

LIONS PRIDE CAMPAIGN

Questions and Answers

What is the WLF Lions Pride Campaign (LPC)?

It is a focused, multiyear major fund-raising development program for the Wisconsin Lions Foundation Lions Pride Endowment Fund, a permanent (true) donor-directed endowment fund. It is “Today’s Help, Tomorrow’s Hope.” The interest it earns (\$40,000 in 2007-08) is dedicated to sustaining operation of WLF Lions Camp and other statewide projects common to all Wisconsin Lions Club communities. The Campaign’s success is predicated on personal financial commitments from Lions and their friends, including individuals, corporations and foundations. Club donations to Pride are greatly appreciated—but, alone, will be insufficient to reach the Campaign’s \$25 million goal, *i.e.*, generating \$1,000,000 interest annually for WLF operations.

Why is the success of the Lions Pride Campaign critical for WLF?

Quite simply, at this point in its 54-year history, it appears increasingly questionable that WLF can sustain current operations much longer without major changes. Historically, the organization’s lifeblood has been Annual Donations from Lions Clubs. In the last decade, those Annual Donations increased 20%—while operating expenses escalated by 57%. In 2008-09, 60+ Clubs did not make an annual donations; this must improve to extend survival, but still won’t likely be enough in the future. Examples of cost control challenges include facilities and equipment maintenance costs, minimum wage increases, costs of personnel, insurance and other administrative expenses, power, fuel and inflation.

How is the Lions Pride Campaign funded and managed?

Funds for the LPC are loaned to WLF for this purpose by an anonymous donor. To date, \$450,000 of such loans have been forgiven. LPC has an unpaid Chairman, two full time staff members, retains a consultant and purchases services/supplies externally. The Campaign Coordinator and Assistant are employees of WLF and report regularly to the Executive Administrator. Volunteer “Ambassadors” and others conduct Club visits. The Campaign reports to the WLF Board of Directors. It is required to pay “rent” to WLF for the space it occupies in the old property manager’s house.

Investments are managed by the M&I Wealth Management Group at the direction of an Investment Committee comprised of both Lions and non-Lions whose financial expertise, including a CPA, qualifies their service. LPC Investment and Gift Acceptance Policies are part of the WLF Policy Manual.

When did the Lions Pride Campaign become reality?

A major fundraising Campaign effort had been under discussion for a number of years. A number of less ambitious approaches were introduced but not adequately productive or sustained.

In 2003-04 the WLF Board of Directors approved a proposal to take \$15,000 from its *existing “Endowment” Fund** for the purpose of conducting a Feasibility Study concerning a major fundraising campaign for a permanent donor-directed endowment fund.

[*Note: *This fund* was established more than a decade ago and continues to exist today. While confusing, the term “Endowment” has a different meaning for this older fund. Its money comes from Birch-Sturm Fellowship and Memorial contributions so it is what’s known as a “*quasi*” endowment fund, *i.e.*, carries no legal obligation that funds be used in accord with donor wishes (none are associated). In contrast, the WLF Lions Pride Endowment Fund is a “*permanent*” or “*true*” endowment, *i.e.*, it is *donor-directed* and thus carries a legal obligation that donor wishes for use of the funds be met. This distinction also explains why contributions to LPC cannot qualify for Birch Sturm Fellowships.]

The “Feasibility Study” was conducted by independent consultant Timothy Reilly (formerly an official with UW Foundation) and included in-depth interviews with some 60 individual donor prospects (mostly Lions suggested by Directors as being potential contributors, but also including non-Lions). The study findings were presented to the Board in October 2004; it concluded that an effort by WLF could be expected to raise \$18-25 million and proceeding was approved. An extended planning period followed. At State Convention in 2005 the question of proceeding (*i.e.*, spending in excess of \$100,000) was presented to Lions and favorably approved. In Fall 2005 a new Campaign Coordinator was hired, revised plans and resources put in place, and the Campaign was formally introduced in early 2006.

Where will WLF be without a successful Lions Pride Campaign?

This outcome is simply unacceptable. Three generations of Lions have left a proud legacy, a challenge we must accept to preserve. Is doing so worth effort? Each of us must answer this question individually—with a personal commitment to the Lions Pride Campaign—not only for ourselves, but:

... for providing life changing experiences for special children—65,000 since 1956, and now
... some 1,500+ campers a year with vision, hearing, cognitive, diabetes challenges
... drawn from some 400 local Wisconsin communities
... to enjoy Your Land: 440 acres, lake, 36 well maintained buildings and other facilities
... to sustain our WLF Camp model recognized by LCI in its calendars and convention video

What does the Campaign need from the Lions and Lioness?

- Your personal contribution and support; it’s Simple,
 - 55 cents a day
 - \$3.85 a week
 - \$16.66 a month
 - \$200 a year for 5 years
 - from every Lion and Lioness in the State
- we would reach our goal of \$25 Million
- Make Your Personal Commitment Today.

**The Lions Pride Endowment Fund
Today’s Hope for Tomorrow’s Future!**

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