

**District 410D Southern Africa  
2010-2011**

The Newsletter of  
District Governor

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## WORDS FROM OUR DG

At the recent meeting of the Council of Governors in Cape Town I was honoured to receive, on behalf of each one of you in our District, a Beacon of Hope Bright Start First Light Award for membership growth during the first quarter of this year. Sadly, however, our growth has not continued since then and we are still facing a challenge of keeping our members. If a Lion has lost interest and is adamant to leave our Organisation, obviously forgetting what brought him or her into Lionism in the first place, we have to let that person go, but there are cases when the cause of a Lion wishing to leave is something that can be resolved and the loss of valuable human resources prevented and we need to give serious attention to our retention.

I encourage all of our Clubs to participate in the High 5 Day on Saturday 5<sup>th</sup> March 2011. Primarily an awareness exercise, it can be coupled with many and varied service activities and can lead to clubs gaining new hands that are so greatly needed for the valuable work that we do.

The Lions International Peace Poster Contest and the Leos Project are another two great awareness areas and I trust that all Clubs – I am sure that each one has a school that can be sponsored to enter the Peace Poster Contest – will participate this year and that efforts will be increased towards forming Leo Clubs in schools and the community.

**Please do not forget to hold a project in support of our International President's Environment theme** – a beach or river cleanup or a tree planting can be undertaken by the youth and also be great public relations for us. At the Council Meeting the entries for the Environmental Photo Competition were judged and it was sad that there were none from our District – perhaps next year?

This year of Lionism may be quickly drawing to a close but service does not stop and Lions do not have holidays. I wish you all an enjoyable four months of service before we start again.



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## SWELLENDAM LIONS VERRAS DRIE SKOLE

Dit het onder die Lions se aandag gekom dat daar by verskeie skole in ons omgewing 'n groot tekort aan skryfbehoeftes is. Ons het dit veral tydens die Peace Posterprojek agtergekom. Verskeie skole het nie papier of inkleurkryte gehad om deel te neem aan hierdie projek nie en het ons toe reeds aan die behoefteige skole die nodige voorraad voorsien sodat dit vir alle skole moontlik was om aan die kompetisie deel te neem.

Vrydag 22 Januarie is daar besoek afgelê by drie plaasskooltjies naamlik Uitvlug, Kluitjieskraal en Kleinfontein. Altesaam 120 potloodsakkies, volledig toegerus met 24 inkleurkryte, 'n potlood, uitveër, skerpmaker, skêr en liniaal is aan elke leerder oorhandig en aan die Graad 1's is daar ook 'n pak vetkryte gegee. Dit was 'n vreugde en voorreg om die opgewonde, dankbare gesiggies te aanskou toe hulle hulle sakkies oopgemaak het. Die stokkielekker daarin het die meeste byval gevind!

By die een skool was daar vir die hele klas 'n houer met ongeveer 20 potloodkryte wat maar tussen die leerders moes roteer sodat elkeen 'n inkleurbeurt kon kry.

Ons het vertrek met 'n leeuheart wat warm geklop het omdat ons geweet het dat ons ons leuse hier kon gestand doen – ONS HET GEDIEN!



## SWELLENDAM GEE MATRASSE VIR KINDERHUIS

Wat 'n wonderlike geleentheid is dit om namens die gemeenskap nuwe matrasse to kon aflewer by die Herberg Kinderhuis. Dit is vir ons as Lionsklub van Swellendam werklik fantasies om te kan beleef hoe die gemeenskap ons ondersteun om fondse in te samel vir so 'n wonderlike projek.

Na 'n geselsie met Petro van die Kinderhuis in Desember verlede jaar het dit duidelik geblyk dat daar 'n behoefte is aan 100 nuwe matrasse vir die kinderkhuis. Ons wou graag kwaliteit matrasse aankoop wat langer sou hou en op die manier tot voordeel van heelwat kinders kon wees in die toekoms. Met die wonderlike samewerking van die gemeenskap van Swellendam en die wynkelders van Robertson, Ashton en Bonnievale was dit ons voorreg om op 21 Februarie 50 splinternuwe 200mm dik matrasse af te lewer. Ons wil die gemeenskap bedank vir die manier wat hulle hul harte oopmaak het om ons as Lions van Swellendam met die projek te ondersteun.

Ons kort egter nog 50 matrasse om ons doelwit te bereik en indien daar iemand is wat nog kans sien om ons in die verband te help, sal dit hoog op prys gestel word.

Miriam Basson

Lions Media



## PANNEKOEK- EN ROOIWY-NAAND

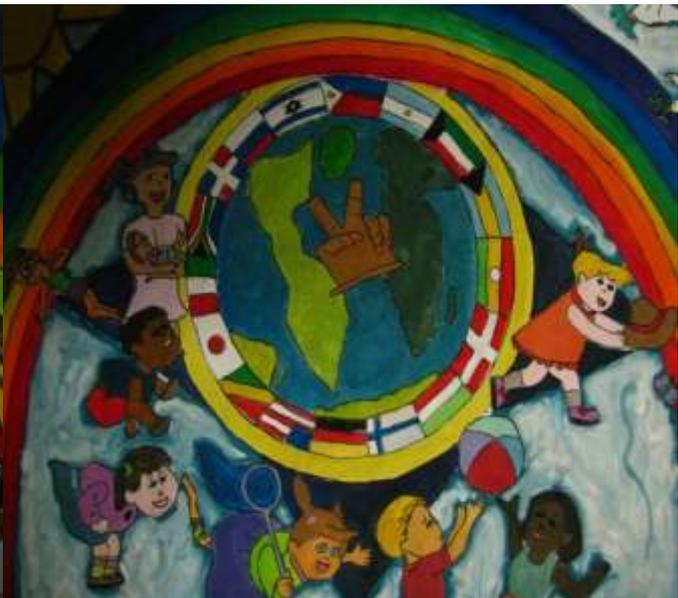
Teen die einde van die afgelope winter het die klubs van Riversdal en Swellendam saamgespan en besoek gaan aflê by Huis Wallace Anderson op Riversdal. Wat aanvanklik nie 'n goeie idee was om hierdie twee goed, die rooiwyn en pannekoeke, te kombineer nie, het geblyk 'n reuse sukses te wees. Hier is die manne van Riversdal agter die stofies aan die gang met die pannekoeke. Daar was heerlike vulses, sout en soet, en meer as genoeg rooiwyn. Dit het die aand soos 'n groot familiesaamtrek gevoel en gaan daar in die toekoms beslis weer so saamgespan en saamgekuier word.

## SWELLENDAM PEACE POSTERPROJEK

Van die wonderlike inskrywings wat ontvang is. Die een met die leeu en die lam het menige harte gesteel en die kinders is vasberade om meer as hulle bes met die volgende Peace Posterprojek te gee!!



Herman Smit hou 'n wakende oog terwyld die inskrywings beoordeel word.



## MEMBERSHIP

If your Lions Club is healthy, vigorous and has many members, you may think that it does not need a strong, sustained membership development program. It does!

There is a natural attrition in all Lions Clubs. Members leave their clubs for a variety of reasons including relocation, retirement, age and death. Without a dedicated, ongoing effort to bring in quality new members and continually engage existing ones, even the strongest Lions Club can wither.

Of course, the best way to keep current Lions engaged is through meaningful, effective service projects. To stay relevant, service projects should be continually evaluated and adjusted. Using the online [Service Activity Report](#) will help the international headquarters staff develop tools to help your club maintain and improve service projects.

The membership team at international headquarters has developed a wide variety of materials and resources to help your club do what it must to remain a vital force for good in your community. You can find them [here](#) at the Lions Clubs International web site.

While recruitment and retention are vital for every club, history shows that it is easier for a district to achieve net member growth by chartering new clubs than by incremental increases in existing clubs. This is especially true here in Africa where Lions Clubs are spread so thin across the continent. There are many places, from the Mediterranean to the Cape that need and deserve the effective volunteer service that a Lions Club can provide. These may be traditional Lions Clubs, club branches, Campus Lions Clubs and Leo Lions Clubs.

For resources to help your district establish new clubs see the Lions Clubs International web site at [Start a New Club](#).

**induction of three new members in PA**



Back: Lloyd Stephenson ( Sponsor)  
 Front: Me - did induction, Jimmy Williams (New Lions), Glenda Hicks (Partner of New Lion), Ray Hicks (New Lion), Lion President Rick Loveland, Club Branch President Rob Burnette, Estelle Claasens ( Partner of New Lion), Hansie Claasens



Back. Lions John Dell, Rob Burnette, Tessa Burger, Ray Hicks, Hansie Claasens and Rick Loveland.

Front Miss PA. Joani de Coning receives a cake when she visited a sales point outside the Rosehill Super Spar.

## Miss Port Alfred

The Sunshine Coast Lions Club ( Port Alfred Branch) were approached to take over the organizing of the annual Miss Port Alfred Contest from Rotoract who had decided that they were not longer wished to be involved.

Due to the short notice, ( 2 months) an urgent meeting was called to discuss the feasibility. It was agreed that this would be an excellent way to establish the Club in the community. The possible publicity could not be ignored. It was agreed to accept the challenge.

The local newspaper, The Talk of the Town (ToT) were keen to remain the media sponsor giving credibility to the idea of exposing the Club to the public. They also brought much needed experience.

A sub committee was formed immediately and within two weeks a meeting of the full membership was convened. Tasks were accepted by various members and it was agreed that the full club would meet every Monday until the contest ( 7 consecutive weeks). This proved very positive in more ways that one. Not only was everyone on board the project, but the fellowship allowed all to get to know one another in the new Club Branch.

Sponsors were singled up, the venue reserved, assistance with the choreography obtained, décor sourced, tickets printed etc. This proved to be a mammoth task but the Lions were always up to the task!

The fact that the ToT were joint sponsors proved to be a winner far beyond any expectations. There were substantial articles and pictures in 11 consecutive weekly editions. This really put the Lions Club firmly on the local map. Over and above all the articles, a photograph of every sponsor appeared in the newspaper.

We were very fortunate the ToT are part of AVUSA and as such we were able to obtain the services of Miss Port Elizabeth as a Celebrity Judge. Other Judges were drawn from local celebrities.

Entries were slow at first but as the big day drew nearer all fears were annulled. Some 19 entries were received with the final 12 being selected at the local Mall Spring Day. A huge crowd witnessed the judging followed by a fashion show. Once again great PR.

The contest itself was a huge success with general acclaim that this was the best Miss Port Alfred Contest ever.

The club raised R27000, 00. One anonymous sponsor donated R 18000, 00 on condition that the money was used on sight related projects.

Certainly a great project to get the ball rolling in Port Alfred.

Miss Port Alfred CONTINUED



**Miss PA  
Joani de  
Coning,**

**1<sup>st</sup> Prin-  
cess  
Carla  
Gailey,**

**2<sup>nd</sup> Prin-  
cess  
Nwabisa  
Diam-  
bulo.**

PA Club  
Branch  
members  
serving at  
the Miss PA  
Contest



## Lions Worldwide Induction Day

The 13th annual Lions Worldwide Induction Day on April 9, 2011 will be an ideal opportunity to raise community awareness about Lions and to invite quality new members to join Lions Clubs.

Clubs and districts can use the event to:

Celebrate new members and recognize their commitment with a special commemorative certificate signed by the international president;

Join Lions worldwide, and together induct thousands of new members;

Demonstrate the importance Lions clubs have in helping and serving the less fortunate;

Launch a [membership campaign](#) and reward membership recruitment;

Strengthen [member retention](#), or

Initiate a [public relations campaign](#) to raise awareness for your club.

For help planning and publicizing a Worldwide Induction Day event or to order commemorative certificates visit the [Lions Worldwide Induction Day web page](#).

### [Peace Poster Contest](#)

Sponsor a 2011-2012 Peace Poster Contest in your city or town

## Chartering New Lions Clubs

Before submitting paperwork to charter a new Lions club, it's important to use the most up-to-date [forms](#) - and properly complete all paperwork. To help you do this, we've created a [Charter Application Checklist](#) you can use before mailing paperwork to ensure timely processing. For more information, please [contact the Membership Programs and New Clubs Marketing Department](#)

## *COMBINED ZONE 3 & 4 DAY*

On Sunday 13th February Kouga Lions Club hosted a Zone 4 meeting and social at their Clubhouse on the beach in Aston Bay inviting Zone 3 clubs to join in.

A sand building competition was held and the attached photos show the Lions and families admiring the handiwork.

The Lions from the following Clubs attended Uitenhage, Sunshine Coast, Port Alfred Branch, Elizabeth, PE Host, Cape Recife and Kouga and it is hoped to make this an annual event. It was a perfect "Beach Day" and the fellowship was great.

The winners Samantha (left) and Daniel Jones (right) with Lion President Fred van Deventer from Kouga presenting the

"Floating Sand Castle Trophy".



## KNYSA / PLET BRANCH CLUB INDUCTION

Please find attached a few photos of the Plett Lions Branch Club Induction. Bob inducted 3 members for Plett and 1 for Knysna. Knysna Lions wish all the new members a very happy and fulfilling time.



## THOUGHT FOR THE DAY

The Eden Lions Club of George is proud to announce a fundraising event with renowned South African actor Eric Nobbs at the George Arts Theatre on 31 March and 01 April 2011.

Nobbs who lives in George and has 32-years of stage and character acting will delight audiences with his one-man rendition of stories from Leopards, Love Potions and other Marico Tales by the legendary South African short-story writer Herman Charles Bosman.

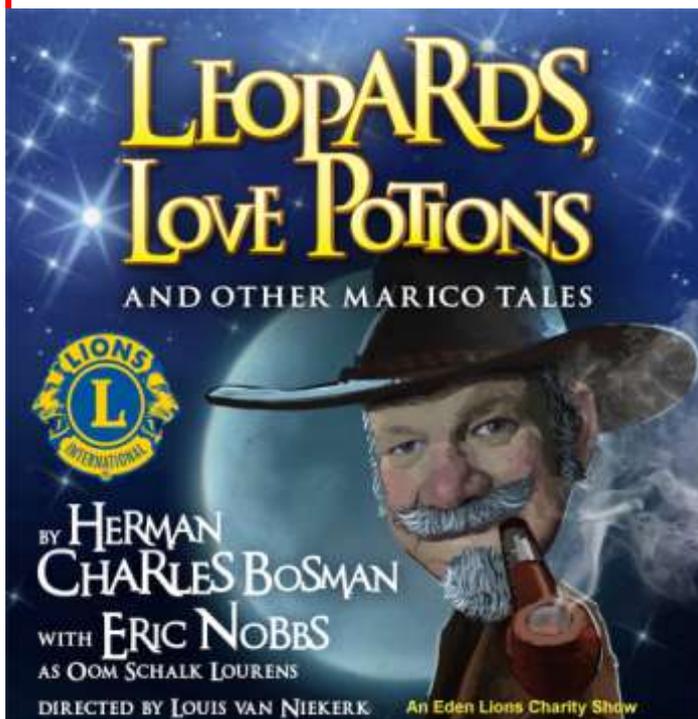
There was no better fibber or teller of tall stories than Oom Schalk Lourens as written by Bosman, with the possible exception of Ou Stoffel Gieljam, created by C.J. Langenhoven in Doppers and Filistyne.

Bosman was a prolific writer, which saw him writing in his school magazine, as well as writing amusing short stories for the Sunday Times at the age of 16.

Come and see Nobbs in action as he takes up the mantle of the late, great Patrick Mynhardt, as Oom Schalk Lourens to present these wonderful humorous and touching stories from the Groot Marico, to a new generation of theatre loves.

The 70-minute programme will feature **The Withaak's Shade, The Gramophone, The Love Potion and Starlight on the Veld.**

Be sure to book your seats from Charlene – 084 3144 323 or Beatrice – 084 583 2460 at R80 per ticket; **the secrets and often scandalous lives of Bosman's characters will unfold and keep you rooted to your seats.**



Happiness keeps You  
Sweet ,  
Trials keep You Strong,  
Sorrows keep You Hu-  
man,  
Failures keeps You Hum-  
ble,  
Success keeps You Glow-  
ing,  
But Only  
God keeps You Going

## Global Leadership Team / Global Membership Team

The great success that the Global Membership Team has achieved in membership worldwide has provided a model for enhancing an equally critical function of our association -- leadership development. Solid leaders who provide vision, guidance and motivation will be needed in coming years to sustain membership growth and assure that Lions Clubs International continues to fulfill its mission of providing quality, relevant service to communities around the world.

A new Global Leadership Team has been established to identify and cultivate effective Lion leaders through new and existing training and leadership development programs. With similar structures and methods of operation the GMT and GLT will work as a mutually supportive team designed to more closely integrate the association's membership and leadership development functions. As of July 1, 2011 the GMT and GLT will replace the MERL program.

In January, a group of 57 experienced and knowledgeable Lions gathered at international headquarters for a three-day GLT orientation. This group, appointed by Lions Clubs International executive officers, has already begun its task of developing the next generation of Lion leaders.



**DON'T FORGET THE HIGH 5 DAY ON THE  
5TH MARCH**

**EVEN IF YOU DON'T GO BIG HAVE SOME KIND  
OF PROJECT ON THAT DAY**

## RETENTION AND FELLOWSHIP

As mentioned in the previous newsletter, fellowship is one of the main vehicles **which is used in trying to curb losses. According to the Reader's Digest, this term** relates to, amongst others, participation, sharing and companionship.

In practice fellowship refers to those actions aimed at bonding members as a team and should result in fostering co-operation, giving direction and in bridging human diversity within Clubs. Subsequently it should enhance our chances of retaining members. Fellowship initiatives should therefore preferably be purpose driven: be it **to promote a "we" feeling, effective teamwork, full participation in club activities** and/or good attendance at meetings

In the previous newsletter these attributes within clubs characterised by sound fellowship practices were highlighted. How does your club measure up to them?

I presume (actually hope) that by now you would like to know which fellowship initiatives have proved to be successful in retaining members. To tell you the truth so **would I. So why don't we do the following:**

Forward your success stories to me before the end of March. I will then consolidate the inputs and include it in the next news letter. In this way the whole District can benefit.

Groetnis till next month

Joggie

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Lord make me instrumental of thy peace;  
Where there is hatred,  
let me sow love;  
Where there is dis-  
pair, hope;  
Where there is dark-  
ness, light;  
And where there is  
sadness, joy.

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



**We Serve**



## BEACON OF HOPE HIGHLIGHTS

The year's final Global Service Action Campaign, Protecting our Environment, not only gives clubs and districts the opportunity to demonstrate Lions commitment to a healthy planet, but will help districts to qualify for the newly-created Light Keeper Awards. Districts in which 50 percent of clubs participate in two of four Global Service Action Campaigns will receive the Silver Level: Harbor Light Master Award. Districts that achieve the requirements for the Harbor Light Master Award and also exceed membership growth of two percent or more from July 1 through April 30 will receive the Gold Level: Harbor Light Master Award.

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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