



# LIONS CAUSES

2023

LION BRAD BEHRENS,  
PRESIDENT





## DIABETES AWARENESS

Dedicated to fighting the diabetes epidemic by raising awareness about the risk & complications



## VISION SCREENING

Children's vision screening is a priority to ensure every child has the best chance to succeed in learning



## HEARING PROJECT

Offering free or low-cost hearing aids to Wisconsin residents who cannot afford them



## EYEGLOSS RECYCLING

Your glasses can bring the world into view for a person in need

# DIABETES AWAREN ESS PROJECT

Water Bottle  
Stickers –  
35,800

Year One with  
Type One  
children's book  
distributed –  
174

Coffee Sleeves  
distributed –  
67,075

Other Diabetes  
resources  
distributed –  
26,298

# VISION SCREENING PROJECT

Number of  
children  
screened –  
116,847

Of that  
number,  
children  
referred –  
14,010

Number of  
Districts  
reporting  
numbers - 10

# HEARING AID PROJECT

Applications  
received -  
65

Approved -  
43

Denied - 7

Pending - 4

Purchased -  
49

Hearing aids  
collected -  
3,855

# EYE GLASS RECYCLIN G PROJECT

Used  
eyeglasses  
received –  
930,334

Eyeglasses  
shipped –  
137,138

Missions  
served - 86



# WISCONSIN LIONS CAMP

Dedicated to providing quality  
camp experiences for Wisconsin  
youth and adults with disabilities



**Wisconsin Lions Camp**  
*project of the Wisconsin Lions Foundation*



**Wisconsin Lions Camp**  
*project of the Wisconsin Lions Foundation*



# LIONS CAMP PROJECT

845  
Campers

New  
multipurpos  
e court

New  
Kitchen  
loading  
dock

Shade at  
swimming





**Lion Don Drew, Vice Chair**



Lion Kathie Vanden Berg, District Chair



# #Scrap Like A Lion



wisconsinlions.org

Wisconsin Lions Statewide Service Project

**Reduce food waste & increase composting**

Priority One

## Create a Greener, Cleaner Environment

Cultivating peace through service.

1. Grow our impact through environmental service.
2. Connect and engage with our communities.
3. Increase support for all of our global causes.





**#Scrap**

**Like A**

**Lion**



[wisconsinlions.org](http://wisconsinlions.org)



# \$1,866

cost of food wasted / household / year\*

**REDUCE FOOD WASTE. SAVE \$\$\$.** IMPROVE THE ENVIRONMENT.

Changing the world starts at home. On average, every Wisconsinite throws away 294 pounds of food a year, resulting in 8.9 million tons of waste going to landfills\*.

Wisconsin Lions are challenging every Wisconsinite to reduce the amount of food they waste & to implement home composting. Get started today!

\*Source: Wisconsin Department of Natural Resources / Penn State

# Lions & Clubs Can Make A Difference!



**Education  
Campaign**

**Composting  
Projects**

**Composting  
Partnerships**



**social media ad campaign through June**

**\$15,750**



**NOW IS THE TIME!**

**Use this opportunity to re-brand/re-imagine local service to attract younger members**

**Be prepared for contacts from interested people & partners**

# wisconsinlions.org



**\$1,866** worth of food wasted / week



**Empowering People  
Statewide & Beyond**

Community is what we make it...



## REDUCE FOOD WASTE

**TAKE INVENTORY** Determine what food you already have, what needs to be used soon & how much space you have for new items.

**PLAN MEALS** Use online tools to calculate how much to buy based on number of servings.

**MAKE A LIST** Save time & reduce impulse buys by skipping aisles with unwanted items.

**EAT BEFORE SHOPPING** Hungry shoppers are more likely to make extra purchases. This goes for the kids, too!

**TRACK THE EXCESS** After a few grocery trips, take note of what goes uneaten & cut back on buying those items.

**COMPOST FOOD SCRAPS** such as peels & rinds, eggshells & coffee grounds, then use to improve your garden.

### Resources

[Is This Food Expired?](#)

[Wisconsin DNR Reducing Food Waste @ Home](#)



## COMPOST

Composting transforms organic waste to rich, earthy soil.

**IT'S EARTH FRIENDLY** Almost 25% of American household waste is composed of food scraps or yard waste. Composting saves landfill space and resources, and returns valuable material to productive use.

**HELPS PREVENT POLLUTION** When organic materials are landfilled, they produce methane, a greenhouse gas 21 times more powerful than carbon dioxide. Composting these materials means they don't go to the landfill and are put to work in farms and gardens instead.

**IT ENRICHES SOILS** Compost helps improve soil structure, increases the soil's ability to hold water and air, enhances soil fertility and stimulates healthy roots.

**IT'S EASY!** Collect greens & browns. Mix them. Keep them moist.

### Resources

[Composting Basics - Why Compost](#)

[Composting As Easy As 1, 2, 3](#)

[Composting Made Simple](#)

[The Complete Composter](#)

[What To Compost Poster](#)

[Composting Benefits \(video\)](#)

[Where to Compost in Wisconsin](#)

[6 Different Ways to Compost \(video\)](#)



## SPREAD THE WORD

Multiply your impact by encouraging your friends, family & neighbors to reduce food waste & begin composting.

**Follow / Like / Subscribe to our socials**

[Facebook](#)

[Instagram](#)

[YouTube](#)

### Campaigns

- Keep your Holidays out of the landfill - 12/13-12/26

### Resources

[#LovesGoGreen \(video\)](#)



wisconsinlions.org

## #ScrapLikeALion... The Perfect Club Project

You have an opportunity to make a major impact on reducing the 8.9 billion pounds of food waste...

# facebook.com/WisconsinLions



facebook.com/WisconsinLions

Search Facebook



**MD27 Lions of Wisconsin**

2K likes • 2.4K followers

Sign Up Like Message

Posts About Mentions Reviews Followers Photos More

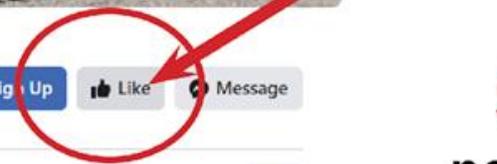
**Intro**  
We are nearly 20,000 men & women who serve where we live, as well as globally & we have fun doing it

**Featured**  
Upcoming event

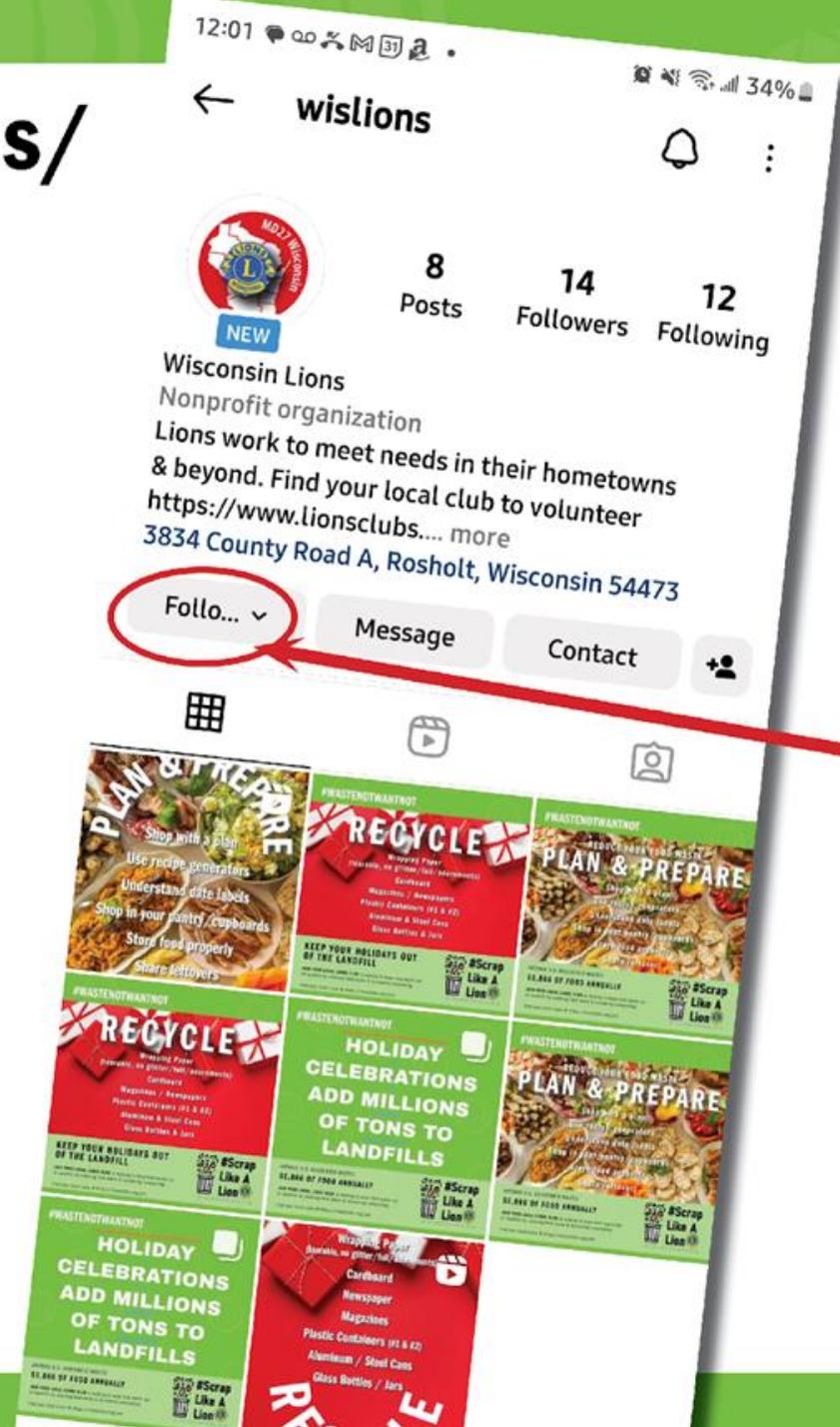


**LIKE**  
Wisconsin  
Lions

**SHARE**  
posts/reels  
Personal &  
Club Accounts



# instagram.com/wislions/



**FOLLOW**  
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**SHARE**  
posts/reels  
Personal &  
Club Accounts

# youtube.com/@WisLions



youtube.com/@WisconsinLionsMD27

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Explore



## Wisconsin Lions

@WisLions · 3 subscribers · 10 videos

Lions are making a difference in our home towns and around the world. Whether it's screen... >

facebook.com/md27lions and 2 more links

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Home Videos Shorts Playlists



### #lionsgogreen

Wisconsin Lions · 3 views · 6 days ago

Lions Clubs International Patti Hill is challenging every Lion, Leo & Club to create a greener, cleaner environment. Join us & be the change! Find your local Lion or Leo club @ https://lionsclubs...

### Zero Waste Kitchen

Short tips & tricks you can use right now to reduce food waste & compost like a pro!  
#wastenotwantnot #scraplikealion #lionsgogreen #compostingeasyas123 #wisconsinlions



### Keep Your Holidays Out Of The Landfill

Wisconsin Lions · 11 views · 7 days ago



**SUBSCRIBE**  
WisLions

**SHARE**  
posts/reels  
Personal &  
Club Accounts



# #Scrap

# Like A

# Lion



wisconsinlions.org

## TRAINING SERIES: **Marketing To A Younger Generation**

Many of our clubs struggle with how to market to younger generations.

This 3-part Marketing series is designed to present strategies & free tools that you can use to reach these younger potential members.

Note: the sessions will highlight marketing principals in relation to the Scrap Like A Lion statewide service project; all of which is transferrable to marketing any club project or membership drive effort.



**January 17th - Marketing Basics**

**January 24th - Social Media**

**January 31st - Canva Design**

*All session begin @ 7pm*

**REGISTER NOW**

<https://bit.ly/scrapmarketing>



???

**MD27composts@gmail.com**

**wisconsinlions.org**



Restoring

*Hope*

Transplant House

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**Cindy Herbst, Co-Founder & Executive  
Director**