from the Glenwood House LEO Club, in an attempt to raise an awareness for the need for more incubators for the George Hospital.



## GOLDRUSH MD 410 CONVENTION



PDG Lillian  
opening  
410D conven-  
tion



Council  
Chairperson  
Rushmi after  
presenting  
District  
Governor  
Elect Francis  
with his  
Green Jacket

# GOLDRUSH MD 410 CONVENTION



LION CHARLIE



GONUBIE AND EDEN LIONS



DG BRIAN HANDING OVER CHAIN OF OFFICE



Lion President Zama and 2nd Vice DG Elect Herman



# ALL THAT GLITTERS



LION PRE-  
SIDING  
OFFICER

# GOLDRUSH MD 410 CONVENTION



Lion President Carl being presented with the International Presidents Letter of Commendation

1st Vice District Governor Elect Russell being presented with the International Presidents Distinguished Leadership Medal



Past District Governor Mike being presented with the International Presidents Distinguished Leadership Medal



LIONS CLUBS  
INTERNATIONAL  
DISTRICT 410D

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Brian von der Decken

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Viv Von Abo

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Lord make me instrumental of thy peace;  
Where there is hatred,  
let me sow love;  
Where there is despair, hope;  
Where there is darkness, light;  
And where there is sadness, joy.

O divine Master, grant  
that I may not so  
much seek to be consoled,  
as to console,  
to  
be understood, as to  
understand;  
To be loved, as to  
love;



**We Serve**



## “Protecting Our Environment” Global Service Action Campaign

The environment is a major concern for communities and people around the world:

- According to the United Nations Environment Programme, only about 20 percent of the world’s population has access to clean water.
- More people die from unsafe water than from all forms of violence, including war.
- During the last century alone, the world lost more than 80 percent of its original forests, which provide a source of livelihood, protection from natural disasters and absorb carbon dioxide emissions that lead to global warming.

Lions have an opportunity to shine a light on the environment and show the strength of our worldwide network during a special service action campaign, “Protecting our Environment.”

PLEASE SEND ME ANYTHING YOUR CLUB HAS DONE, NO MATTER HOW INSIGNIFICANT YOU MAY THINK.

LETS USE THIS MAGAZINE AS A MARKETING TOOL .  
WITHOUT YOUR INPUT , AN INFORMATIVE NEWS LETTER  
WOULD NOT BE ABLE TO BE PRODUCED

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