

District 410D Southern Africa
2010-2011

The Newsletter of
District Governor

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WORDS FROM OUR DG

Outside a small town in New Mexico is a sign that reads as follows:

"Welcome to Portales, New Mexico, home of 12,493 friendly folks and 8 or 10 grouches."

Isn't that the way it is everywhere? There are always a few negative folks around to tell you that Murphy's laws will ruin everything. Take a Lions Club, for example. Someone, possibly a new member, suggests a project, full of enthusiasm, keen to get involved in something that will enable him or her to serve, and a grouch in the club says, "No, we tried that before and it didn't work." **Exit new Lion.**

I like the story about the little boy who was trying to raise some money by collecting old bottles, going door-to-door in his neighbourhood. When he came to the home of a woman who was the "town grouch," the little boy asked, "Do you have any coke bottles?" "No," she replied with a scowl.

Then he said, "Do you have any old whiskey bottles?" "Young man," the woman replied, "Do I look like the type of person who would have old whiskey bottles?"

The little boy studied her for a moment and then asked, "Well, do you have any old vinegar bottles?"

Isn't it tragic that some people go through life so negative and sour and bitter? And if you don't watch out, they will infect you with their thinking.

If you joined Lions for the right reasons, you will be able – yes, often with difficulty – to overcome the negativity that you may encounter and continue to be a caring and sharing Lion regardless of the comments and feelings of others in the club, but it does make for more pleasant serving if everyone maintains a positive and cheerful attitude.



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DG Visits
St Croix



PORT REX HELPING OUT

GOODWILL GIFTS: The Port Rex Lions Club put smiles on the faces of both children and the elderly when they handed out gifts at the children's ward at an East London hospital and at the Manor House old age home before Christmas last year. "We decided to give gifts to the participants of our monthly bingo at Manor House and they really appreciated it. Then, on December 7, we visited the ward for terminally ill children and gave toiletries and toys to 80 children. We (Port Rex Lions) would like to thank the public for their response to donate and the gifts they sponsored after our appeal published in the GO! on November 18," said Lions spokesperson Marisa Volgenau. Pictured here are members of the Port Rex Lions with the bingo participants at Manor House.

Picture: Supplied



NEW BILLBOARD FOR AFRICA

LCI has recently launched a new "billboard" style advertising campaign which, with a few tweaks to suit local conditions, will probably be used throughout Africa.

The same themes will be available soon in French and likely be followed in Arabic.

If you or your Lions have any catchy phrases like the "A Continent of Volunteers. A World of Service" that might reflect the essence of what we as Lions do then please let me know and maybe they will be able to be incorporated by the PRO department in the planned updates that will follow.



**A Continent of Volunteers.
A World of Service.**

www.lionsclubs.org



LIONS Tip-A-Ton Project tips the scales!

While many people around the country prepared themselves for a Christmas marked by the traditional Christmas feast and exchanging of gifts, the Eden Lions Club decided to demonstrate the true spirit of Christmas by giving of their time to collect much-needed food for the many underprivileged people of George. Over a period of four days, Eden Lions volunteers manned trolleys at the Pick n Pay in Knysna Road, asking shoppers for contributions of non-perishable food items. The Eden Lions approached Child Welfare to assist with the packaging and distribution of the food to needy families and organizations in the Eden district.

This is the second year that the Club has undertaken to do a food collection during December and this year the project was also supported by the Knysna and Noll (Oudtshoorn) Lions Clubs and formed part of a Zone Tip-A-Ton Project.

In its first year, the Eden Lions collected 7 tons of food, which was well above the target they had set. This year, due to the disastrous drought being experienced in Beaufort West, the collection was expanded to include water. The target aimed for was 10 tons of food and water.

As always, the people of George and surrounds opened their hearts and their wallets to share the Christmas spirit with people for whom Christmas would usually be a sad and hungry time of the year.

The following Lions Clubs responded generously to the plea by the Eden Lions to assist in the collection of water for Beaufort West: Lions District Office (R25 000), Knysna Lions (R5 000), Eden Lions (R4 000), Swellendam Lions (R2 000), Noll Lions (R660).

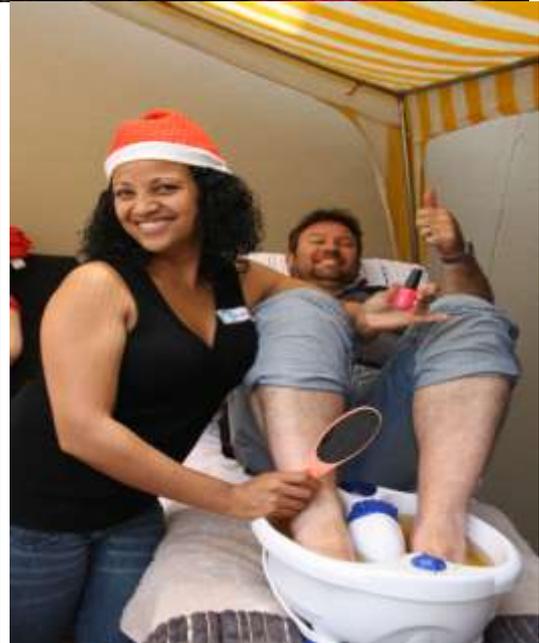
In total, a phenomenal thirty tons of food and water have been collected during the Tip a Ton collection. This has far surpassed any expectations and proves once again that people really do care!

The Eden Lions Club would like to thank each and every business and individual who played a part in the awesome success of the 2010 Tip a Ton project.

EDEN TIP A TON PROJECT

Two businesses were also keen to get on board with this year's Tip a Ton. The Bush Lapa at Herolds Bay were an official collection point for food and cash donations during their Music Festival. With the support of Johan Gericke and KD Fourie, concert-goers were encouraged to dig deep into their wallets and, as a result, thousands of rands are still coming in from the nightly concerts.

Junior Lion Jolene and Jayne assisted with the collection of funds.



Pure Beauty Salon in Cathedral Street set a true example of how businesses can show their support of volunteer organizations, by setting aside an entire day for the benefit of the Eden Lions Tip a Ton project. Queues of women (and men) lined up with bags of groceries to the value of R80, which was the 'payment' for a pedicure or massage. The ladies (and, yes, also the men) of the Eden Lions embraced the spirit of the day by arriving with bags of groceries to get their toenails painted in all colours of the rainbow.

TIP A TON CONTINUED

Locals and visitors alike responded generously to the plea for non-perishable items of food, which were distributed amongst needy families and organizations in the Eden district.

3. Lion Cathy and Mikayla watching over the trolleys at the collection point.



The Tip-A-Ton Truck, kindly sponsored by Tippeton Trucks, is the official symbol for the Tip-A-Ton of Food Project.



There have many recipients of the food that was collected by the Lions and distributed through Child Welfare. More than 20 crèches, benefiting over 1000 children received food from the project in January 2011



RETENTION

Lions throughout the world made commitments to serve the less fortunate people and those in need the day they were inducted. By so doing they were and are presumed to be motivated and dedicated members

The challenge for not only leaders in our organisation but for every Lion is to ensure that the motivation to serve is fully utilized. This means recognizing the things that different people NEED to feel motivated and then creating motivation stimulators and eliminating motivation obstacles that impact on these needs. This actually boils down to servicing members

which was elaborated on in the November edition of the DG's Newsletter.

Various motivation stimulators with the highest success rate have already been identified by Clubs and made known to you. They were classified under the following headings: fellowship; involvement in Club activities; meaningful participation in Club projects; involvement of spouses/partners; and recognition. This classification was done mainly for purpose of discussion. In practice they are interlinked in that they form a whole

To fully appreciate their importance, these stimulators need to be linked to human needs. The best way is probably to utilize

Maslow's hierarchie of human needs which, although postulated more than 60 years ago, rightfully remains the cornerstone

on which many behavioural theories are based. It also provides a framework to explain the strength of needs. Let us not forget

that the stronger the needs and the stronger the expectancies of success in at least partially satisfying these needs in given circumstances, actually determines a persons level of motivation

Maslow's framework makes provision for 5 levels of needs. Level 1 entails the most basic and strongest needs whilst level 5 represents the highest yet least fully attainable needs. It is important to bear in mind that higher level needs only come into play once the preceding lower need is sufficiently satisfied. The following diagram will help to explain:

RETENTION CONTINUED

MASLOW's HIERARGIE OF HUMAN NEEDS	SUCCESSFUL MOTIVATION STIMULATORS AS IDENTIFIED BY CLUBS
LEVEL 5 : SELF ACTUALISATION NEEDS These needs boil down to optimizing personal potential	Corresponding stimulators were not identified. Opportunities to demonstrate creativity and responsibilities could contribute to partially satisfy these needs
LEVEL 4 : EGO ENHANCEMENT NEEDS These needs relate to personal accomplishments and recognition	Corresponding stimulators are recognition, meaningful involvement in Club activities and projects, responsibilities. Leadership roles are also important.
LEVEL 3 : SOCIAL NEEDS These needs include belonging to a group, Having meaningful human relations, friendships and being fairly treated	Corresponding stimulators are fellowship, involvement of spouses and partners, recognition as individual and equal treatment as member
LEVEL 2 : SECURITY NEEDS These needs relate to safety from harm, ie shelter and protection	These needs actually don't feature amongst Club members as they are deemed to be basically satisfied. Interesting though is that most services rendered by Clubs are directed at people/communities who encounter these needs.
LEVEL 1 : PHYSIOLOGICAL NEEDS These needs relate to physical survival, ie food and water.	Same comments as directly above.

To summarise: If situations are created in which Lions feel their needs are addressed, you will most probably enhance their motivational level and thus giving them every reason to stay committed members

The next couple of contributions will be devoted to explaining the motivation stimulators in greater detail, starting with fellowship. Just to activate your appetite, how do you rate the following attributes (not an all inclusive list) of a Club with sound fellowship:

A strong "we" feeling (team spirit)

- Motivated members who enjoy being involved
- Effective teamwork
- Good attendance at meetings
- Full participation with projects and other club activities
- Diversity is embraced and utilized, etc

Environment Global Service Action Campaign

I hope I can count on you to make the fourth and final Global Service Action Campaign -- Protecting our Environment -- a success. This last campaign may be the most important because it affects all of us no matter where we live.

Lions know that we cannot fulfill the bumper-sticker mandate to "Save the Planet," but we can do what Lions always do: make a difference. We can shine a light on the environmental challenges we see. We can educate others on solutions, and serve as an example for others to follow in solving these challenges related to our environment. If we are to ensure that our children and grandchildren inherit a healthy, sustainable environment, we must raise awareness and demonstrate on a local scale what must be done on a global scale.

Lions Protecting our Environment Global Service Action Campaign is scheduled for April 2011 in conjunction with the international observance of Earth Day. I urge all Lions clubs to plan an event and take part in this global effort. Be sure to record your efforts on the Service Activity Report.

Lions Clubs International adopted environmental protection as an official policy in 1972 and as an Adopted Service Program in 2003. Today, the need for a global response to the environmental issues of our planet is greater than ever. We live in a world in which the forests that renew its air and the water that brings life to all things are in danger.

These are not dire predictions of the future. They are happening today. According to the United Nations Environment Programme, only about 20 percent of the world's population has reliable access to clean drinking water. More people die each year from unsafe water than from all forms of violence, including war. The UNEP also estimates that the world has lost more than 80 percent of its forests in the last century alone.

In April, Lions Clubs International will shine a light on the environment. All Lions clubs around the world are invited to participate in this global effort by planning events and activities such as:

- organizing a community clean-up project;
- working with a local forestry department to plant trees in your community;
- educating your community about easy eco-friendly practices to adopt in daily life, and
- organizing a recycling project to collect old eyeglasses, batteries and small electronics.

There are many more project ideas available, along with a planning guide and other information at ["Protecting Our Environment" Global Service Action Campaign](#).



3RD Cabinet Meeting held in Uitenhage

Uitenhage Lions Braaing at the Cabinet meeting

ZC Carl Receiving Club Excellence award and Club Presidents Excellence Pin from IPDG Joggie

ZC Greg Receiving Club Excellence award and Club Presidents Excellence Pin from IPDG Joggie



DG Brian and Lions Lady Janet with their gifts

Disaster Relief Made Possible by Lions

LCIF

When disasters strike, Lions are often first on the scene to provide immediate relief and the last to leave. Each year, LCIF awards nearly US\$2 million in funds to support both immediate and long-term relief. These humanitarian efforts are a direct result of Lions generous support from around the world. Because of Lions like you, victims received food following flooding in Pakistan, shelter after an earthquake in China and medical care following [disaster in Haiti](#). View recently awarded disaster grants [online](#) and continue helping LCIF provide hope to those impacted by natural calamities.

MEET YOU LCIF COORDINATOR

The LCIF Multiple District and District Coordinators act as ambassadors for the Foundation, traveling throughout their areas to promote the good work of LCIF. Working together, you and our coordinators have achieved a US\$5 million increase in donations compared to last year at this time. LCIF Coordinators serve as a great resource, so invite them to speak at your next club meeting or to attend an upcoming convention. To contact the LCIF Coordinator from your area, [e-mail](#) the LCIF Development Department.

New LCIF Homepage Revealed

A new LCIF homepage was recently unveiled, matching the updated brand image. This is just one of the positive changes from the LCIF Steering Committee, with many more new and innovative ideas to come in 2011. The redesigned homepage features the successes of LCIF's programs and initiatives. This refined design is compelling and better communicates the value of LCIF to both the external community and Lions. Check out the page at www.lcif.org.

Commemorate Melvin Jones with a Gift to LCIF

Help celebrate the birthday of our founder Melvin Jones by supporting LCIF. This week we remember him as a visionary for Lions Clubs International, as well as a committed servant to those in need. To honor his legacy, LCIF established the Melvin Jones Fellowship (MJF) program in 1973. The MJF is a recognition of unrestricted donations of US\$1,000 to LCIF. The gift can be made in full or with installments.

[Join the legacy](#) of Melvin Jones while providing hope to those in need - [make your MJF today!](#)

THOUGHT FOR THE DAY



Sometimes the chains that prevent us from being free are more mental than physical

NAILS IN THE FENCE

Make sure you
read all the way down to the last sentence.
(**Most** importantly the last sentence)

There once was a little boy who had a bad temper. His Father gave him a bag of nails and told him that every time he lost his temper, he must hammer a nail into the back of the fence. The first day the boy had driven 37 nails into the fence. Over the next few weeks, as he learned to control his anger, the number of nails hammered daily gradually dwindled down. He discovered it was easier to hold his temper than to drive those nails into the fence. Finally the day came when the boy didn't lose his temper at all.

He told his father about it and the father suggested that the boy now pull out one nail for each day that he was able to hold his temper.

The days passed and the young boy was finally able to tell his father that all the nails were gone. The father took his son by the hand and led him to the fence.. He said, 'You have done well, my son, but look at the holes in the fence. The fence will never be the same. When you say things in anger, they leave a scar just like this one. You can put a knife in a man and draw it out. But it won't matter how many times you say I'm sorry, the wound will still be there. A verbal wound is as bad as a physical one.

Remember that friends are very rare jewels, indeed.

They make you smile and encourage you to succeed. They lend an ear, they share words of praise and they always want to open their hearts to us.'

Please forgive
me if I have ever left a 'hole' in your fence

ASHLEIGH BOTHA



It is very hard to believe that this beautiful young girl of 17 years old has got a life threatening very rare disease

It is too long a story for me to relate to you so I urge you to go to the following site and read for yourself and thank God for how fortunate we are

The site is <http://www.helphealashleigh.com>

In short her mother came to the last cabinet meeting to fill us in about Ashleigh and their dire need of assistance. The outcome was that cabinet made a decision to donate R250,000-00 out of a trust account that was setup many years ago also for a young girl who also had a life threatening disease.

Does it not feel good to belong to such a great organization who does make a difference in **people's lives**

Update from Colleen: (Ashleigh's mother)

Ash is going to her vascular surgeon on 6 December to get tests done to decide whether the bypass can be delayed a while longer, as well as the open heart surgery to repair the aorta, mesenteric and ceeliac arteries.

We are desperately fundraising here in PE

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BEACON OF HOPE HIGHLIGHTS



Lord make me instru-
mental 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;

More than 400,000 people worldwide had their sight protected or restored because of Lions special emphasis on vision in October. Nearly 600 Lions Clubs in 61 countries helped make the Sharing the Vision Global Action Campaign a success by committing 71,917 volunteer hours to 849 projects. That's equivalent to one Lion working around the clock for more than eight years!

In one project alone, 300 elementary school students were screened for vision problems in a project conducted by the Quezon City Cubao Lions Club in the Philip- pines. The club also added to the nearly 225,500 eyeglasses collected in October.

Relieving the Hunger

In the 639 projects reported to date, Lions worldwide are helping to sustain the lives of more than 580,000 people by providing food and other necessities to those in need. During the month of December, the Manila Infinity Lions Club, in the Philip- pines, sponsored and toy and hunger project for 120 children. Each child received a bag with different kinds of small toys and were provided with hotdogs and drinks.

The Relieving the Hunger campaign runs through the end of January and clubs have until March 31 to report their activities.

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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We Serve