

REMEMBER WHEN YOU  
WANTED TO CHANGE  
THE WORLD?





## [ YOU STILL CAN ]

We Baby Boomers are a unique generation. We always have been.

We're individualistic, self-reliant, and diverse. We're committed to good causes and to high ideals. And we know that our lives are about much more than taking care of ourselves - we are also here in this world to make a difference.

Today, millions of men and women are doing just that in a way we might never have envisioned when we were young: as members of our local Lions Clubs. All around the globe, we're developing stronger communities, improving health care, helping the young, providing disaster relief, and building bridges to world peace.

As Lions, we're achieving an aim many of us have shared since that extraordinary era when we came of age. We're changing the world.

### OUR MISSION

*Lions Clubs International works to create and foster a spirit of understanding among all people for humanitarian needs by providing voluntary services through community involvement and international cooperation.*

[ WE SERVE... LIKE NEVER BEFORE ]

Wherever we've gone, we Baby Boomers have brought change. Today we're changing what it means to be Lions.

We total more than 1.3 million members in 45,000 local clubs. Each year we devote more than 500 million dollars (U.S.) and more than 70 million volunteer hours to tackling tough problems in nearly 200 countries.

To make it all happen, we're developing new kinds of clubs. We're creating new ways to volunteer. And we're providing our members with new opportunities to make a real and personal impact in three key areas: community development, youth, and health.

For more than 90 years, our members have been living up to our motto: "We Serve." Today, we're a new generation, and we're serving like never before.



*LCIF, the Lions Clubs International Foundation, is the grant-making arm of our organization. Each year, LCIF awards more than \$US35 million in grants, most of it raised by our members. These funds enable our clubs to serve their communities by supporting such causes as disaster relief, health care, youth programs, schools, and affordable housing.*

## [ BUILDING COMMUNITY ]

Although we Lions are organized as clubs, we are not preoccupied with our own internal doings. On the contrary, when we talk about involvement, we're referring to the kind that looks outward and helps others.

Every day, all over the world, our members are out in their local communities working as advocates, fundraisers, and hands-on volunteers. We're building infrastructure, providing social services, supporting better health care, cleaning up the environment, and delivering disaster relief. Club projects include:

- Food Drives
- Temporary Shelter
- Health Clinics
- Special Needs/Disabled Care
- Drug Abuse Prevention
- Vision Screenings
- Affordable Housing
- Schools and Literacy
- Parks and Playgrounds
- Vocational Training Centers
- Elder Care and Support
- Clean Water Projects
- Recycling Centers
- Environmental Preservation

We Baby Boomers know how much our communities have given to us over the years. Today, as Lions, we're giving back.



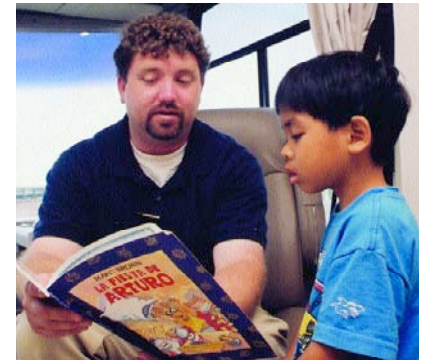
## [HELPING THE YOUNG]

When we were growing up, we wanted to make the world a better place. Today's young people have the same dream, and as Lions we're trying to make it come true.

Our members are involved in efforts to provide children with food, shelter, clothing, education, and healthcare. Through such programs as our Youth Camps, Youth Exchange Program, Youth Outreach initiative, and Peace Poster Contest, we offer them opportunities to share their similarities and celebrate cultural differences.

The world's children are its future. At the Lions Clubs, we are working to help their generation achieve something that thus far has eluded ours: the goal of world peace.

*Lions International Youth Camps promote cultural acceptance, human understanding, and world peace by gathering young people from many countries for recreation, conversation, and reflection. The Lions of Sweden sponsored our first youth camp in 1974. Since then, this innovative program has included a backwoods camp in North Carolina, a winter camp in Canada, an Arctic camp in Norway, a Volga cruise camp in Russia, a cultural camp in Thailand, and a conservation camp in South Africa.*





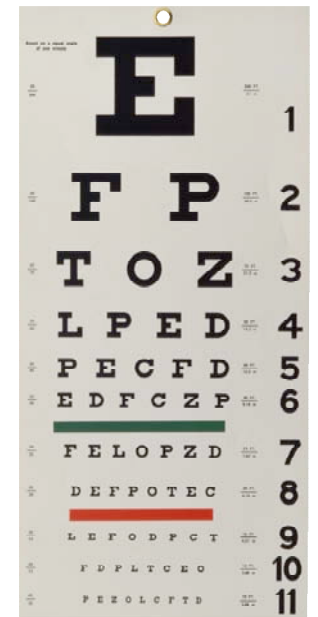
## [ADVANCING WORLD HEALTH]

We Lions have long been recognized as world leaders in the effort to prevent blindness and assist the visually impaired. Every year, our members provide more than 600,000 glaucoma screenings, fund more than 25,000 corneal transplants, and redistribute more than 6,000,000 pairs of eyeglasses.

More recently, we've diversified our health care activities. We're funding the construction of hospitals and clinics, building water treatment facilities, fighting diabetes and other diseases, delivering disaster relief, and pioneering in the use of community health workers to stop the spread of AIDS.

As a result, we're helping communities worldwide become more progressive, and productive places to live. By improving the quality of health, we're improving the quality of life.

*SightFirst is our most aggressive effort to improve eye health. Through this unprecedented effort, our members have raised more than \$US200 million to fight the world's major causes of preventable vision loss: cataract, trachoma, river blindness, glaucoma, and diabetic eye disease. Working with health care experts, governments, and other organizations, we have performed nearly 3.5 million cataract surgeries, built or expanded more than 150 eye hospitals, provided nearly 50 million treatments to prevent river blindness, and improved the eye care infrastructure in more than 75 countries.*



## [ EXPLORING, LEARNING, GROWING ]

Involvement, accomplishment, and satisfaction...these alone would make Lions membership worthwhile. But it offers yet another dimension, something that for many of us has become increasingly important: the opportunity to pursue our own personal growth.

Through our Lions Clubs, we meet new people. We build new skills. And we experience the personal satisfaction of turning belief into action and action into impact. We also enhance our own wellness - because, as a number of recent studies have shown, the social and physical activity that come with volunteering can lead to stronger immunity, better health, and greater longevity.

We Lions are blessed with the opportunity to improve the lives of others and, as a bonus, to improve our own. It's a "win-win" for all of us.

*"In 2004 and 2006 I joined other members of my Lions club as a volunteer in the Thailand Eye Project. Twice we traveled to Nakhon Phnom province with a team of eye surgeons, where we helped examine more than 1200 patients, train local physicians, and perform more than 400 cataract surgeries. It's awesome to plant a seed and watch it grow, and we've done that in Nakhon Phnom. Through the Lions organization, I feel I am helping to meet a very significant need with people who are underserved."*

Jane Walsh, Boston, MA





## [ WE'RE THE NEW GENERATION OF LIONS - JOIN US TODAY ]

To find out more - and test your "Boomer IQ" - visit us at [www.lionsclubs.org/boomers](http://www.lionsclubs.org/boomers).

For information on membership opportunities or to get in touch with a local Lions Club, contact us online at [boomers@lionsclubs.org](mailto:boomers@lionsclubs.org) or by phone 630.571.5466 ext 522.

Send mail inquiries to:

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