



Annual Report
2000-2001

Wisconsin
Lions Foundation, Inc.

The mission of the Wisconsin Lions Foundation, Inc. is to provide a vehicle for the Lions, Lioness, and Leo Clubs to work together toward a common cause, a vision, or a project while serving the residents of Wisconsin.



FOUNDATION OVERVIEW



The Wisconsin Lions Foundation was initiated at the 1955 State Convention in Stevens Point and was formally organized at the 1956 State Convention in Fond du Lac. It is a 501(c)(3) non-profit organization, sponsored by the Lions of Wisconsin, for charitable, benevolent, and educational purposes.

From its humble beginning, the Foundation has grown to be the pride and joy of the Lions, Lioness, and Leos of Wisconsin. It is also the envy of the Lions throughout the Country and very much appreciated by the people whose lives have been, or are being, changed by its programs. Through the efforts of the individual Clubs throughout Wisconsin, public donations, memorials, Birch-Sturm Fellowships, and bequests, the Foundation's assets have grown to almost \$5,000,000. This was all made possible because Clubs and individuals believe in what the Foundation has to offer and because of the watchful administration of the Board of Directors.

The Foundation is subject to the direction of the Lions of Wisconsin through convention action. Each Lion in Wisconsin is an equal shareholder of the Foundation and has a right to cast their vote at the Annual Meeting taking place at the State Convention each year. The Foundation's continued success is dependent upon the involvement and direction given by its shareholders.

Membership on the Board of Directors is composed of two Directors elected from each District. These Directors are elected at their District Conventions. In addition, one of the current District Governors also serves as a Board of Directors Member and as a liaison between the Council of Governors and the Foundation Board of Directors. The Board of Directors elects their own officers, and the President appoints the Committee Chairmen and members of the various committees.

BOARD OF DIRECTORS

Executive Directors

Dennis Koranda, President
Jerry Zais, Secretary

Harry "Mike" McMeeken, Vice-President
Dale Schroeder, Treasurer

Foundation Directors

27-A1 Lee Ketterhagen, Big Foot-Fontana
Hal Hoxie, Williams Bay
27-A2 John Dietz, Okauchee
Terry Peters, Allenton
27-B1 Jim Roberts, Sheboygan Falls
Ken Wallander, Collins
27-B2 Ted Handrick, Howard-Suamico
Curt Kjendalen, Marion
27-C1 Mike Carter, Schofield
Harry "Mike" McMeeken, Stratford

27-C2 Allen Wertz, Sugar Camp
Dale Schroeder, Medford
27-D1 Roland "Bucky" Buchholz, Monticello
Roger Babcock, Beloit Noon
27-D2 Dick Nestingen, Coon Valley
Dennis Koranda, Tomah
27-E1 Jerry Zais, Lake Wissota
Pat Mrotek, Cadott
27-E2 Fritz Geske, Fall Creek
Maurice "Morrie" Schaller, Galesville

State Council Representative

Steve Groene, Plymouth

WLF Staff

Gary Foote- Executive Administrator
Traci Meyer- Project Coordinator

Lioness Representatives

27-A1 Sharon Eberhardt, Franklin
27-C2 Joylynn Lee, Boulder Junction
27-D2 Liz Brown, Tomah

Evett Hartvig- Administrative Assistant
Sandy Pett- Office Assistant

A Message from the President...



During this past year, I have traveled to each of our ten districts and have seen, first-hand, the great amount of effort Club members put forth to raise funds. In accepting a portion of these funds at the Foundation, your Directors are undertaking the awesome responsibility to see that this money is put to the best possible use. I urge you to read the Committee Summaries provided in this Annual Report carefully. I'm sure you will agree with me that the WLF Board of Directors has met its obligation to the Lions, Lioness, and Leos of Wisconsin.

Great progress on many fronts is being made at your Foundation. The most visible, of course, is the completion of a \$1.8 million Cabin Replacement Project. Over 80% of all Wisconsin Clubs donated to the cause and made a dream come true for the 1,750 Summer campers and the 5,000 Retreat & Conference Center campers this past year. Walkways, climbing towers, and other Camp improvements continue to change the landscape of Lions Camp. Be sure to visit your Camp, as a record 1,500 did last Lions Day. Lions Day this Summer is July 22nd, with July 13th being the deadline to reserve a chicken dinner. You are welcome at Camp at any time--come witness the change your Camp continues to make in the lives of thousands of Wisconsin residents.

WLF Club Associates are one of the keys to our future. Your Club needs an active Associate if your Club and Community are to benefit from all your Foundation has to offer. The response at each District Convention Orientation Session was heartwarming, but not all Clubs are on board as yet. Does your Club have a WLF Associate? Each Associate should plan to attend one of the three workshops coming up at Camp this Summer (June 19, July 11, or August 2). Communication is of the utmost, and your Associate is the vital link.

The future looks bright for the Foundation. Expansions into Children's Vision Screening, Community Diabetes Education, Lions Eyebank of Wisconsin, Lions Quest, and our Hearing Program bode well for the future. The WLF's new role in Youth Exchange can only serve to benefit that Program. Please continue your support of the Foundation. All our benefactors are counting on you.

The Board of Directors and Lioness Representatives have worked hard to make this year a success... My personal thanks to each of them for their efforts and accomplishments. It has been a great privilege to serve as your President this past year. It's been a rewarding year, and I have the Lions, Lioness, and Leos of Wisconsin to thank for that. Your kindness and hospitality extended to Jan and me will always be remembered. We will be forever grateful to all of you. Thank you.

Yours in Lionism,
Dennis Koranda, WLF President

COMMITTEE REPORTS

Do not go where the path may lead, go instead where there is no path and leave a trail.



Many see the Foundation Board Members only when they visit local Clubs, give a presentation at Cabinet Meetings, or at District Conventions. A tremendous amount of work by these same Directors takes place during five different weekends at scheduled Board of Directors Meetings. At these meetings, Directors are found with sleeves rolled up, discussing issues that effect the programs of the Foundation, the people we serve, and the Clubs and people who support us. Read the following reports to review the action of these committees.

CAMP PROPERTY



The highlight of this year's Committee was the completion of the Cabin Replacement Project. What was thought to have been a 10 year Project was completed in just 5 short years because of the generosity of the Lions, Lioness and Leos of Wisconsin, and many other Corporations and Foundations. 80% of the Clubs in the State helped with this Project...a job well done.

The Committee was busy with many other projects, too. Because of the efforts of Director Nestingen of District 27-D2, we now have a 40' x 100' maintenance and storage shed at virtually no cost to the Foundation. We are also in the process of having a Walkway built down to the Waterfront which will be wheelchair accessible. The Marine Corps of Engineers are building this for us. There will also be an addition to the Climbing Tower.

Normal repairs are always needed such as a new roof on Pinewood Lodge, which will be done in the near future. We also will be replacing the windows in the property manager's residence and doing all the other needed repairs at Camp. Preliminary work will soon start on Indian Hollow, which will be a natural outdoor gathering area for larger groups.

Now that the Cabin Project is complete, it's time to start planning for the future. We have plans on the drawing board for a new office complex, which would put the Eyeglass Recycling Center all on one level. There is a need to enlarge and remodel the Health Lodge. We must also enlarge the Kitchen and add bathrooms to the Dining Hall. The need for meeting places would be taken care of with the building of the Grand Meeting Hall between the two cabins in the boys' area.

Director Jim Roberts, Chairman

CAMP OPERATIONS



The main functions of the Camp Operations Committee are to work closely with Camp Director and

1. establish policies for the running of the Summer Camping Program.
2. establish the eligibility and type of campers served.
3. set standards and guidelines for hiring employees.
4. establish a budget for the day-to-day operations of the Camp.

The Committee coordinates Summer camping schedules, programs, and other related matters. Over 1,700 young people enjoyed a camping experience at your Wisconsin Lions Camp this past camping season. This also was the first year of the \$25.00 refundable deposit with the application. The result of this was a very minimal number of no-shows.

The Children with Diabetes Camping Session was a great success. The American Diabetes Association Staff was very pleased with the operation of the Camp. The session for this camping season is full, with a number of Campers on a waiting list.

The Committee is also responsible for establishing Retreat and Conference Center rates and other related matters. This is the Off-season Program for your Wisconsin Lions Camp.

Revenue from the Retreat and Conference Center is used to offset some of the costs of the regular Summer Camping Program. The Camp Director and Committee have formulated a Marketing Plan to market this Off-season Program.

Camping experiences and facility use is provided year-round at your Lions Camp. Always be assured, however, the Summer Camping Program for the Special Children of Wisconsin is always first priority.

Director Bucky Buchholz, Chairman

"I just wanted to thank you for this past summer. You gave me the opportunity to share the greatest experience of my life with so many wonderful little people. Coming to Lions Camp has meant so very much to me. You can bet I'll be back next year! I truly enjoyed working with you and being in this magical place. I'm going to miss all of this, and already I'm looking forward to my return."

-Monica Cox



SIGHT

Community Diabetes Education Project



Diabetes Camp 2000

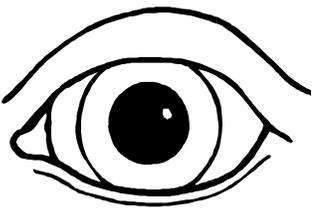
The goal of the Community Diabetes Education Project is to provide the latest diabetes care and education to individuals with diabetes and health care professionals. Local Lions Clubs are asked to sponsor the community screening and education.

To ensure the success of the Project, the Foundation has joined forces with the Wisconsin Diabetes Control Program, MetaStar, International Diabetes Center and American Diabetes Association. There have been five sites to date (Medford, River Falls, Lac du Flambeau, Crandon and Manitowoc), with more sites interested around the State. This past year was the first Camping session for Children with Diabetes and it was a huge success.

“Being newly diagnosed with diabetes, the screening and educational program was helpful and informative to help me take better control of my life.”

Anita Dionne, Lac du Flambeau

Lions Eye Bank of Wisconsin



The Foundation provides leadership and financial support for this Project. Our membership also provides manpower in transporting tissue from donors to the Eye Bank. This past year, 1,943 eyes were recovered. 954 of these were used in corneal transplants with 550 staying in Wisconsin. Recipients no longer are put on a waiting list; corneas are available as needed.

The gift of sight, if you will, is priceless. What the Lions do, they provide the link or the conduit for someone who wants to give a gift that costs them nothing to somebody that is priceless.

-Tim Schierl, Corneal Transplant Recipient

Eye Glass Recycling Center

The Eyeglass Recycling Center is one of only nine centers world-wide. Again, over one million pair of glasses were processed at the Center last year, with over 450,000 pair being sent to developing countries. The Center still needs more volunteers to clean, sort and grade eyeglasses.

Second Sight is a Project that joins the forces of eight Madison Area Rotary Clubs with nine Lions Clubs for collection of eyeglasses from Madison area businesses. Last year over, in the month of May, 8,000 pair of glasses were collected.



*“Thank you for your efforts in providing glasses to Mexico.
Because of your generosity, I am able to see my grandchildren and enjoy life with them.”
-Recipient of glasses*

Children’s Vision Screening Project



One type of screening-
Standard

The mission of the Children’s Vision Screening Project is to ensure that every child from six months to eighteen years old sees properly. The Project includes standard and photoscreening. Standard screening is appropriate for children over the age of three. Photoscreening is appropriate for a child under three, a child with a language barrier, or a child with developmental concerns. The Foundation is partnered with Prevent Blindness Wisconsin.

*“What a wonderful project for the local Lions and Lioness Clubs to be involved with! I can’t thank you enough for coming to my daycare and testing the children's eyesight. As a result, my daughter was referred to our eye doctor. She got glasses and what a difference! She is more outgoing and not so clumsy!”
-Jennifer Nasi, Parent and Daycare Director*

Director Roger Babcock, Chairman

HEARING



Hearing test being performed.

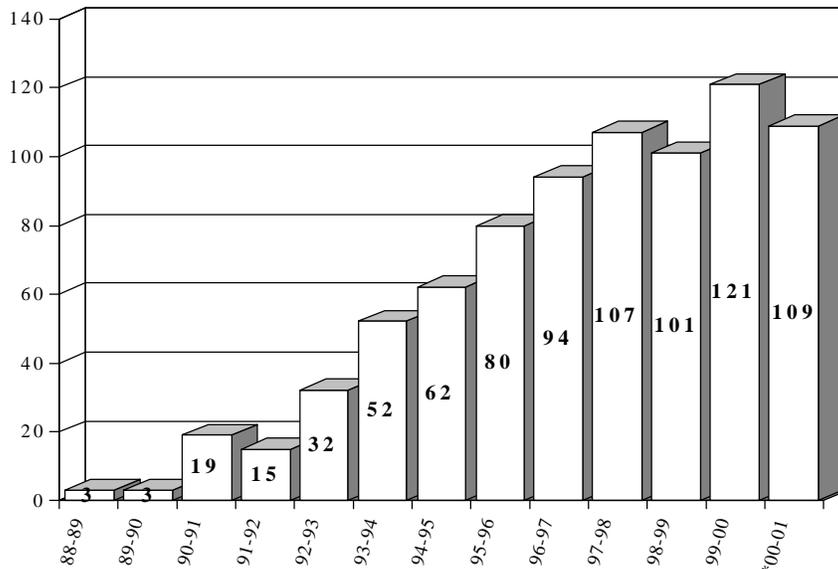
The objectives of the Hearing Program are to promote and financially support programs that have as their goals the prevention of hearing loss and to aid those individuals with hearing impairment. The Hearing Program consists of two Statewide programs – WLF Hearing Aid Program and WLF Hearing Dog Program.

Hearing Aid Program

The purpose of the Hearing Aid Program is to provide hearing aids for residents of Wisconsin with impaired hearing who can't afford them. Through a joint effort and generosity of the Lions, Lioness and Leo Clubs of Wisconsin, along with hearing healthcare professionals and hearing instrument manufacturers, many individuals have received the hearing help they need.

Since the administration duties of the Program were successfully transferred from the Medical College of Wisconsin Clinic (Froedtert Hospital in Milwaukee) to the Wisconsin Lions Foundation Office in Rosholt two years ago, the Hearing Aid Program has continued to prosper and set new records each year. We continue to see progress toward our goal of collecting at least 5,000 used hearing aids annually. As of April 30, 2001 we collected 3,373 used hearing aids, breaking last year's record collection of 2,869. The salvage value we receive from used hearing aids is what funds the Program. 5,000 used hearing aids will fund the Program at its current level, but the Program continues to grow every year as we help more and more people. **We need your help in the collection of used hearing aids.** The collection of used hearing aids is the lifeblood of the Program.

Number of Hearing Aid Recipients



*As of April 30, 2001
(Two months left in current fiscal year)

YOUTH

Leo Leadership Conference

The Conference is designed to give the Leos an opportunity to develop leadership skills and fellowship in and among other Leo Clubs of Wisconsin through seminars, motivational speakers, challenge courses, and camping activities. The Foundation is holding the Conference on April 26-28, 2002 at the Wisconsin Lions Camp.



Youth Service Award Project

In order to recognize and encourage service learning, the Foundation has developed a Youth Service Project Award Program. A service project carried out by a school or youth group is recognized in each Lions District in the State.

2001 District Winners: 1st Place and 2nd Place

A1-	S.H.O.C.K of Lake Mills High School Cudahy High School's Charity Challenge	A2-	Waterloo High School Hartford Energizers Team
B1-	Wautoma High School Sherwood Area Leo Club	B2-	Algoma Elementary Pulaski High School Leo Club
C1-	Pittsville FFA & FCCLA Stratford FFA	C2-	Ms. Stein's 6 th grade Advisor/Advisee Elcho H. S. National Honors Society
D1-	St. Joseph's School- Fifth grade McFarland High School Ambassadors	D2-	Richland Area Leo Club Sparta High School Fashion & Fabrics
E1-	Cadott Cub Scout Pack 65 Hayward High School Tsunami Club	E2-	Altoona High School E.P. Rock Elementary "Stand by Me"

2001 State Winners

- 1st Place- Cadott Cub Scout Pack 65
- 2nd Place- Wautoma High School
- 3rd Place- Waterloo High School

Lions Quest

Lions Quest teaches positive youth development. It includes "Skills for Adolescence", "Skills for Growing", "Skills for Action", and "Working Towards Peace". A Quest training is set up in April, 2002 at Lions Camp.

Youth Exchange

At the direction of the Council of Governors, the Youth Exchange Program is now reporting to the Foundation's Youth Committee. The WLF Directors are working to help promote this valuable multi-cultural exchange experience.

Director Terry Peters, Chariman



EARS TO YOU

*One would think at eighty-six
I'd be too old for a quick fix,
But let me tell you a thing or two.*

*My fridge...it makes a whirring sound,
My shoes click-clack when my feet hit the ground.
The world sure is a noisy place,
And now as my ears perk up
Then lift a smile to my face!*

*For these are things I had forgotten
Until a new hearing aid I've gotten.*

*It's because of the wonderful things that Lions do,
So this brings my heartfelt THANKS to all of you.*

*-Written by
a niece of a hearing aid recipient*

Hearing Dog Program

The WLF Hearing Dog Program is affiliated with Paws With a Cause (PAWS). Dogs can be trained to alert the owner to a ringing doorbell, knock at the door, ringing telephone, beeping smoke alarm or other such sounds. In some cases, PAWS can work with your family pet and train it to perform these duties. If you know of someone who would benefit from the services of a Hearing Dog, contact your District Hearing Chairperson or the Wisconsin Lions Foundation Office.



Director Curt Kjendalen, Chairman

RESOURCE DEVELOPMENT



The main goal of the Resource Development Committee is to provide new dollars for the Wisconsin Lions Foundation and its various programs. While the operation of Lions Camp is financed mainly by Club donations, the funding of other programs is important as well.

Some of the existing programs of the Resource Development Committee include the WLF Memorials and the Birch-Sturm Fellowships. Both of these programs are tremendously successful, providing around \$100,000 per year. However, current policy requires all monies received go into the Endowment Fund and only the interest can be used for program expenses.

Other programs of the Resource Development Committee include:

Friends of the Foundation

A means for Lions, Lioness, Leos, Non-Lions, and groups to donate to our Foundation.



Deer Hide Collection

A Program that started in District 27-C1 and now has expanded Statewide. This year WLF received \$7,860 for their efforts.

Lions Day Arts and Craft Show

This is the third year for the Show.

It gives our members and area people another reason for coming to Lions Day.



Birch-Sturm Memorial Golf Outing

This is the fourth year for this Program, allowing golfers from all over Wisconsin to come together to

- have fun, support the Foundation, and be in the area for Lions Day which occurs on Sunday following the Outing.

WLF Credit Card

The Committee has approved a WLF Credit Card Program. Please watch for more details.

Your Resource Development Committee is always looking for new ways to raise money. Call the Foundation Office or one of your Directors with any good ideas you may have.

Director Dale Schroeder, Chairman

BIRCH-STURM FELLOWSHIP



Individuals who exemplify dedication and commitment to Lionism...

The Birch-Sturm Fellowship was created by the Foundation to honor those individuals who exemplify undying dedication and commitment to Lionism. The Fellowship is named after Wisconsin's only International Presidents, Frank V. Birch and Clarence L. Sturm, who were great supporters of the Foundation. The Birch-Sturm Fellowship is a way for districts, clubs, or individuals to honor a person who displays dedication and commitment to Lionism. In order to become a Birch-Sturm Fellow, a district, club, or individual must donate \$1,000 to the Foundation. The \$1,000 may be made in one payment or in installments. All revenue received from the Birch-Sturm Fellowship Program is placed into the Foundation's Endowment Fund. Currently, only interest from the Fund is used to support the operating budget of the Foundation.

FRIENDS & HONOR GARDEN

*"True honor comes from what we give...
not for what we receive, the position we attain,
or the title we hold."*

A place to honor...to appreciate...to memorialize... The Friends and Honor Garden is a beautiful flower, tree, and shrub garden complete with trellis work and water fountain. The Garden is a place to recognize donors to the Foundation for major contributions. The main attraction in this beautiful and peaceful setting is the three 6'x10' granite-clad walls for permanently inscribing names of donors.

Donations are accepted from individuals, clubs, and businesses who wish to honor, appreciate, or memorialize someone or themselves.

There are two donating levels:

- ◆ \$5,000 or more provides the donor with a 12'' x 12'' diamond shape block.
- ◆ \$2,500 to \$4,999 provides a half diamond.

Donors have the opportunity to designate how their money is to be used. As an example, a donor may wish that all their funds be used for the expense of the Garden, or they may direct a portion or all funds to go for a specific project.

Wish list and material items qualify for recognition as long as the minimums are reached. This donation to the Friends & Honor Garden is not to take the place of a Club's primary donation.

PUBLIC RELATIONS

The responsibility of the Public Relations Committee is to get information about the Foundation and its programs out to Lions, Lioness, and Leos, plus all of the communities. Many different activities or events have been addressed and steps or changes are in the process. We will briefly explain some of these happenings:

Lions Day – Sunday, July 22

Come and tour the Wisconsin Lions Camp at Rosholt on this Sunday. A great day to see the entire Camp and the Arts and Crafts Show, along with enjoying pontoon rides and the famous chicken dinner. Registrations are due to the WLF by July 13, 2001.

Historical and New Cabin

One of the old cabins is being turned in a Historical cabin. The Directors felt that taking an old cabin and putting in an old bed, displaying pictures of the past, letters from campers and old brochures, plus other old memorabilia would be of interest to all. The Historical cabin will be another point of interest at your Lions Camp.



New Logo

A new clothing logo has been developed and is being used on clothing that is being sold in the Trading Post.

WLF Program Associate

This new plan is to have a contact person from every Lions, Lioness, and Leo Club for the Wisconsin Lions Foundation. Each Club should send the name of their Associate to WLF, and they will share information each month concerning WLF happenings. Three different workshops are scheduled this Summer for Program Associates...Tuesday, June 19; Wednesday, July 11; or Thursday, August 2. All Associates should plan to attend one of these workshops.

New Placemats

This Project is also being worked on and developed with a variety of Camp pictures being a major part of the placemat. These placemats will be available later this Fall or Winter.

New Brochures

Brochures are constantly being developed and updated, promoting the Foundation and its programs.

Director Pat Mrotek, Chairman



The History of the Wisconsin Lions Foundation, Inc. would show that the majority of funding is still received from the local Lions, Lioness, and Leo Clubs. Last year was certainly no exception, with Clubs picking up over 68% through Club and Special Projects Donations. Interest Income from our the Endowment Fund provided another 17%.

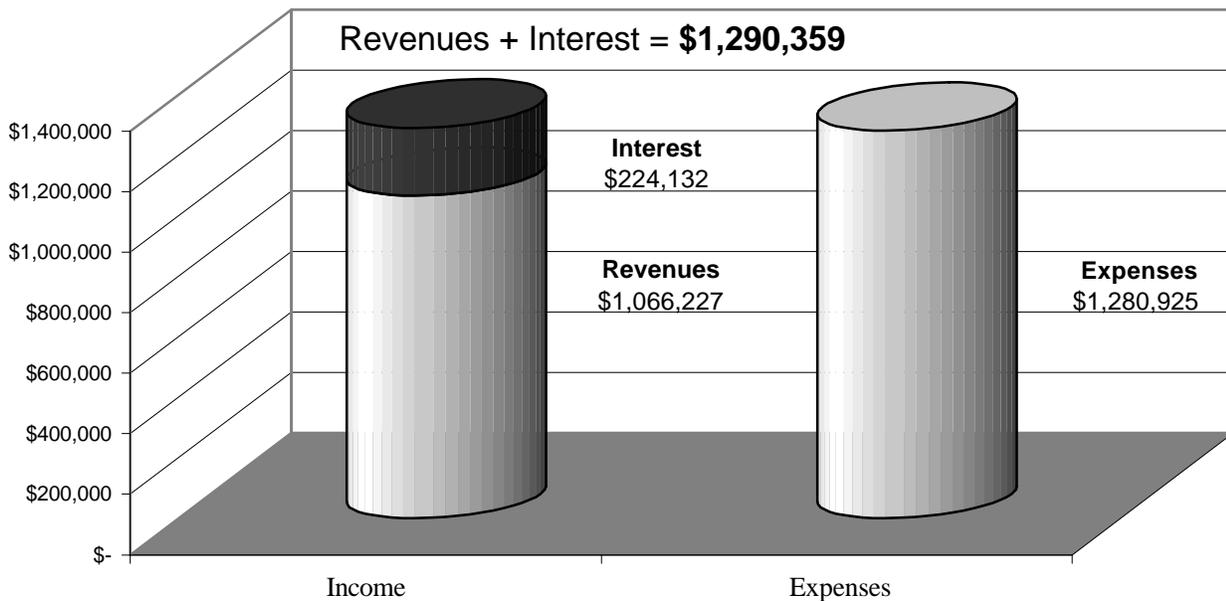
ENDOWMENT FUND INTEREST PROVIDES SURPLUS

The need for the Endowment Fund has been questioned since its creation in the 1976-77 year. Its original purpose was to provide some guaranteed income in the years that lie ahead. With its tremendous growth, it has also become a cushion to be used in the event of an emergency or disaster . . . a cushion to ensure Lions Camp and our other programs would not be interrupted in the event Clubs were not able to give their usual “Primary” Donation. It is the Primary Donations that are used to fund the WLF programs.



The Fund was originally started with \$50,000 in seed monies and through Memorials, Birch-Sturm Fellowships, and special bequests, the Endowment Fund has grown to be valued at well over \$2,000,000, and during some market conditions, has been valued at over \$2,500,000. As an example of the benefits this special gift provides, last year alone the interest income this Fund provided for the Foundation and its programs was a whopping \$224,132. Without this interest income, we would have operated in the red. Please review the chart that follows to see the effect our Endowment Fund has on our operation.

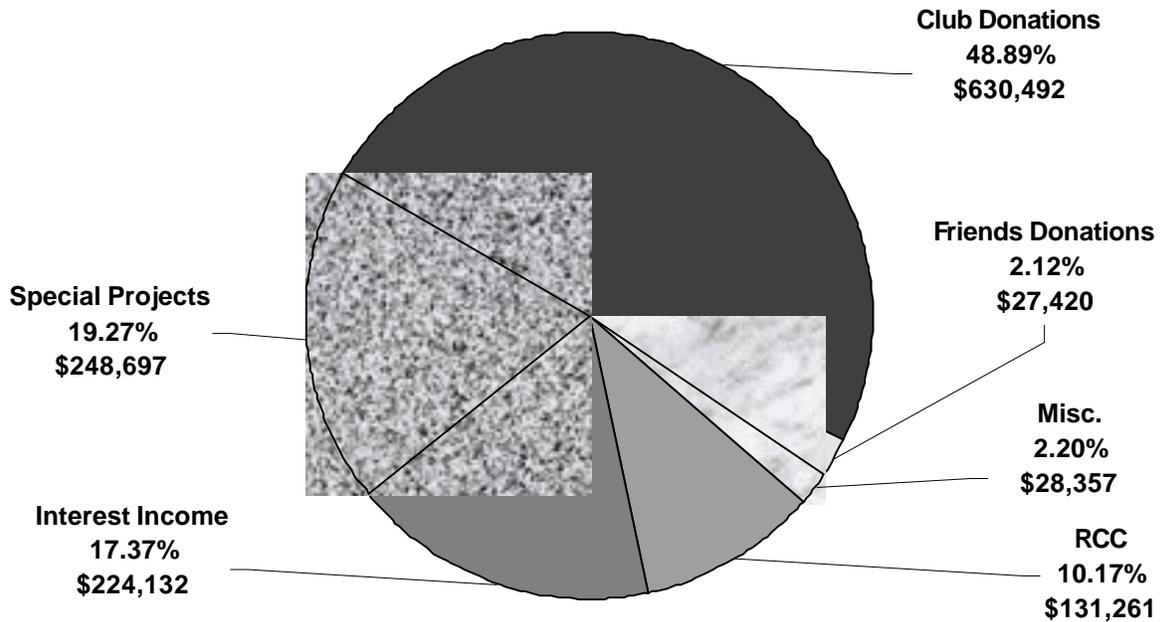
1999-2000 Endowment Fund



REVENUES & EXPENSES FOR FISCAL YEAR 1999-2000

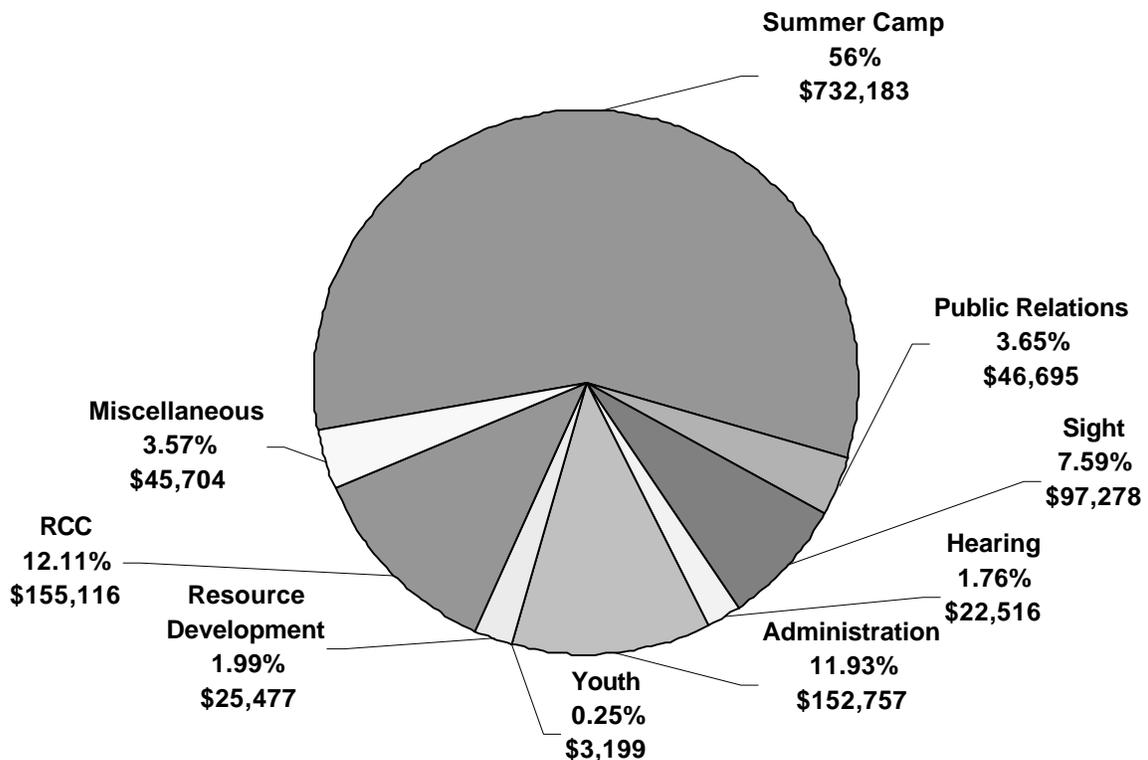
Total Revenue- \$1,290,359

Where the Money Came From



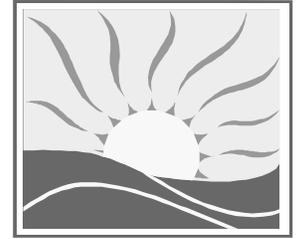
Total Expenses- \$1,280,925

How the Money Was Used



LONG RANGE PLANNING

This has been the second complete year of operation for the Long Range Planning Committee. Membership is composed of Past Directors, and meetings take place prior to regularly scheduled Board of Directors Meetings. The Committee serves as a sounding board for ideas from other Committees and individual members.



A sub-committee of the Long Range Planning Committee studied the different building options for a new Administration Building on the Camp property and has successfully recommended their decision to the Board of Directors. Other action by this Committee includes the following:

- ◆ Creation and implementation of a Major Gift Giving Program.
- ◆ Reviewed and recommended changes to the Sales and Marketing Plan for the Retreat and Conference Center.
- ◆ Establishing a Statewide Celebrity to serve as a spokesperson for WLF.
- ◆ Study the current Endowment Fund and will determine if it would be better to have several individual funds in place of a single one.
- ◆ Established a list of priorities and is reviewing Administrative Goals of the Foundation Office.

Anyone having ideas, concerns, or possible projects for the Foundation to consider, please contact your Director, the Foundation Office, or any member of the Long Range Planning Committee.

Gary Foote, Chairman

WLF PROGRAM ASSOCIATES



To increase the communications between the Foundation and each Local Lion, Lioness, and Leo Club, as well as increasing communication between the Foundation and local communities, the position of WLF Program Associate was created. Each Club President was asked to appoint the Program Associate from their existing Club membership. This appointment is for the term that best serves the needs of the Club and the Foundation.

To date, 445 Clubs have named their Program Associates, orientations have been held at each District Convention, and workshops at Lions Camp are scheduled for the months of June, July and August.

**If you have questions regarding this report or any projects of the Foundation,
please contact your Director or:**

Wisconsin Lions Foundation, Inc.

3834 County Rd A

Rosholt WI 54473

(715) 677-4969 or toll-free 1-877-463-6953

Email: wlf@wi-net.com

Webstie: www.wilionwlf.org