

**CALLING ALL LIONS**  
**YOUR CAMP NEEDS YOUR SUPPORT**

By Lion Alice Stagg, Chair  
Fund Raising Committee

Fellow Georgia Lions,

On October 1, 2011 I was elected to serve as Chair of the Camp for the Blind's Fund Raising Committee. This is a challenging quest for me, as I have searched for various ways to stimulate possible projects and events which clubs and individual Lions alike could embrace. This is NOT a solicitation for more personal donations to the Camp to support operating expenses, though there is truly a great need for them and they are always appreciated. It is my personal view that, as the Camp was envisioned and established 35 years ago by a group of Georgia Lions, with the support of Georgia Lions, it rests upon the shoulders of Georgia Lions today to keep the Camp open and functioning as the inspirational and educational experience it has come to be. It is my hope that the newly formed Organizational Assessment Committee will be able to arrive at, and provide the direction needed, to implement changes which will guide us toward the financial stability that is essential to the survival of our Camp.

That being said, in my capacity as Fund Raising Chair, there are still things that can be done now to help our Camp move toward that goal. I am presenting three requests to you, and ask that you do all you possibly can to be a part of the solution by acting on or responding to the three requests. I also encourage you to contact me with any other ideas you may have.

**FIRST: SHOP THROUGH "iGive" ONLINE AND EARN CASH FOR THE CAMP**

I would like to ask again for your support of the Camp in a very easy, convenient way. In November of 2009 the Camp registered itself as a charitable cause on the website [www.iGive.com](http://www.iGive.com). I wrote several articles in subsequent Camp newsletters asking all Lions, their friends, family and business associates, to set up a free account at this website, choose the Camp as their charity, and to try to do as much of their online shopping through it as possible. The Camp would then receive a percentage from each store where you shopped. This could add up to a sizeable amount if everyone supported the effort.

I checked the iGive statistics for the Camp recently, and have found that only 15 supporters have registered through iGive. Despite the low number of shoppers registered, those 15 have raised \$124.19 for the Camp since inception, which is money the Camp would not have otherwise received. However, I know as a group that Lions can do much better than this! I want to encourage all those who do shop online to make the effort to register on iGive and name the Camp as their charity, then to shop as much as possible through the thousands of stores that are part of the iGive network.

Following is a paraphrased excerpt from an email that Lion Ann Olson, President of the Villa Rica Golden City Club, sent to her members after the iGive promotion was reviewed at the 10/1 Camp Directors meeting in Chamblee, GA during the Fund Raising Committee. I appreciate Lion Ann's proactive effort to promote this project and the clear way in which she has outlined the steps to register. Please join us in this effort to KEEP THE CAMPFIRES BURNING.

Now to explain a way that all of you online shoppers can support the Camp with your online purchases. By shopping through the website [www.igive.com](http://www.igive.com), your registration on the website and your purchases can provide cash for the Camp. It does not cost anything to register and you won't start receiving unwanted email solicitations as a result of your registration. Go to the website, and at the prompt to select your charity, enter "Georgia Lions Camp for the Blind". Each new registrant earns the Camp \$5.00 automatically without even having to make a purchase! Follow the user friendly instructions to complete your registration. As you will see, there are hundreds of popular online stores available for shopping. It is important to remember that, in order for a percentage of your purchase to go to the Camp, you must go to the iGive website first, then access the store at which you wish to shop from the iGive website itself. For example, if you go to Amazon.com directly and shop, the Camp gets nothing. To shop at Amazon.com through the iGive website, simply go to the iGive website, sign in to your account, click on the "A" tab you will see at the top (there is a tab for each letter of the alphabet). Then scroll down all the A's til you reach Amazon.com, click on it and it will take you there, where you can then shop to your heart's content. It is as simple as that! Please ask your friends, relatives, neighbors and business associates to join iGive.com and to select the Camp as their charity in order to increase the benefit exponentially.

Fellow Lions, if anyone has questions about registering on the iGive website, please feel free to email me at [alice.oakhill@gmail.com](mailto:alice.oakhill@gmail.com), or call me at 334-855-2299. I will be happy to help any way I can. Together, we can KEEP THE CAMPFIRE BURNING.

## **SECOND: KEEP THE CAMPFIRE BURNING**

### **"KEEP THE CAMPFIRE BURNING" IS THE NEW SLOGAN FOR THE CAMP'S MAJOR FUNDRAISER AT THE CLUB LEVEL**

At the last Camp Directors meeting on 10/1/11, held in Chamblee, GA, the Fund Raising Committee discussed how best to clarify for all Lions the purpose of the "Send A Kid to Camp" program (SAKTC). Funds raised and earmarked for SAKTC are not strictly intended to provide scholarships for campers who cannot afford the registration costs to attend the sessions. This was not the intent when SAKTC was established, nor is it now. The purpose of asking all Georgia Lions Clubs to conduct this fundraiser each year was to provide operating funds which would enable the Camp to cover the costs of maintaining the facility, and therefore to keep its doors open for the campers; literally to KEEP THE CAMPFIRE BURNING. Comparatively, SAKTC's purpose is the same as the Lighthouse's White Cane Day fundraiser. However, through the years, perhaps because of the name of the program itself, many Lions have come to think that the SAKTC funds are specifically to pay for campers to attend sessions.

As a result of the Fund Raising Committee's discussion of the issue, it recommended to the Executive Committee that the fund raiser's name be changed from Send a Kid to Camp to KEEP THE CAMPFIRE BURNING. Lawrenceville Lion and former Camper Brian Donegan suggested this new slogan and brought his personal memories of his camping experiences to the rest of the group in explaining his inspiration. Lion Brian said that the campfires around which he and other campers gathered in the evenings were central to the camping activities. The campfires

were where friendships were formed, memories made, and tearful "good-byes until later" were said. They signaled the beginning and the end of each camping session, and therefore it seemed appropriate that they be used to represent the importance of the fundraising efforts each Lions Club in Georgia is asked to conduct on behalf of the Camp. The Fund Raising Committee supported this recommendation enthusiastically and the Executive Committee voted to make the change official.

We ask that every Georgia Lions Club conduct a fund raising project of their choosing each year. September will continue to be the designated month for KEEP THE CAMPFIRE BURNING, but clubs may conduct their fund raisers at any time during the year and make their donations at any time. We suggest that, wherever possible, clubs approach corporations in their communities which may offer matching funds to whatever amounts the clubs may raise during the course of their project. The importance of having every club support the Camp in this way can't be emphasized more strongly. Only with your ongoing support can we KEEP THE CAMPFIRE BURNING and continue to provide exceptional camping and personal growth experiences for sight impaired individuals. Lion Gerald Leland, Chair of the PR & Promotions Committee, is undertaking the preparation of a new brochure and a CD for use by clubs in their efforts. The goal is to make its content suitable not only for solicitation of individual donations, but as a supplemental piece to include when approaching corporations and foundations as well. If anyone has access to brochures or other promotional pieces that they have seen used by other groups in approaching potential corporate or foundational donors, I would very much like to have copies sent to me to study and share.

### **THIRD: DO YOU KNOW ANY FAMOUS ENTERTAINERS?**

Well, if you do, or if you know someone else who knows any famous entertainers, send that information to me at [alice.oakhill@gmail.com](mailto:alice.oakhill@gmail.com) or call me at 334-614-0999. I am looking to build a list of possible entertainers who could be approached to do a benefit performance for the Camp. They could be comedians (family friendly), musicians, magicians or any talent at all, but they should be pretty well known in entertainment circles in order to attract the biggest crowd. I feel sure Jeff Foxworthy or someone like him would appeal to a wide range of southern folk. I wish Lewis Grizzard and Ludlow Porch were still with us. Soul singer Clarence Carter was born and educated in Montgomery, AL and is sight-impaired. Maybe Ronnie Milsap, Stevie Wonder or David Copperfield would help us out if we had someone who knew them supporting our request. Who knows? Any leads will be appreciated.

Thank you for your support of the Camp now and in the future. I encourage you to contact me with any and all ideas as to how we can assure that we will KEEP THE CAMPFIRE BURNING.