

10 things Lions need to know about...

Campaign SightFirst II

1. Lions have saved the sight of 27 million people worldwide through the SightFirst program.
2. The world looks to Lions as leaders in the international effort to eliminate avoidable blindness.
3. More than US\$211 million in SightFirst grants have been awarded by LCIF.
4. Lions made SightFirst possible by raising US\$143 million in Campaign SightFirst in 1991-1994 which increased to more than US\$200 million through investments and other donations.
5. Despite Lions' CSFII successes, there is much work yet to be done.
6. New challenges to sight could raise the world's blind population from 37 million to 78 million by 2020. Millions of children are blind and another child goes blind every minute.
7. After careful study, Lions International Board of Directors has endorsed Campaign SightFirst II (CSFII), a worldwide campaign to raise at least US\$150 million to continue SightFirst's success and combat emerging threats to sight.
8. An additional US\$50 million will extend Lions "Vision for All" through rehabilitation, research and outreach to vulnerable populations in developed countries.
9. Because SightFirst is an extraordinary worldwide effort, CSFII seeks funds in addition to those provided for other important Lions' activities.
10. Campaign SightFirst II was launched at the 2005 International Convention in Hong Kong and will celebrate success at the July 2008 International Convention in Bangkok.





- Intensive fund raising at the local level will take place in Lions years 2006-2007 and 2007-2008.
- Lions should plan activities so that clubs and districts are able to make CSFII their top fund-raising priority in at least one of these years.
- Clubs can begin planning now for successful participation in the campaign by:
 - educating members about the success of SightFirst
 - educating members about the opportunities for service offered by Campaign SightFirst II.

The Years of Campaign SightFirst II

2004-2005

Planning and Organization
Campaign leaders recruited;
plan established

Year 1 – 2005-2006

Education and Preparation
CSFII launched at the
International Convention in
Hong Kong

Year 2 – 2006-2007

Inspiration and Motivation
Clubs begin fund raising

Year 3 – 2007-2008

Participation and Celebration
Club fund raising continues;
CSFII concludes at the
International Convention in
Bangkok.

A Message from the Chairperson

Dear Friends,

SightFirst has accomplished what few thought possible. Since 1990 it has been extraordinarily effective in controlling and, in some places eliminating, the leading causes of unnecessary blindness. It is crucial that SightFirst continue its work. But more than US\$211 million has been granted for sight-saving projects.

Without new action, experts predict that the world's blind population could double by 2020. We Lions will not allow that to happen. Campaign SightFirst II has been launched to raise a minimum of US\$150 million to continue and expand SightFirst.

To succeed, we need Lions worldwide to support this effort as well as assistance from our friends and neighbors in our home communities.

Please help by,

- **encouraging your club and clubs in your district to conduct one additional fundraiser each year from 2005-2008, and**
- spreading the word about SightFirst's extraordinary success,
- preparing for intensive fund-raising activities in either 2006-2007 or 2007-2008.

I have every confidence that we will succeed in this important mission. When Lions are united in worldwide service there is no limit to what can be accomplished.

Yours in service,

Dr. Tae-Sup Lee
Past International President
Chairperson, Campaign SightFirst II

