

MASSACHUSETTS LIONS EYE RESEARCH FUND, INC.



OCTOBER
2014

"ANSWERING THE CHALLENGE" SINCE 1952

**2014-2015
CHALLENGES**
\$1,000,000 DONATIONS
100% CLUBS PARTICIPATION
"MILE OF PENNIES"
"DINING FOR DOLLAR\$"
"BANK CHALLENGE"
**WILL YOUR CLUB ANSWER
THE 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"**?

ALL PENNIES donated will earn entries in a Pennies For Sight Drawing for many **GREAT prizes**. **EVERY \$100** 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 lionlouise@hotmail.com or by phone at 978-263-3493.

Eye Research Needs Your Club To "ANSWER THE CHALLENGE"

SEE PAGE 4

Fellow Lions

Let me first thank you for your wonderful efforts last year when we raised **\$1,029,626** in donations, the second year in a row you raised over \$1,000,000. Thank you for your support of MLERF, the only statewide project of the Lions of Massachusetts. We had nearly 100% support from our Lions, Lioness and Leo Clubs.

Our goals this year are to again reach the **\$1,000,000** mark and with **100% participation**.

As Lions we have answered many challenges. In 1925 we accepted Helen Keller's challenge to be **Knights Of The Blind** and make it our mission to "eradicate preventable blindness". In 1952 the Lions of Mass. responded to another challenge and formed MLERF. The Lions of Mass. first effort was historic. The first \$5000 Grant made to Harvard Medical School was instrumental in ending the scourge of Retinopathy of Prematurity or **Baby Blindness**. In the ensuing years over 150,000 babies sight was saved by the Lions of Massachusetts.

Your MLERF donations are critically important to the work of our research partners. The grants you provide are unique and generally are **ONLY** available from Mass Lions Eye Research Fund, Inc. They are **NOT** the type provided by most other funds or foundations.

This year we have offered our own challenges and some new ideas to help all of our clubs raise more funds than before and help to expand the funding available to the research institutions we support.

The challenges are pretty simple – have donations over **\$1 Million** and have **100% participation** by all clubs. We have offered challenges like **"MILE OF PENNIES, DINING FOR DOLLAR\$ AND THE BANK CHALLENGE"** to assist your club.

We have new ideas to better educate and inform our clubs. These will be explained in this the first of several newsletters which we will provide to you. We will try to include interesting and informative stories and updates about what is being done around the state. If you have MLERF projects you would like us to include please send them to me

We hope you will enjoy these and that they will help your club in **"Answering The Challenge"** Please share them with all your members.

Thank your for your service and your support of **Massachusetts Lions Eye Research Fund, Inc.**

YIL
Randy

rpinch5663@yahoo.com

SEE PAGE 5

DINING FOR DOLLAR\$ CHALLENGE

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 **\$200** 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 (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.

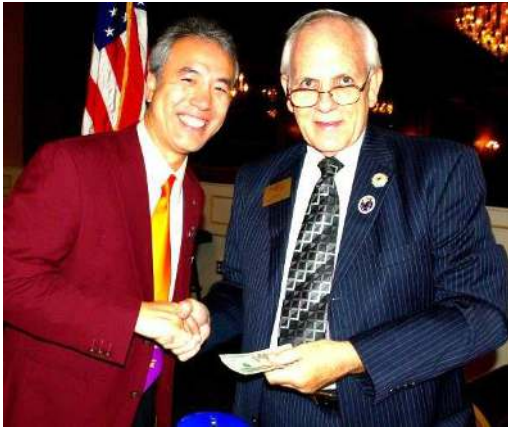
IF YOUR CLUB IS PLANNING A **DINING FOR DOLLAR\$** EVENT PLEASE NOTIFY BOARD E.D. IPDG JEANNE FARROW WITH THE LOCATION, DATE AND TIME AND REPORT THE RESULTS OF YOUR FUNDRAISER SO WE CAN TRACK THE RESULTS AND BE CERTAIN YOUR CLUB RECEIVES ENTRIES IN THE RAFFLE FOR THE DONATIONS. **WE WILL ALSO TRY TO HELP PROMOTE YOUR EVENT.** 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\$

\$33 CHALLENGE

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**



MLERF President Randy Pinch pins **Dr. David Hunter** of Children's Hospital after he donated his \$33.00. (right)
President Randy Pinch accepts generous personal donation from Chinatown Lions Club **President Victor NG**. (left)



MLERF President Randy Pinch presented the first 3 President's Pins at a recent meeting of the Chinatown Lions Club. Abington Lions Club **President Ted Cummins** and Zone Chair **Kathy Salem** received the first two pins and Chinatown Lions **President Victor Ng** proudly shows off the 3rd pin to be presented.



President Randy Pinch accepts personal \$33 donations from **Doctor David Hunter** (left) and MLERF **Secretary Bob Haskell** (right) at visit to Children's Hospital.

President Randy Pinch presents MLERF **Secretary Bob Haskell** with his President's Pin.



\$33.00 DONATIONS CAN BE ACCEPTED BY ANY MLERF OFFICER OR DIRECTOR AND THE PRESIDENT'S PIN WILL BE PRESENTED AT THE EARLIEST POSSIBLE TIME OR IT CAN BE MAILED TO THE DONOR. ALL \$33 DONATIONS ARE CREDITED TO A CLUB'S TOTAL OF PENNIES FOR SIGHT DONATIONS. BE SURE CHECKS HAVE THE CLUB NAME IN THE MEMO.

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**.

Will YOUR CLUB ANSWER THE MILE OF PENNIES CHALLENGE?



MILE OF PENNIES CHALLENGE

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**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 **PENNIES FOR SIGHT** Chairperson, PDG Louise Wojtkiewicz.

lion.louise@hotmail.com



SCHEPENS EYE RESEARCH INSTITUTE "ANSWERING THE CHALLENGE" - WILL YOUR CLUB?

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 of the event and entered into the drawing.



DINING FOR DOLLAR\$

CHALLENGE

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DISTRICT 33Y DINING FOR DOLLAR\$ SUCCESSFUL EVENT

On October 9th, World Sight Day, the Lions of District 33Y held a Dining for a Cause at the 99 Restaurants in Springfield (Eastfield Mall), Pittsfield and Greenfield. The following Lions Clubs participated: Agawam, Hampden, Ludlow, Springfield 16 Acres, Montague-Erving, Pelham, Northampton, Deerfield, Charlemont, Williamsburg, Lee, Pittsfield, Adams and Hinsdale. In total from the 3 restaurants **\$565.69** was raised for Massachusetts Lions Eye Research Fund to find a cure for blindness. This Fund, the official charity of the Lions of Massachusetts, gives seed money to researchers in Massachusetts for research on curing eye diseases. District 33Y would like to thank the Lions and non-Lions who participated in this Fundraiser. We would also like to thank the 99 Restaurants for their help.

CONGRATULATIONS TO THE LIONS OF DISTRICT 33Y

DO YOU REMEMBER WHEN?

Maybe not because it was almost **35 years ago**. The following report was the actual **MLERF** report provided on July 21, 1980. Not many of us were Lions or involved with MLERF in 1979-1980. We thought you might be interested in this report of **President –PDG Charlie DeAngelus**. Was your club active 35 years ago? This was reproduced from the actual

MASS LIONS EYE RESEARCH REPORT 1979-1980

July 21, 1980

A farewell thanks to the Governors and the Board of Directors of The Mass Lions Eye Research Fund, Inc It's hard to single out any one person in particular because it was team work that enabled us to break all records this year. Also thanks to the Lions Clubs, Lioness Clubs and Leo Clubs who helped put us over the top. Since my July 12th letter many changes have taken place. District N came through with 100% participation and brought in a record total of \$73,670.84. District K increased their donation from last year by \$6447.42 and Y was a close second with \$6441.80.

DISTRICT	1978-79	1979-80	GAIN	LOSS
33Y	\$31260.69	\$37702.42	\$6441.80	
33A	\$41596.72	\$37270.35		\$4326.37
33N	\$73125.90	\$73670.84	\$534.94	
33K	\$48562.85	\$55010.27	\$6447.42	
33S	\$68546.59	\$72088.68	\$3542.09	

Total Donations
\$275,742.56

THE LIONESSE – “WE SERVE TOO” -- Total donations from the Lioness of Mass \$12094.23 - is also a record from the Lioness Clubs.

DISTRICTS-33Y: \$1751.73 **33A:**\$1187.50 **33N** \$0 **33K:** \$300 and **22S:** \$8855 Total \$12094.23.

The Fall River Evening Lioness won the plaque for the largest donation from a Lioness Club \$3000.

The West Bridgewater Lioness won the plaque for the largest donation from a Lioness Club Per Capita at \$70.58.

The Agawam Lions Club won the plaque for the largest donation from a Lions Club with \$7000.

The Acton and the Clinton Lions clubs were tied for largest donation per capita at \$96.77.

SOMETHING YOU MIGHT WANT TO KNOW - In addition to the grants of \$265,000 for Eye Research the Board of Directors voted \$2500 to Boston College for a Laser dual control instructional Laser Cane. This will be used by the college to train instructors that will be able to test Blind people to see if they can be adapted to the cane and also to train the ones that qualify to use the cane. In many cases this White Cane will be used instead of a seeing eye dog.

THE MASS LIONS EYE RESEARCH FUND INC. \$1000 & OVER CLUB HONOR ROLL.. THANKS TO PDG JOHN INGALLS FOR MAKING UP THE PLAQUES AND THANKS TO THE MANY CLUBS THAT CONTRIBUTED \$1000 AND MORE

DISTRICT Y		DISTRICT A		DISTRICT N		DISTRICT K		DISTRICT S	
Agawam	7000	Athol	1000	Acton	6000	Ashland	2000	Fall River Lioness	3000
Adams	1000	Boylston	2000	Beverly	1980	Belmont	2500	N. Bedford-Sas.	2000
Dalton	1000	Fitchburg	1000	Concord	1000	Blackstone	1050	W. Bridgewater	1200
E.Longmeadow	3500	Leicester	1500	Essex	1320	Braintree	2500	Mattapoisett	1000
Gt. Barrington	1960	Milford	1500	Lexington	3000	Dedham	1500	Provincetown	3000
Hampden	2000	Palmer	1213	Magnolia	6000	Framingham	1000	Seekonk	1600
W. Snringfield	2000	Southbridge	1200	Marblehead	1000	Hingham	1000	Wareham	1500
Wilbraham	1000	Ware	1300	Peabody	3000	Holliston	1000	Acushnet	2200
Williamstown	1382	Clinton	3000	Tewksbury	1000	Hyde Park	1000	Bourne	1600
Hinsdale	1150	Shrewsbury	1000	Topsfield	2000	Malden	3650	Carver	1500
Tongmeadow	1500	W. Boylston	1000	Wilmington	2500	Marlboro	2000	Dennis Harwich	1000
16 Acres	1050	Worc. Host	1600	Amesbury	3000	Needham	3800	Fairhaven	2000
		Berlin	1000	Burlington	1000	Sherborn	1100	Fall River	6180
		Bolton	1000	Chelmsford	1000	Somerville	1200	Marion	1109
		Dudley	1000	Danvers	1166	Waltham	2500	Marshfield	1000
		Grafton	2500	Merrimac	1250	Westwood	1100	Somerset	3000
		Northboro	1000	Salisbury	1000	Arlington	1500	S. Attleboro	2200
		Webster	2300	Saugus	4550	Medfield	1200	Taunton	1000
		Westboro	1000	Woburn	5500	Medford	2600	Abington	1050
				Lowell	1500	Norwood	1000	Attleboro	3000
				Haverhill	1000	Plainville	1000	Bridgewater	1000
				Ipswich	1200	Quincy	2500	Brockton	1000
				Lynn	2100	Randolph	1000	Centerville-Os.	1000
				Reading	1500	Stoughton	2000	Kingston	1500
				Wakefield	1525	Walpole	1350	Mid-Cape	2000
						Wrentham	1000	Norton	1600
								Plymouth	1000
								W. Bridgewater Lioness	1200

Note: I have not received a final financial report so more clubs may be added to this list later.

THANK YOU—ONE AND ALL—FOR
MAKING MY YEAR AS PRESIDENT OF EYE
RESEARCH A HIGHLY SUCCESSFUL AND
ENJOYABLE ONE.

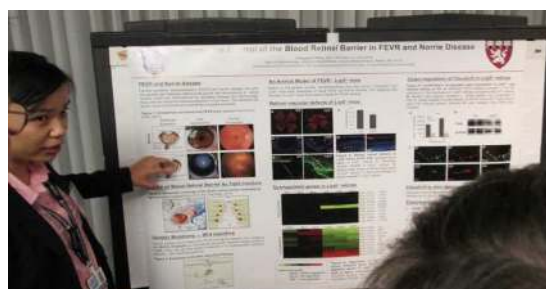
SINCERELY

CHARLEY DEANGELUS

Charley DeAngelus

RECENT RESEARCH INSTITUTE VISITATIONS

Lions are invited and encouraged to attend **MLERF Directors Meetings** and **Research Institute Visitations**. A MLERF calendar is in the MLERF Directory. For additional information contact a MLERF District Director.



At Children's Hospital Lions and Guests were able to move through 6 different presentations. Each one a research project funded with MLERF Grants including a Presidential Grant. Attendees were able to discuss each project with the research scientists and doctors. Some were even interactive.

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 CHALLENGE

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**.



Many of our clubs have members who are bank employees or officers and should be able 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
65 EASTERN AVENUE
WOBURN, MASS 01801**

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

ADD \$5.00 PER JERSEY 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 _____

E-MAIL: _____

\$100,000

\$90,000
\$80,000
\$70,000
\$60,000
\$50,000
\$40,000
\$30,000
\$20,000
\$10,000

WILL YOU HELP TO REACH \$100,000
WILL YOUR CLUB ANSWER THE CHALLENGE?

HOW MANY LIONS WILL SUPPORT
THE \$33 DOLLAR CHALLENGE AND EARN
THE NEW PRESIDENT'S PIN?

CANISTER COLLECTIONS, \$33 DONATIONS,
MILES OF PENNIES DONATIONS ALL COUNT
TOWARDS "PENNIES FOR SIGHT".

EVERY \$100 COLLECTED EARNS ANOTHER
ENTRY IN THE BIG DRAWING FOR
DOZENS OF PRIZES.

DO YOU HAVE ENOUGH CANISTERS?

DO YOU HAVE A GIANT CANISTER FOR
SPECIAL EVENTS?

WILL YOUR CLUB COLLECT A "MILE OF
PENNIES" AND EARN A BANNER PATCH?



Do You Know?

THE MASSACHUSETTS LIONS EYE RESEARCH FUND,
INC. WEB SITE MLERFI.ORG NOW ACCEPTS
DONATIONS. DONATIONS CAN BE MADE TO **GRANT
FUNDS** OR **TRUST & ENDOWMENT**. THEY CAN
BE MADE BY USING **PAYPAL** OR WITH **CREDIT
CARDS**. MEMORIAL FORMS CAN ALSO BE PRINTED
FROM THE WEB SITE AND MAILED TO MLERF.



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 RPINCH5663@YAHOO.COM. IF IT CAN BE USED IN A TIMELY MANNER IT WILL BE ADDED TO BULLETINS DISTRIBUTED BEFORE THE EVENT.

**DISTRICT 33N DANVERS LIONS CLUB
SPONSORING AN APPLEBEE'S "DINING TO DONATE"
TUESDAY, OCTOBER 28, 2014 --- 4 TO 9PM
DANVERS MASSACHUSETTS APPLEBEE'S
50 INDEPENDENCE WAY – LIBERTY TREE MALL
DANVERS, MASSACHUSETTS
CLIP THE COUPONS BELOW AND PRESENT TO YOUR SERVER**



Dining To Donate

Enjoy A Meal That's Filling and Fulfilling.

The Danvers Lions Club

Needs Your Support

Applebee's® will donate 15% of your check when you dine at

*Applebee's
50 Independence Way
Danvers, MA 01923
978-777-5447*

Present this to your server

October 28, 2014 4:00 - 9:00 p.m.



Donation percentage excludes tax and tip. Valid ONLY at above mentioned location during specified hours. Must present flyer in order for organization to receive credit for purchase. Flyers are not to be distributed in the restaurant or within the perimeter of the parking lot. Doing so will result in a voided event.



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**Ever
eat
with
a
Lion
?**



**A Mendon
Lions
Project**



**MASSACHUSETTS
LIONS • EYE
RESEARCH
FUND • INC**
www.mlerfi.org

**The Mendon Lions and
The Willow Brook Restaurant
Invite you to “Dine for Sight”
Wednesday, Nov. 19, 2014
From 5 PM to 9 PM**



Present this Flyer and

15% of Your Receipt

Will Benefit the Lions Eye Research

Coupons, discounts and other promotions will not be accepted during the fundraiser.

Present this voucher to your server when seated as this is required for the Mendon Lions to receive credit for the sale. *Donation by Restaurant is 15% of sales (excludes tax and gratuity)

Only valid on date, time and location stated above