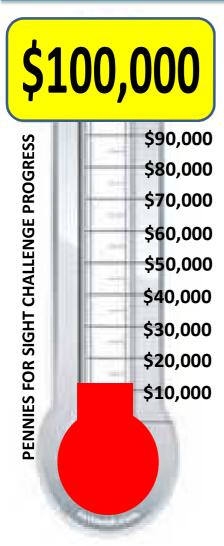
ASSACHUSETTS LIONS EYE RESEARCH FUND, INC.

"ANSWERING THE CHALLENGE" SINCE 1952



Fellow Lions

I hope that everyone had a wonderful Holiday Season and that your New Year will be happy, healthy and prosperous.

Amazingly we are already half way through this Lionistic year but we have accomplished so much. I am thrilled by how many clubs are already **"Answering The Challenge".** Many clubs are working towards or even achieved a **"Mile Of Pennies"** and have sponsored **"Dining For Dollar\$"** events and some have accepted the **"Bank Challenge"**.

I am asking EVERY Lions, Leo and Lioness Club to participate in the "Pennies For Sight Project". Besides raising much needed funds for critical eye research Pennies For Sight is a NO COST way to raise funds. It is also a unique and iconoclastic MLERF fundraising campaign.

I also hope that clubs will plan to sponsor *"Dining For Dollar\$"* events. Many clubs have already had very successful fundraisers.

The **\$33 Personal Pledge Campaign** has been continued and many Lions have very generously showed their personal support for MLERF and received their **NEW "President's Pin"**. I am really looking forward to the Mid-Winter Conferences and hope that I get to pin many more Lions.

I can't thank the Lions, Leos and Lioness of our MD33 enough for your wonderful support of MLERF, not just for this year but for all past years. I know how much **YOUR** support means to the research institutions. I hope to share a few examples with you at the MW Conferences.

I plan to visit many more clubs in the second half of this year and hope that your club will invite me to visit so I can personally thank as many Lions as possible for your extraordinary accomplishments on behalf of MLERF.

Yours In Lionism Randy

rpinch5663@yahoo.com



CHALLENGES \$1,000,000 DONATIONS 100% CLUBS PARTICIPATION "MILE OF PENNIES" "DINING FOR DOLLAR\$" "BANK CHALLENGE" WILL YOUR CLUB ANSWER THE CHALLENGE?

2014-2015

\$33 CHALLENGE ONCE AGAIN WE ARE ASKING LIONS AND NON-

ONCE AGAIN WE ARE ASKING LIONS AND NON-LIONS TO SUPPORT MLERF WITH A PERSONAL DONATION OF \$33.00 OR MORE. THIS YEAR YOUR SUPPORT WILL BE RECOGNIZED WITH THE

NEW PRESIDENT'S PIN



Almost <u>150</u> Lions Have Made The Pledge! 2 CLUBS HAVE 100% PARTICIPATION! District 33N's Lynn Wyoma Lions District 33A's Worcester County Neads Lions Nearly 50 Lions Were "Pinned" At The Recent District 33N Advisory



NEARLY 50 33N LIONS LINED UP TO PRESENT \$33 CHECKS AND BE "PINNED" BY DISTRICT 33N MLERF DIRECTORS



MEMBERS OF THE LYNN WYOMA LIONS CLUB UNANIMOUSLY SUPPORTED THE PRESIDENT'S \$33 PERSONAL PLEDGE CAMPAIGN AT THE CLUB'S 60TH ANNIVERSARY CELEBRATION. THE MEMBERS WERE PRESENTED THEIR NEW MLERF PRESIDENT'S PINS IN A GROUP "PINNING". THE WYOMA LIONS BECAME THE FIRST CLUB TO PROVIDE 100% SUPPORT TO THE PENNIES FOR SIGHT FUNDRAISER.



MASSACHUSETTS LIONS EYE RESEARCH FUND, INC. PRESIDENT, RANDY PINCH VISITED THE MIDDLEBORO LIONS CLUB. HE AWARDED THE NEW MLERF PRESIDENT'S PIN TO NATHAN AND JARED DEMELLO AND DENISE AND DAVID BEBERMAN FOR THEIR HELP AND SUPPORT OF OUR "MILE OF PENNIES CHALLENGE". HE THEN ACCEPTED A CHECK FOR \$844.80 FROM PRESIDENT LION SUSAN BEAULIEU AND CHAIRMAN OF THE CLUB'S MILE OF PENNIES COMMITTEE LION ED FOR THE MIDDLEBORO LIONS CLUB'S FIRST MILE OF PENNIES.





MEMBERS OF THE DISTRICT 33K FRAMINGHAM LIONS CLUB PRESENTED MLERF PRESIDENT RANDY PINCH WITH NUMEROUS \$33 CHECKS IN SUPPORT OF THE \$33 PERSONAL COMMITMENT CHALLENGE. MEMBERS PARTICIPATING WERE "PINNED" WITH THE NEW PRESIDENTIAL PIN.

LIONS AND EVEN NON-LIONS FROM ALL ACROSS THE STATE ARE BEING "PINNED" FOR THEIR SUPPORT OF THE \$33 PERSONAL PLEDGE CAMPAIGN. WILL YOU RECEIVE YOUR NEW PRESIDENT'S PIN?



SUCCESS STORIES

MASSACHUSETTS LIONS EYE RESEARCH FUND



SUCCESS STORIES

"ANSWERING THE CHALLENGE"

SINCE 1952

Have you wondered how Massachusetts Lions Eye Research Fund, Inc's funds are used by our research partners? Now you can know. This year we have produced "Success Stories". The publication contains numerous articles provided by the 6 major eye research institutions. The articles tell many stories about the achievements which were possible ONLY because they were originally funded by MLERF funds. This is not a complete list but a representative sample of the institution's accomplishments over the years. The "Success Stories" would not be possible without YOUR support of MLERF. "Success Stories" are printed in this year's MLERF Directory. They are available on the MLERFI.ORG web site. You can request a print copy of the booklet by e-mail to rpinch5663@yahoo.com.
COPIES WILL BE AVAILABLE AT MLERF TABLE AT EACH MID-WINTER CONFERENCE

PENNIES DO ADD API

Pennies For Sight has been a <u>"signature"</u> fundraising activity of Massachusetts Lions Eye Research Fund, Inc. for many years. This easy no cost way of raising critically important funds for eye research and symbolized by our MLERF Canisters has raised hundreds of thousands of dollars. In 2013-2014, nearly \$60,000 was raised – this year our goal is \$100,000. Lions Clubs have found many ways to support the Pennies For Sight Campaign including filling Beer Kegs, Large Water Jugs, holding Canning Drives and more. Our \$33 Personal Donation Campaign is included in Pennies For Sight. This year we are promoting the *"Mile Of Pennies Challenge"*. Most importantly we are asking EVERY Lions, Leo and Lioness Club to support the Pennies For Sight Program in whatever way is best for your club. Of course if every club could answer the *"Mile Of Pennies Challenge"* it would mean we would raise more than \$225,000 in pennies – **POINTES DO ADD MP**.

INTERESTING INFORMATION ABOUT PENNIES

#1 - The average penny lasts 25 years!

#2 - Pennies were the very first coins minted in the United States. In March 1793, the mint distributed 11,178 copper cents. (The amount of copper and zinc in the penny has changed significantly through the years.)

#3 - There have been 11 different designs featured on the penny.

#4 - The Lincoln penny was first minted and circulated in 1909, the 100th anniversary of his birth.
#5 - Lincoln faces to the right, while all other portraits on coins face to the left. This was not done on purpose — it was simply the choice of the coin designer.

#6 - In a coin toss, I always choose tails. Here's why. (...although the U.S. Mint disputes this theory) If you toss a penny 10,000 times, it will not be heads 5000 times, but more like 4950. The heads picture weighs more, so it ends up on the bottom.

#7 - The penny was the first U.S. coin to have the motto "IN GOD WE TRUST"

#8 - Lincoln pennies made from 1909 to 1958 were designed by Victor D. Brenner. His initials V.D.B. were on a limited quantity of the 1909 pennies making it one of the most sought after pennies by collectors.

#9 - Approximately 30 million pennies per day (1,040 pennies every second) are produced. Each year, the U.S. Mint produces more than 13 billion pennies.

#10 - Over two-thirds of all coins produced by the U.S. Mint are pennies. Actually the penny is the most widely used denomination currently in circulation and it remains profitable to make. Each penny costs .93 of a cent to make, but the Mint collects one cent for it. The profit goes to help fund the operation of the Mint and to help pay the public debt.

"It's worth every penny."

A recent poll by Opinion Research Corporation found that more than 70% of Americans support keeping the penny in circulation. (NOTE: elimination of the penny might lead to higher prices, since prices would then be rounded to the nearest 5 cents.)



How Many Pennies Fill a 5 Gallon Bucket?

At the 2nd **33N District Advisory, Dino Vasile** (2nd from right) the newest member of the **Woburn Host Lions Club** presented **MLERF President Randy Pinch** (middle) with 3-5 gallon buckets filled with pennies and more. Even though Dino had not even been officially inducted as a Lion he contributed all the change he had been saving for **YEARS** to support the **MLERF Pennies For Sight campaign**. Dino owns and operates 2 Vending Stands at Hanscom Military Base. Dino is also a member of the **Renegades Beep Baseball Team**. Dino's Dog Guide **Bartlett** is pictured here guarding their donation.

Woburn Host Club **President Lew Best** is 1st on the left and **Lion Brian Doherty** is 1st on the right. **Lion Mike Gmitter**, (2nd from left) a pennies "expert" and Chairperson of the Lynn Wyoma Lions Club's Pennies For Sight Campaign volunteered to process the coin and come up with a total.

So how many pennies are in the 3 buckets? Using a combination of formulas and actual counting it was determined that there was over **300 pounds** of coins and other "miscellaneous objects" and the final total was **\$755.29**.

On a humorous note also included in the coins were: 3 dozen marbles, safety pins, subway tokens, Chuck E Cheese type tokens, broken glass, wrappers, paper clips, and 1 house key.

Dino's generous personal donation is greatly appreciated and will almost complete at least one mile in the Woburn Host Lions Clubs' *"Mile Of Pennies Challenge"*.

HAS <u>YOUR</u> CLUB ANSWERED THE MILE OF PENNIES CHALLENGE?



MASSACHUSETTS LIONS EYE RESEARCH FUND, INC.

Challenges all Lions, Leo and Lioness Clubs to raise, save, collect a MILE OF PENNIES. How many pennies is that – 84480 - \$844.80. Support MLERF with your pennies. Place canisters in stores and businesses, offices, have toll booths. Pennies add up! Last year, pennies accounted for an amazing total of \$59,696. Will your club "ANSWER THE CHALLENGE"?

L PENNIES donated will earn entries in a Pennies For Sight Drawing for many REAT prizes. <u>EVERY \$100</u> donated in pennies will earn one additional entry. There will be dozens of prizes awarded.



If you donate at least \$100 in pennies you will earn a Pennies For Sight Banner Patch and if you have already earned a patch you will receive a Penny Rocker for your banner.

Those clubs achieving the MILE OF PENNIES CHALLENGE of \$844.80 in penny donations will also receive a special Mile Of Pennies Challenge banner patch.

WILL YOUR CLUB "ANSWER THE CHALLENGE"?

Please convert all pennies to CHECKS and send to: PDG-PP Louise Wojtkiewicz, MLERF Chairperson, 11 Lillian Road, Acton MA 01720. PDG Louise can be reached at lion.louise@hotmail.com or by phone at 978-263-3493.



Eye Research Needs Your Club To "ANSWER THE CHALLENGE"



THE MD33 GOAL 10,000,000 PENNIES \$100,000

Last year almost **\$60,000** was raised for **PENNIES FOR SIGHT**

For EVERY \$100 donated from any source to PENNIES FOR SIGHT your club will earn an entry into a great drawing for dozens of prizes. If your club has a PENNIES FOR SIGHT

Chairperson please report that Lions name to **Ремме For Sigнт** Chairperson, PDG Louise Wojtkiewicz.

lion.louise@hotmail.com

IT'S FREE – IT'S "PRETTY" EASY DINING FOR DOLLAR\$

DINING FOR DOLLAR\$ GOALS

2 Dining Events \$200 Per Event

For every \$200 raised your club or group will be entered in a drawing for a trip for 2 to the next

USA/Canada Forum

(transportation not included) When you hold a *DINING FOR DOLLAR\$* Event please notify PDG Jeanne Farrow so your club or group will be credited with the results and entered into the drawing.





DINE AT YOUR FAVORITE CHAIN OR LOCAL RESTAURANT AND INVITE YOUR FRIENDS – INVITE THE ENTIRE COMMUNITY AND RAISE FUNDS FOR

MASSACHUSETTS LIONS EYE RESEARCH FUND, INC.

For every <u>\$200</u> your club raises at a DINING

FOR DOLLAR\$ event you will earn an entry to

win 2 - USA/CANADA FORUM Packages in September of 2015 in Grand Rapids, Michigan

Reservations, hotels, meals included, (transportation not included).

WE ARE ASKING EVERY CLUB TO CONSIDER HOSTING

2 DINING FOR DOLLAR\$ EVENTS THIS YEAR.



DINING FOR DOLLAR\$ events are NO expense, EASY ways to support MLERF. Almost every chain and local restaurant offers these fundraisers including national and regional chains like: Papa Ginos (20%), UNO Pizzeria

a 20%), 99 Restaurants (15%), Applebees (15%), Chili's (15%) and many others. Most promotions start by contacting the local restaurant manager. Many local restaurants offer better arrangements and terms.



IF YOUR CLUB IS PLANNING A <u>DINING FOR DOLLARS</u> EVENT PLEASE NOTIFY BOARD E.D. IPDG JEANNE FARROW WITH THE LOCATION, DATE AND TIME AND REPORT THE RESULTS OF YOUR FUNDRAISER SO WE CAN TRACK THE RESULTS AND BE CERTAIN YOUR CLUB RECEIVES ENTRIES IN THE RAFFLE FOR THE DONATIONS. <u>WE WILL ALSO TRY TO HELP PROMOTE YOUR EVENT.</u> YOUR REPORTS CAN BE MADE TO:

IPDG JEANNE FARROW AT lionjeanne33n@gmail.com or 781-223-0855

DINING FOR DOLLAR\$ - DINING FOR DOLLAR\$ - DINING FOR DOLLAR\$ - DINING FOR DOLLAR\$ - DINING FOR DOLLAR\$

"DINING FOR DOLLAR\$" SUCCESS STORIES

If your club has sponsored a successful *Dining For Dollar\$* Event and would like to share your story please send the information and pictures to me at <u>rpinch5663@yahoo.com</u>.

The Lynn Shoe City Lions of District 33N held a very successful "Dining For Dollar\$" event at the Lazy Dog Sports Bar in Lynn, Mass. The event was held on a Sunday afternoon/evening in November. The Lazy Dog is owned by a local business person who annually allows the Shoe City Lions to host the event. While he offers 10%

and not 15 or 20% on meals he does include **all** bar sales and **no coupons** are required. The club really builds the proceeds from the event by having a great raffle and a 50/50 drawing. Both of these are open to all

customers of the restaurant. This year's event raised almost **\$1000.00** including the Lazy Dog's donation, the Raffle and the 50/50 Drawing.

MEMORIAL ENVELOPES

Does your club have a supply of Memorial Envelopes? In 2013-2014 Memorial and Honorarium Donations accounted for **\$34,500** in donations.

If your club needs a supply of Memorial Envelopes please contact one your District Directors and ask for a supply. The Memorial Envelopes can be placed in local funeral homes and churches. They provide a wonderful way to honor a fellow Lion or loved one and the donations are added to total MLERF donations.

BANK CHALLENG

We think it is pretty safe to say that all of our clubs have a partner that handles our funds – your **BANK!** Many of our banking partners are supportive of our local fundraising efforts. However, if you have not asked your local bank for a donation for other events or projects we encourage every club to ask for a donation to MLERF.

Massachusetts Lions Eye Research Fund Inc

lope is provided for your conveniend Gift in memory of a loved one, or in The family, or honorse will be notif

nake your check payable to the Mar earch Fund Inc. Your gift is tax deduc THANK YOU

uld like to make my gift of \$

Many of our clubs have members who are bank employees or officers and willing to help with an appeal for funds. Generally it is not a good idea to seek funds from a bank's "foundation" because they target specific community causes. Foundations generally do not give to other foundations or funds.

If you believe it is appropriate **PLEASE** ask your local bank for a donation to **MLERF.** Talk to the branch manager or the person with whom you may already have had contact. If you need a sample letter of introduction we can provide that. In fact a copy was included in your directory package. If you need our help – please ask. If you need numbers for their tax filings we can provide those because MLERF is a 501 (C) 3 and the bank can also benefit from their donation to MLERF.

SHOW YOUR PRIDE & PROMOTE

MASSACHUSETTS LIONS EYE RESEARCH FUND

JERSEYS \$20.00 MENS & LADIES SIZES

S, M, L, XL, 2XL, 3XL

Long Sleeve Jerseys Available For \$25.00 Add \$5 to have your jersey mailed to your home. Complete an order blank and mail to: PDG Jeanne Farrow 93 Sherman Avenue, Unit 7 Nahant, Mass 01908

OR ORDER BY E-MAIL TO: LIONJEANNE33N@GMAIL.COM

ADD <u>\$5.00 PER JERSEY</u> IF YOU WANT YOUR JERSEY MAILED TO YOUR HOME
Jerseys @ \$20.00 -Total
LS Jerseys @ \$25.00 – Total
\$5.00 Per Jersey for Mailing
TOTAL PAYMENT
MAKE CHECKS PAYABLE TO MLERF
NAME:
Address
CLUB NAME
F-ΜΔΙΙ·



UPCOMING MLERF EVENTS

IF YOUR CLUB IS SPONSORING AN UPCOMING EVENT TO BENEFIT THE **MASSACHUSETTS LIONS EYE RESEARCH FUND** AND YOU WOULD LIKE TO SHARE IT IN THE MLERF BULLETIN PLEASE SEND THE ANNOUNCEMENT TO <u>RPINCH5663@YAHOO.COM</u>. IF IT CAN BE USED IN A TIMELY MANNER IT WILL BE ADDED TO BULLETINS DISTRIBUTED BEFORE THE EVENT.

The **ASHLAND LIONS CLUB** (District 33K) is sponsoring <u>TWO</u> "*Dining For Dollar\$*" events. The first is at **The Ashland Ale House Restaurant** on **Tuesday**, **January 6**, **2015** and will continue all day. You must present the voucher below to your server. You may make as many copies as you need. <u>HELP EARN 20% ON FOOD PURCHASES AT BOTH EVENTS!</u>

EVER EAT WITH A LION?



The Ashland Lions and The Ashland Ale House Restaurant invite you to "Dine for Sight" ALL DAY !! TUESDAY JAN. 6, 2015

ALL DAY!! TUESDAY JAN. 6, 2015 ALL DAY!!

PRESENT THIS FLYER AND 20% of your food only will benefit the Lions Eye Research Coupons, (Birthday coupons) discounts and other promotions will not be accepted during this fundraiser.

Present this voucher to your server when seated as this is required for the Ashland Lions to receive, CREDIT FOR SALE **Donation by restaurant is 20% of sales (excludes tax and gratuity)

Only valid on date, time and location stated above. DINE IN ONLY



SUPPORTING LIONS & ASHLAND

The 2ND ASHLAND LIONS CLUB'S "Dining For Dollar\$" event is at TJ Spirits South Restaurant on Tuesday, January 20, 2015 and will continue all day. You must present the voucher below to your server. You may make as many copies as needed.

EVER EAT WITH A LION?



The Ashland Lions and T J Spirits South Restaurant Invite you to " Dine for Sight"

ALL DAY !! TUESDAY JAN. 20, 2015

ALL DAY!! TUESDAY JAN. 20, 2015 ALL DAY!!

PRESENT THIS FLYER AND 20% of your food only will benefit the Lions Eye Research Coupons, (Birthday coupons) discounts and other promotions will not be accepted during this fundraiser.

Present this voucher to your server when seated as this is required for the Ashland Lions to receive, CREDIT FOR SALE **Donation by restaurant is 20% of sales (excludes tax and gratuity)

Only valid on date, time and location stated above. DINE IN ONLY



SUPPORTING LIONS & ASHLAND

The **MILLIS LIONS CLUB** (District 33K) is sponsoring a fun-filled event to "**Strike Out Eye Disease**" See the flyer below for all the details.

STRIKE OUT EYE DISEASE CRAZY BOWL FOR BLINDNESS PREVENTION WHEN: Saturday - January 10, 2015 TIME: 6:00pm - 9:00pm WHERE: Ryan Family Amusements Rt. 109, Millis YOU GET: 3 Games & Shoes

WE GET: \$15 Per Person (Teams Welcome) (up to 4 people on a team)

OUR COMMUNITY GETS: Much Needed Funds for Eye Research

50/50 RAFFLE SNACKS - CASH BAR PRIZES



The Millis Lions Club wants everyone to see a better tomorrow. This is why we help to provide eye care services to those at risk of losing their sight.

Won't you help us help those in need?

For more information please contact Doug Hindmarsh: 508-376-4318 Shefali Desai: 508-376-1906





www.millislionsclub.org

The **HYDE PARK LIONS CLUB** (District 33K) is sponsoring a **DEED SALE**. All the information needed to participate is in the "**Official**" announcement below.



Sponsored by Hyde Park Lions Club

DEED SALE

Let it be known by all persons that

has purchased and will be the duly registered owner of one (1) number listed within the range of numbers identified as playing numbers in the Hyde Park Lions "20/20 Raffle For Sight", to be held between the dates of January 20, 2015 and June 2, 2015. All winning numbers will be re-entered and owners need not be present to win. A completed, registered Deed will be issued to each owner. If requested, a list of all winners will be mailed upon completion of the final drawing.

PRIZES GRAND PRIZE \$500.00 SECOND PRIZE \$250.00 THIRD PRIZE \$100.00 FOURTH PRIZE \$75.00 FIFTH PRIZE \$50.00 20 WEEKLY DRAWINGS OF \$25.00 EACH

Donation: \$20.00 (per number)

Seller: Lion Fabian DePeiza	Date:
Registration Information (Please Print):	
Name:	Tel.#
Address:	
Seller:	

The **PETERSHAM LIONS CLUB** (District 33A) is sponsoring a **Charity Curling Tournament** on March 8, 2015. All the details are in the flyer below.

10th Annual PETERSHAM LIONS CLUB CHARITY CURLING TOURNAMENT



To Benefit Mass Lions Eye Research



Sunday, March 8th 2015 Petersham Curling Club, Route 32 Petersham, MA Instruction for new curlers @ 8 a.m. Matches start @ 9:30 a.m. (warm up @ 9:00 a.m.)

This charity event is for amateur curlers ONLY!

- Curlers may not be members of the Petersham Curling Club or any other curling organization
- ✓ Four curlers per team
- ✓ If you do not know how to curl, we will teach you
- Each team will have the opportunity to curl at least twice

Entry fee is \$100 per team (\$25.00 per person)

- > Entry fee includes lunch and snacks throughout the day
 - ✓ Lunch served 10:30a.m. 2p.m.
 - ✓ Lunch for non-curlers is \$10.00 (reservations please!)

Maximum number of teams is <u>16</u>. Lion's Club teams will have priority until February 1, after which registration will be open to other amateur teams on a first-come, first-served basis

To register contact Jim @ 978-724-0304 * jimregan5@gmail.com Or John @ 413-575-7162 (cell) * jmags2@verizon.net