

NORTH CAROLINA LIONS FOUNDATION, INC.
Board of Directors Meeting

Camp Dogwood
Sherrills Ford, NC

August 10, 2025
9:05 AM

Call to Order

Allen Swaim, President

The Board of Directors Meeting was called to order by President Allen Swaim. President Swaim requested a motion to approve the Agenda.

MOTION was made by At-Large Director C. Neil Alexander, Jr. to accept the Agenda and seconded by District Governor Dwayne Turner. Motion carried by voice vote.

Invocation

Lorraine Dixon, 1st Vice President

The Invocation was given by First Vice President Lorraine Dixon.

Pledge of Allegiance

Tim Williams, 2nd Vice President

The Pledge of Allegiance was led by Second Vice President Tim Williams.

Opening Remarks

Allen Swaim, President

President Swaim welcomed everyone to the meeting and thanked them for attending the Installation/Awards Banquet last night. He stated this has been a very successful weekend and looks forward to working with everyone this coming year.

Introductions

Allen Swaim, President

President Allen Swaim introduced the International Family in attendance – PID Harvey Whitley, PID Lacy Presnell and ID Gary Steele.

Reading & Approval of Minutes

Anne Metts, Secretary

The minutes were published online and have been reviewed by the Board of Directors.

MOTION was made to accept the minutes as published by Immediate Past President Wayne Faber and seconded by First Vice District Governor Jody Proctor. Motion carried by voice vote.

Roll Call

Anne Metts, Secretary

Officers and Board Members Present: President Allen Swaim, Immediate Past President Wayne Faber, First Vice President Lorraine Dixon, Second Vice President Tim Williams, Treasurer Curtis Erickson, Secretary Anne Metts, Council Chair Chris Headley, Outgoing Executive Director Carlton Metts, Executive Director Carlton Metts II, DG Eileen Artavia, DG Steve Cline, First VDG Sandy Fraser-Thomas, Second VDG Chris Beck, DG Juanita Brown, First VDG Bob Gwyn, Second VDG Keith Gallagher, DG Gene Goetz, First VDG Eddie Chase, Second VDG Earl House, Jr., DG Dwayne Turner, First VDG Jody Proctor, Second VDG Kayla Swaim, At-Large Board Directors C. Neil Alexander, Allen Reinhardt, Larry Gasperton, Joseph Poirier and Steve McLaurin

Officers and Board Members Not Present: First VDG Richard Wilcox

Quorum is present.

Appointment of Parliamentarian

Allen Swaim, President

PID Harvey Whitley was appointed to be Parliamentarian.

Remarks by State Council Chairperson

Chris Headley, Council Chair

First and foremost, let us give our 2025-2026 District Governors a round of appreciation. They were inducted by Lions International President A. P. Singh in Orlando, Florida. It was a moment that they were waiting for, when their partner in service pulled the elect ribbon from their name tag.

For the last three years, they have attended training at Camp Dogwood, Chicago, Las Vegas and Orlando, Florida and are ready to show the world that Multiple District 31 is the best.

Since then, all the Governors have been holding District Officers Installation, Awards and Brighter Vision kickoffs.

Thank you for allowing me to serve.

Respectfully,
Chris Headley Council Chairperson

Director of Operations Report

Tammy MacLean, Director of Operations

August Board and Council Report

Welcome new staff: Kelly Harris. Kelly comes to us from Catawba County School system where she recently retired after 29 years.

Summer Camp 2025 has ended, and we're excited to share the highlights of this year's success!

Just a few of the weekly VIP Activities this year include:

- Chair Yoga
- Chair Exercises
- Morning Walk
- Line Dancing
- Arts & Crafts
- Braille Art
- Gem Mining
- Fishing
- Boating
- Swimming
- Ugly T-Shirt Contest
- Lions Club Industries Visit
- Devotions
- "I Bill"
- Putt- Putt

VIP Attendance: We welcomed a total of 212 VIPs from across the districts:

- **District L:** 39 VIPs
- **District I:** 43 VIPs
- **District O:** 49 VIPs
- **District N:** 47 VIPs
- **District S:** 34 VIPs

Volunteer Support: A total of 42 volunteers supported the camp this summer.

Volunteers by District:

- **District L:** 5 volunteers
- **District I:** 4 volunteers
- **District O:** 13 volunteers
- **District N:** 4 volunteers
- **District S:** 15 volunteers

Volunteer Time Commitment:

- 27 volunteers served 1 week
- 7 volunteers served 2 weeks
- 7 volunteers served 3 weeks
- 2 volunteers served 4 weeks
- 1 volunteer served $\frac{1}{2}$ week

A big thank you to all the districts, volunteers, and VIPs who helped make Summer Camp 2025 a memorable and impactful experience. Your time, effort, and support truly made a difference — here's to another great year ahead!

Special thanks to our Lions for their continued support of the VIPs each week. Your dedication never goes unnoticed.

Be sure to visit the Camp Dogwood Facebook page for photos and highlights from each session!

As we move into the 2025–26-year, *Dogwood on Lake Norman* is off to a fantastic start. Please continue to support us by following our Facebook page — and don't forget to LIKE and SHARE to spread the word!

Executive Director's Report

Carlton Metts II, Executive Director

Board of Directors Report

Carlie Metts, Executive Director

August 7, 2025

Subject: Gratitude, Operational Insights, and Strategic Planning

Dear Members of the Board,

I want to begin by expressing my sincere appreciation for the confidence you have placed in me. It is an honor to serve in this role, and I am committed to leading with transparency, collaboration, and a deep respect for the mission of our foundation.

Over the past week, I've focused on learning the ins and outs of our operations—from program structures and administrative workflows to community engagement efforts. This foundational understanding is essential as we move forward with clarity and purpose.

As part of this process, I plan to meet individually with each staff member. These conversations will allow me to better understand their roles, perspectives, and ideas, and will help foster a culture of open communication and shared ownership.

Looking ahead, we will begin evaluating how to position ourselves to meet both our short-term and long-term goals. This includes aligning our resources, refining our strategies, and identifying opportunities for growth and impact.

Additionally, **Carlton Metts our outgoing Executive Director will be providing the remaining information for the Directors Report**, including key updates and data points that will further inform our planning and decision-making.

Thank you again for your trust and support. I look forward to working closely with each of you as we continue to build a strong and impactful foundation.

Warm regards,
Carlie Metts
Executive Director
North Carolina Lions Foundation

and Carlton Metts, Outgoing Executive Director

Executive Director's Report
August 10, 2025

Outgoing Executive Director Carlton Metts gave his last report.

The Activities Report shows \$6,312 in the Off Season Usage this year. This figure is considerably lower than last year's report at \$49,308.50. We have only had two hearing aids donated for July. We have shipped 37 canes for July versus 24 last year. Eyeglasses donated to date are at 5,373.

Investment Reports are still good and holding.

Fellowships and Partners are showing Woolard Partner-in-Service has awarded one, Sid L Scruggs BOH showing one awarded, Jack Stickley Fellowship has none awarded YTD, and NCLF Ambassador has awarded one YTD.

MSU Report shows through July 10, 2025 a total of 876 adults screened and 437 referred to an eye doctor. Adult screenings by district completed to date are 169. Children screened to date are 16,027 with 2,968 being referred to an eye doctor. A total of 169 screenings have been performed for children. Total hearing screenings to date are 726 with 331 being referred for further testing. There are -0- screenings remaining on the calendar year.

As of August 7, 2025, there have been 41 adults screened with 23 being referred to a doctor. Screenings by district completed are 3. Children by district screened are 44 and 11 being referred to a doctor. There are 57 screenings scheduled for the remainder of the year. Hearing by district screening to date is 27 and 9 being referred to a doctor.

Contributions through July 31, 2025:

Brighter Visions - \$13,817

Camp Dogwood Raffle - \$.00

Clinical Eye Research - \$.00

Memorials and Honorariums - \$990.00

Fellowships and Partners - \$900.00

Next Tuesday, August 12, 2025 Carlie Metts, Paul Bledsoe and myself will meet with Miracles in Sight in Winston-Salem and present them a check in the amount of \$50,000. This is the first of four grants that we will be presenting in the near future.

And this is my last report.

Thank you,
Carlton Metts
Outgoing Executive Director

MOTION to accept Executive Directors' reports were made by At-Large Director Steve McLaurin and seconded by District Governor Steve Cline. Motion carried by voice vote.

Old Business

None.

New Business

1. Communications – None

2. Treasurer's Report –

NCLF Treasurer Report 8/10/2025

NCLF Treasurer Curtis Erickson

Unrestricted Revenue

- Total unrestricted revenue for July 2025 is \$57,579.30, below the budgeted \$77,531.25 by \$19,951.95.
- Brighter Visions revenue is \$13,817.24, with a variance of \$13,782.76 from the budget.
- Camp contributions and camper fees generated \$36,457.25 combined, exceeding the budget by \$585.60.

Restricted Revenue

- Total restricted revenue is \$2,750.00, slightly above the budgeted \$2,500.00 by \$250.00.
- Other TR Income contributed \$2,750.00, while Camp Raffle and Eye Research received no funds.

Permanently Restricted Revenue

- Total permanently restricted revenue is \$150.00, below the budgeted \$300.00 by \$150.00.
- Partner-in-Service received \$150.00, while Stickley Fellowships reported no income.

Total Revenue is \$60,479.30 below the budgeted \$80,331.25 by \$19,851.95.

Unrestricted Expenses

- Total unrestricted expenses amount to \$104,535.07, under the budget of \$132,737.38 by \$28,202.31.
- Camp Dogwood expenses are significant, with payroll costs totaling \$61,000.00.
- Depreciation expense is \$12,500.00, matching the budget.

Restricted Expenses

- Total restricted expenses are \$57,491.47, exceeding the budget of \$10,683.33 by \$46,808.14.
- Other Expense TR is notably high at \$49,010.01, with no budgeted amount.

Total Expense is \$162,026.54, exceeding budget of \$143,420.71 of \$18,605.83

Grand Total

NET GAIN(LOSS) is \$ (101,547.24) exceeding budget of \$ (63,089.46) by \$ (38,457.78)

3. Nominations Committee Report - Read by President Allen Swaim

Jeffrey H Price
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Zebulon NC 27597
(919) 696-6679
jeffreyhprice0602@gmail.com

August 9, 2025

To: NC Lions State Council
From: Jeff Price, NC Lions Nominations and Elections Chairperson

Subject: Report for State Council Meeting

Greetings!

I appreciate the opportunity to serve the Lions of North Carolina as their Nominations and Elections Chairperson for 2025-2026. I look forward to the opportunity in partnership with other Lions serving at the state level during the coming year to ensure that, as NC Lions, we proudly reflect our motto that, as Lions, "We Serve!"

I am in receipt of Lion Carlie Metts' resignation as incoming State Council Chair for 2026-2027, a position to which he had previously been elected to serve. Lion Carlie has accepted a position with NC Lions that will place him in conflict with the position of State Council Chair, and he has submitted his resignation from that position.

I am also in receipt of a declaration of candidacy from Lion DeAngelo Jackson of Dunn, NC, announcing his intention of seeking the position vacated by Lion Carlie. Lion DeAngelo has signaled his intent to be elected to serve as State Council Chair for 2026-2027. At this time, I do not have any formal documents other than Lion DeAngelo's email declaring his intent. I have informed him of the requirements for any potential candidacy as outlined in the NC Lions Bylaws. I will keep the State Council advised on any future communication in this regard.

Yours in Lionism,
Lion Jeff Price

Motion was made by Immediate Past President Wayne Faber to accept reports as given and seconded by District Governor Eileen Artavia. Motion carried by voice vote.

4. Committee Reports

Clinical Eye Research

August 11, 2025
PCC Paulette Gasperson

This committee will be responsible for overseeing the eye research projects that have been voted on and approved by the Lions of North Carolina. The committee members will coordinate their respective District fund-raising projects for eye research. They will be responsible for having a close working relationship with agencies that are involved with eye research and in particular the ones that the Lions are supporting. Through programs and education, they will encourage the continual support of eye research throughout the State of North Carolina.

I will be sending each District Clinical Eye Chair a copy of their duties.

Many years PCC Dave Bulter and PDG Lue Creel have gone to all District Conventions and sold Lions Pins. They loved what they were doing and could tell you about every pin they had on their table.

I had a tour set up for August 23 at Miracle in Sight, but I have had to cancel because I'm having hip replaced on August 21. I'll be talking to Council Chair Chris about a date to reschedule and maybe we can get a tour of Duke's eye research center.

Thank You:

PCC Paulette Gasperson
Clinical Eye Research State Chair

See the 21st Century Vision Screening Programs Committee Statewide Chairperson Report, August 10, 2025

Members of the Executive Committee and Board of Directors, I'm pleased to provide this report on behalf of the State Vision Screening Programs Committee -- Gordon Gilomen (L), Jim Maitland (O), Gene Goetz (N), Danny Hall (S) and Cathy Critz (I) (beginning in March). For the new year, District L is represented by Richard Hazzard (Hendersonville), and District N is represented by Anne Bejian (Beaufort).

The three vision screening programs operated by NCLF and our local Lions Clubs are: (1) NCLF KidSight Program, (2) NCLF Mobile Screening Program using the MSU, and (3) KidSight USA mobile screening program, as conducted by local clubs using their own equipment - cameras. The following tables show the screenings and the year-over-year comparisons for the vision screenings:

NCLF Mobile Screening Program using the MSU:

District	MSU Events	Adults Screened MSU	Adults Referred MSU	Hearing Screened MSU	Hearing Referred MSU	MSU Events in 2023-24	MSU Eye Screenings in 2023-24	MSU Eye Referrals 2023-24
L	4	122	66	84	40	3	74	32
I	8	226	114	201	89	11	304	162
O	9	150	74	143	66	14	312	124
N	7	207	100	156	74	10	427	128
S	5	148	63	135	59	5	173	56
TOTALS:		33	853	417	719	328	43	1,290
		<i>Referred</i>	<i>48.89%</i>	<i>Referred</i>	<i>45.62%</i>		<i>Referred%</i>	<i>39%</i>

NCLF KidSight Program (using KidSight Units and Operators):

District	KSU Events	KidSight Screening Clubs	Percent of Districts' Clubs		Children Screened	Children Referred	Percent Referred
L	13	5	11%		1192	148	12%

I	20	5	11%	2704	384	14%
O	45	16	31%	5236	940	18%
N	48	8	15%	5994	1352	23%
S	10	5	11%	818	108	13%
MSU				83	36	43%
TOTALS:	136	39	16%	16,027	2,968	19%

Note: Children screened at MSU events are included with the KidSight Units and Operators table.

KidSight USA Screening Program - Local clubs using their own cameras: ¹ ²

District	Screening Events	Number Screening Clubs	Percent of Districts' Clubs	Children Screened	Children Referred	Percent Referred
L	38	9	20%	5321	700	13.15%
I	161	9	20%	10595	1714	16.18%
O	63	5	10%	4744	594	12.52%
N	89	10	19%	9887	1281	12.96%
S	51	9	20%	3110	759	24.4%
Totals:	402	33	14%	33,657	5,048	15%

North Carolina KidSight Programs Combined Childrens Screening Results:

District	Screening Events	KidSight Screening Clubs	Percent of Districts' Clubs	Children Screened	Children Referred	Percent Referred	Screenings 2023-24	Refers 2023-24
L	53	14	30%	6,513	848	13%	12,039	1,588
I	181	14	31%	13,299	2,098	16%	15,845	2,763
O	108	21	41%	9,980	1,534	15%	9,849	1,360
N	137	18	35%	15,881	2,633	17%	5,901	829
S	61	14	30%	3,928	867	22%	3,329	706
MSU				83	36	43%		
TOTALS:	540	81	34%	49,684	8,016	16%	46,963	7,246

¹ We believe there are Clubs that conduct screenings using their own equipment/cameras but are not reporting them to their District Chairs appointed by the District Governors.

² Some clubs also screened adults, though that practice with the PlusOptix and SPOT cameras is contrary to NCLF guidance. Many of the clubs' screenings are conducted without an appropriate number of KidSight USA Certified Screeners, and there is little external oversight.

KIDSIGHT INVOLVED CLUBS – YEARLY COMPARISION

	2023-24	2024-25	
DISTRICT	Clubs	Clubs	Change
L	18	14	-4
I	19	14	-5
O	16	21	5
N	12	18	6
S	8	14	6
Total:	73	81	8

KIDSIGHT SCREENING EVENTS – YEARLY COMPARISION

	2023-24	2024-25	
District	Events	Events	Change
L	67	53	-14
I	154	181	27
O	107	108	1
N	62	137	75
S	72	61	-11
Total:	462	540	78

The overall takeaways from these numbers are:

- MSU screenings: The number of events was down by **24%**, but the number of events increased during the spring 2025. The average number of adults screened per MSU event was **26**.
- KidSight Overall: The number of children screened increased by **5.8%**, with a commensurate increase in referrals.
- KidSight screenings with the NCLF Program accounted for **32%** of the screenings. KidSight USA screenings by Clubs with their own cameras accounted for **68%**. The number of screenings with the KidSight Units increased by **25%**, and the number of screenings by **27%**
- Involved/Screening clubs – Only about a third of our clubs are involved in childrens screening. More significantly, only about **16%** of our clubs are screening with the NCLF program/KidSight Units.
- District L: Clubs involved, events, and children screened are down. Much of this decrease was in Western NC, related to Hurricane Helene. Screenings by the Unifour Program were also lower. Almost no clubs are involved except those associated with either Western NC or Unifour.

- District I: The number of involved clubs and children screened was down. Five clubs that screened in 2023-24 did few if any screenings. The number of events increased only due to the Concord LC's conducting 73 of the 181 events.
- District O: The number of events and screenings slightly increased, and the number of clubs involved increased substantially (highest increase in the state). The number of clubs using the KidSight Units was double the second highest district's level.
- District N: The number of events doubled, additional clubs became involved, and screenings soared from last year by **268%**.
- District S: The number of events was down, but screenings increased by **15%**. More clubs became involved.

The August 2024 quarterly report cited the following challenges and goals for the year:

KidSight Programs biggest challenges (Aug 2024)	KidSight Programs primary goals for 2024-25
Insufficient number of clubs that are "screening clubs", and clubs not collaborating to screen	Adding new "screening clubs" in all districts, with increase goals by District
Lack of training sessions, both in-person and via Zoom	Update multiple training class curricula and initiate classes in districts, at conventions, etc.
Districts not working as one team, supporting each other	Conducting "pilot" initiatives in the KidSight screening program area across districts
Program guidance on specific screening topics has been lacking	Identify topics requiring more guidance. Develop and disseminate the guidance.
Substantial deficit in use of KidSight Units; Increasing prevalence of club camera purchases	Marketing and Training. Discourage camera purchases/encourage use of the KSUs.
Insufficient number of KidSight Certified Screeners	Conduct training: KidSight USA Screener Certification & how to properly use cameras.
Insufficient number of KidSight Unit Operators	Recruitment and development of additional KSU Operators. Include specific training class.
Lack of effective follow-up about "referred" children and the reporting thereof	Putting in place procedures for conducting follow-up for "referred" children
Lack of an organized, well-planned approach to secure approval from school systems	Marketing and Communications (with support from Lion Bledsoe's committee). Training about How to organize and conduct contacts with potential screening facilities & schools.

KidSight Programs Accomplishments During Lions Year 2024-25

1	Formed a cohesive and effective Statewide Vision Screening Programs Committee. Conducted regular planning sessions, both in-person and via ZOOM.
2	Developed a new three-part KidSight Training Curriculum and initiated the roll-out plan. (See the table below.) Represented the NCLF Program with an exhibit table at all Districts' Mid-Winter Conventions and the State Convention. Attempted to schedule a program overview seminar at all Mid-Winters.

3	PDG/PCC Paul Bledsoe assisted by developing two KidSight Program marketing videos, including testimonials from school nurses and a parent and her child. (Now we're disseminating the videos with guidance about how they can be used.)
4	Lions Cathy Critz (Lake Norman LC), Anne Bejian (Beaufort LC), and Rick Hazzard (Hendersonville LC), assumed the District Vision Screening Programs Chairperson positions for Districts I, N and L position respectively.
5	Improved the Vision Screening Section of the NCLF website by adding additional documents and guidance. Substantially revised the KidSight Screening Manual and program forms.
6	Increased the number of KidSight USA Certified Screeners.
7	Initiated several ways to equip and encourage clubs to meet with more nurses and other school officials.
8	Approved a proposal from Bryan Hoover (with the concurrence of Exec. Dir. Carlton) to reward clubs that use the KidSight Unit by not charging them for every fifth screening they conduct during the Lions year
9	Led the increased use of the NCLF KidSight Units from 109 events in 2023-24 to 136 (25%) in 2024-25. This resulted in increased numbers of children screened and referred.

KidSight Training Classes/Presentations Summary:

COURSE	VENUE	L	I	O	N	S	TOTAL ATTENDEES
NC KidSight Screening Pgms. (4 hrs.)	Mocksville DDCC		33				33
NC KidSight Screening Pgms.	State Convention	1		5	5	4	15
NC KidSight Screening Pgms.	Julian Clubhouse			14			14
KidSight USA Screener Certification (4 hrs.) *	Mocksville DDCC		13	11		2	26
KS Program Overview (1 hr.)	Dist. O Mid-Winter			12			12
TOTALS:		1	46	42	5	6	100

* 15 students from this class have become Certified Screeners

Vision Screening Programs (MSU and KidSight) Goals for Lions Year 2025 – 2026

The Statewide Committee met on August 8th to review the past year and to develop the program goals for 2025-26. Accordingly, the goals are to be finalized and reviewed by the Director, Vision Screening Programs (B. Hoover) and the NCLF Executive Director. When those steps are accomplished, the goals will be disseminated more broadly and discussed further during the next quarterly meetings.

In the interim, the following table is a *DRAFT* showing what the Committee recommends.

1	Increase in every district the number of clubs that use the KidSight Units for screenings.
2	KidSight Training Courses: Schedule both of the 4-hour courses in Districts L, N, and S. Repeat for I and O if needed. Schedule program overview seminars at all Mid-Winter Conventions. Add the use of virtual/ ZOOM training for both of the 4-hour courses.
3	Marketing and Communications: Make effective use of the two KidSight Program marketing videos. Create a 4/5-minute video for use at Lions Club meetings and cabinet meetings. Continue development and dissemination of materials to use in various promotional meetings.
4	Increase in every district the number of involved/screening clubs. Analyze every non-screening club and develop priorities for club visits, training, etc.
5	Recruit and train (using ZOOM and Mid-Winter Conventions) additional KidSight Operators in every district and improve cross-district communications among the Operators group.
6	Provide additional/"refresher" training for existing KidSight Certified Vision Screeners.
7	Assess and consider Referral Follow-Up processes for determining whether referred children are receiving comprehensive eye exams by eye doctors.
8	Collaborate with the NCLF EC and BOD to ensure that funding is sufficient for the NCLF screening programs (KidSight and Mobile Screening Unit (MSU)).
9	Secure legislative and regulatory changes to put NC Lions on an equal footing with NC Prevent Blindness to conduct vision screenings (especially in public schools).
10	Conduct "pilot" screening initiatives across district lines as needed to share KidSight Units/equipment and volunteer resources.
11	Develop and implement action plans to address increasing the number of events at which children under 5 years old are screened.
12	Consistent with the Committee's duties as specified in <u>NCLF Committees Policy and Duties</u> , [..... mobile screening programs executed using the Mobile Screening Unit (MSU) (primarily for adults) and the KidSight Units (KSU) (for kids), changes to services provided by these programs, and approval of the operations manuals and forms for the programs] assess the Mobile Screening Unit Program and provide recommendations accordingly.
13	Identify options for assisting Lions Clubs to provide eyeglasses for those in need. Bring proposals forward for approval and possibly begin implementation.

I hope this first annual report during my watch as Committee Chairperson proves useful to you. Your input to your District Chair or to me is most welcome as this new Lions year progresses.

Attachments: (provided separately to EC and BOD)

1. Statewide Club Screening Report, Jul 1, 2024 – June 30, 2025
2. Statewide Screening Events Report (District-specific), Jul 1, 2024 – June 30, 2025

Respectfully submitted by State Chair, Jon Snellings, August 2025

Camp Dogwood Properties – Read by Tammy McLean

Rocks at the piers need to be applied to keep erosion down

Duplex's

All windows on the duplex's need replacing. The concrete needs reworking going from the duplexes to the newer walk ways.

Other buildings

Stickley bathrooms need to be remodeled. Recommend showers in all bathrooms.

Need water shut offs at Duplex's at white building.

Need to enhance our WiFi systems.

Picnic Shelter spackling needs to be redone

Bus

The bus needs a roof over it. We recommend building a 20x 40 Building next to the maintenance Building to accommodate the Bus and the Boats. To get them out of the weather. The sun and weather will damage these vehicles.

New Building fund? Have quotes. Waiting to see Future plans for the million-dollar plan. Budget and Finance approved \$15,000 to get this project done.

New items

Need to look at installing electronic Gates at entrance for safety reasons. Quotes have been submitted.

Need to look at possibly a generator for Power outages again for safety reasons.

Center sidewalk at statues needs to be replaced.

Also, tree roots at Rec. Building are destroying the cement. Cement is lifting badly. Trees need to come down and roots removed so cement can be repaired. As a temporary fix the cement has been pulled up and the exposed tree roots have been chopped. The cement removed was replaced with gravel.

Would like to suggest to the State that we look more into the state disaster plan and install a building to house items for the future use.

Putt-Putt area would be better with 18 holes.

The flooring in the Lodge needs to be replaced. Recommend that 50 Year Laminate to replace all carpet. The carpet is raising up in places causing a safety issue.

The below items are being looked at by Long Range Planning but will keep on report until resolved.

Dock at water - Will need to be replaced with in the next few years due to getting weathered.

Roofs on Buildings

The roofs will have to be replaced on	
Duplex 1-2—30.66 Squares total cost	\$9,044.70
Duplex 3-4--- 31.00 Squares total cost	\$9,145.00
White Building--- 87.33 Squares total cost of	\$25,762.35
Udovich---102 Squares total cost	\$30,090.00
Lineberger--- 96 Squares total cost of	\$28,320.00
Main Office---	<u>\$65,513.00</u>
Total roof repair	\$167,875.05

Submitted 08/01/25

PDG George Suggs Properties Chair



Public Information Chair Report – 8/10/25

Prepared by: PDG Paul R. Bledsoe, Past President NCLF

Today's report... In part, we will focus on a segment of a seminar I will present at the USA/Canada Lions Leadership Forum in Atlantic City in September.

Boosting Service Visibility: Marketing Strategies for Traditional Lions Clubs... Learn effective marketing strategies to promote your Lions Club's service, attract new members, and engage your community.

What is the most effective form of advertising?

WORD OF MOUTH

Most Trusted: 88% of global consumers say they trust recommendations from friends and family more than any other form of advertising, according to a recent Nielsen study.

Trust and credibility... People inherently trust recommendations from friends, family, and colleagues more than traditional advertising.

Nonprofits often leverage this trust by sharing stories and testimonials from beneficiaries, volunteers, and donors, which provides social proof and builds confidence in the organization's mission and impact.

Authenticity: Consumers, particularly Gen Z, value authenticity, making genuine recommendations more impactful.

Social Media: Platforms like Facebook, Instagram, and TikTok facilitate digital word of mouth through sharing, influencer endorsements, and user-generated content.

But there is a caveat, with social media, as the algorithms change, reaching all your followers or friends isn't 100%. **Facebook:** Average *organic* (non-paid) reach is **2%–6%** of your followers. If your Lions Club has 1,000 followers, maybe **20–60** will see a post. So, you must allocate an expenditure to reach your followers and create new friends on your Facebook page.

Word-of-mouth (WOM) marketing has a significant impact on people's choices regarding service organizations, serving as a powerful driver of membership and volunteer engagement for non-profits and other service organizations.

As a committee chair for NCLF and board of directors member, your programs and services are viable and of interest to almost everyone. It's time to press forward and expand your communication of the great things we do as the NC Lions Foundation. If you are having a hard time locating a local media outlet contact, here is the link for contact information for the major media in your local area. This is a North Carolina Media Directory with a listing of major newspapers, radio, and TV. Just click the name and then you will see the contact information.

<https://www.einpresswire.com/world-media-directory/4/north-carolina>

You possess a toolbox of resources, including brochures, flyers, videos, layouts, and information sheets, to assist you in sharing your story within your community, town, or city. New and old files are available for download on **our NCLF Google Drive** site. Keep this address handy; it's great for club use.

https://drive.google.com/drive/folders/1MgqkCb194knkVLG1u9VUKYqG_IKiDo1G?usp=share_link

The NC Lions Council of Governors marketing campaign ended in June. This campaign was a mix of connected TV, streaming, and digital marketing. The 4-month campaign is an awareness campaign and a definition of what it means to be a Lion. The campaign stressed the importance of not taking a lot of time out of a family schedule, but by being a Lion, members can make a tremendous difference/impact in their community. We reached over 2.7 million people with this campaign.. We have available a Lions Club Marketing Package that includes an information guide, printed material, videos, social media layouts, storylines, and more. This package will communicate our work as Lions Club members around the state in a unified approach. Here is the link to the new **NC Lions Marketing 2025 Google Drive**

<https://drive.google.com/drive/folders/1rHNEb7YYSGkhqh9yG7PucxXC4VZ8hkYI>

I had the pleasure of working with Jon Snellings, and Bryan Hoover in creating two new videos for our NC Lions KidSight Eye Screening for Children. We have one video defining the program, and the other video is testimonials from schools that have taken part with our program. Soon, the links will be posted for downloading by anyone. The links will be located on the Vision Screening Programs pulldown.

You will see the first issue of the NCLF Newsletter coming very soon. By the way, committee chairs, it would be great to get an article from you.

Thank you, PDG Paul Bledsoe, PP NCLF / Public Information Chair

NC LIONS FOUNDATION SIGHT & HEARING CONSERVATION COMMITTEE REPORT – AUGUST, 2025

GOALS FOR THE UPCOMING YEAR:

1. Arrange a tour of Miracles in Sight new facility in Winston- Salem, either in the Fall or early Spring.
2. Encourage clubs to separate out reading and sunglasses in good condition in their donation boxes and dispense these at community events and/or offer these for free at public libraries, etc.
3. Raise awareness of our college scholarships for children of VIP's by sending information to high school counselors.
1. Enhance public understanding of eye and hearing safety by developing and disseminating educational materials.
4. Encourage communication between all District Sight & Hearing Conservation Chairpersons.
5. Continue to work closely with the KidSight & MSU Committees

DISTRICT L: Lion Connie had nothing new to report since May 2025

DISTRICT I: Lion Cathy Critz has taken a new position with KidSight and Lion Betsy Anderson has not yet been trained on her duties so there is no new report at this time.

DISTRICT O: Lion Mike O'Brien sent this report. "Waxhaw Lion Club is in the process of attempting to form a new Leos Club and another local Lions Club with great interest in vision screening. We have gotten many Indian professionals, and their families interested. The Waxhaw Club is excited to welcome them to our Lions world and the Leos club has sparked new excitement for a lot of our older members".

DISTRICT N: No report. The position of District Sight & Hearing Conservation Chairperson was vacant last year, and the new person has not yet received training.

DISTRICT S: DISTRICT 31S SIGHT & HEARING AUGUST 2025 REPORT

Warrenton Lions and Louisburg Lions held free child vision screenings on June 28, 2025, in Oxford at the annual Bee Festival. Wake Forest Lions participated.

Warrenton & Louisburg Lions provided free child vision screenings in the Youngsville Summer Fest on July 26, 2025. North Raleigh Lions and Wake Forest Lions participated.

Cary Lions participated in the Peak Fest in Apex on May 3, 2025, and Spring Daze on April 26, 2025, by providing free child vision screenings and shared information about Lions.

Apex Lions participated in Spring Daze and Peak Fest.

Whitakers Lions Club participated in the Community & Wellness Fair on May 3, 2025.

Wake Forest Lions Club will provide free child vision screenings on August 16, at the Hope House Back to School Giveaway. Later, free reading glasses and sunglasses will be offered at Wake Forest Community Meals. We continue our free reading glasses at our local libraries.

Many clubs continue to collect donated glasses and box these up to be sent to Camp Dogwood for world mission projects. Also, clubs continue to be involved in the KidSight vision screening program by assisting or organizing the free vision screenings for schools, preschools, and daycares.

Many clubs continue to provide financial assistance to people in need of eye exams and glasses. Since the VSP vouchers are no longer available, clubs have had to finance these from their club accounts.

I'm sure there are many more things our Lions Clubs are doing, of which I am not aware. Summer is typically a slow time for Lions Clubs and activities pick up as the new Lion Year begins.

Submitted by Lion Glenda Grant, NCLF Chairperson for Sight & Hearing Conservation

VOLUNTEERS REPORT

No report.

Constitution and By-Laws report for August 10, 2025

The Constitution and By-Laws committee is continuing the process of reviewing the present District 31 constitution and making sure that the changes from LCI are incorporated into the necessary places.

Once again, we ask anyone that may have a question or suggestion please write it down and send it to a member of the committee.

Thank you, that concludes our report.

Dale Dupree, chair

Reports accepted as given under Second Vice President Tim Williams by At-Large Director Steve McLaurin and seconded by District Governor Gene Goetz on this date August 10, 2025.

Brighter Visions Report

Good morning,

Please accept my apology for not being there in person and thank you for the opportunity of holding the 2025-26 NC Brighter Vision State Chair position. We are just starting out the year, but the following is an update by District:

District	Members	Club Contributions			Individual			Gov. Goal Per Club	Difference	% of Gov. Goal	\$ Per Member	Total BV Last Year
		Brighter Visions	Mem/Hon	BV Raffle	Contribution	Mem/Hon	Total BV					
L	635	\$ 10,669	\$ 225	\$ -	\$ 50	\$ -	\$ 10,944	\$ 68,000	(\$57,057)	16%	\$ 17.23	\$ 34,686
I	840	\$ -	\$ -	\$ -	\$ 25	\$ 50	\$ 75	\$ 150,000	(\$149,925)	0%	\$ 0.09	\$ 124,974
O	1,002	\$ -	\$ -	\$ -	\$ 2,014	\$ -	\$ 2,014	\$ 125,000	(\$122,986)	2%	\$ 2.01	\$ 106,415
N	957	\$ -	\$ 200	\$ -	\$ 40	\$ 100	\$ 340	\$ 95,000	(\$94,660)	0%	\$ 0.36	\$ 90,495
S	792	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 95,000	(\$95,000)	0%	\$ -	\$ 81,520
State		\$ -	\$ -	\$ -	\$ 395	\$ 50	\$ 445	\$ -	445	0%	\$ -	\$ 16,791
	4,226	\$ 10,669	\$ 425	\$ -	\$ 2,524	\$ 200	\$ 13,817	\$ 533,000	(\$519,183)	3%	\$ 3.27	\$ 454,881

District 31L (Nick Ogle)	Kick-off was held on July 26, 2025 Goal is \$68,000	Total to date is \$10,944
District 31I (Chris Beck)	Kick-off will be held on August 24, 2025 Goal is \$150,000	
District 31O (Judy Keck)	Kick-off will be held on August 23, 2025 Goal is \$125,000	Total to date is \$2,014
District 31N (Earl House0	Kick off will be held on August 16, 2025 Goal is \$95,000	
District 31S (Jody Proctor)	Kick-off will be held on August 17, 2025 Goal is \$95,000	

The Brighter Vision Chairs and I are very motivated and will do our best for a record year!

Kindest regards,

PDG Susan Fernandez
2025-26 NC Brighter Visions State Chair

Camp Dogwood Report
NCLF Board of Directors Meeting
August 10, 2025

1. Thank you for your contributions during the 2023-2024 Lions' year.
 - a. Statewide Raffle Ticket Sales = \$110,235 (\$18,088 below last year)
 - i. District L sales = \$13,820 (\$8,635 below last year)
 - ii. District I sales = \$16,259 (\$4,920 below last year)
 - iii. District O sales = \$24,841 (\$5,848 below last year)
 - iv. District N sales = \$25,457 (\$3,154 above last year)
 - v. District S sales = \$29,428 (\$1,839 below last year)
 1. 64% of North Carolina Lions clubs participated.
 2. 153 clubs of 240 participated
 - a. 87 clubs did not participate.
 - b. Volunteering
 - i. Clean up.
 1. 55 Lions from 19 clubs participated in volunteer week.
 2. 786.5 Hours at \$7.50/hour = \$5,898.75 in labor cost savings
 - ii. Summer Camp
 1. A total of 42 different Lions from all districts volunteered during the 2025 camping season, many of them serving multiple weeks.
 - a. 27 volunteers served 1 week.

- b. 7 volunteers served 2 weeks.
 - c. 7 volunteers served 3 weeks.
 - d. 2 volunteers served 4 weeks.
- 2. The average age of volunteers is around 65 years of age. We need younger volunteers.
- 3. Campers would like to have more off-campus trips but that requires more staff, either paid counselors or volunteers, and more funding.
- 4. Campers would like to have every active activity available every day, but that requires more staff.
- 5. All Lions should know that there are costs related to vetting volunteers. Each background check costs a minimum of \$30.00 and depending on the number of addresses, it may cost more than \$100.00. When volunteers "no show" for assigned weeks, that cost is wasted. This year, at least 7 volunteers did not report for their appointed sessions with assorted reasons and excuses.

2. Campers

- a. 212 VIPs attended camp = \$318,000.00 from Brighter Visions contributions in the actual cost (approximately \$1500.00) for a camper per week
- b. There is a need to reach out to younger VIPs to enjoy the recreational activities at camp.
- c. Average weekly attendance was around 40 campers. Our camp can accommodate around 65 campers when fully staffed at approximately the same cost as a partial week.
- d. Camper fees next year will increase to \$250 per week. VIPs have been offered the opportunity to make installment payments throughout the year so that they can have some ownership in his or her weeks' vacation cost.

3. Camp Dogwood Raffle ticket sales represent our Homeowners Association fees; every Lion in North Carolina owns a share of Camp Dogwood on Lake Norman.

- a. New Bundles available.
 - i. \$5.00 each, 3/\$10, 7/\$20, 20/\$50, and 50/\$100
 - a. Paper tickets
 - b. QR Code
 - c. Club can get credit either way.
 - ii. Goal = \$50.00/member with every club in the state selling at least 1 book of tickets.
 - iii. Increase each club's sales last year by 10%!
- b. Volunteer
 - i. Volunteer Clean up week April 12-15, 2026
 - ii. Summer Camp
 - 1. tentative dates May 24, 2026 – August 6, 2026
 - 2. preferably weekly but daily can be accommodated.

4. Each district chair is being asked to visit or communicate with each club in his/her district to share the Camp Dogwood story.

5. PDG Organization voted to have a 50/50 raffle at each Board of Directors Meeting for Brighter Visions. First drawing will be today.

Respectfully submitted,
Lion Laraine Dupree
NCLF Camp Dogwood State Chairperson

Fellowships and Partners Report

August 10, 2025

Good Morning Everyone!

Thank you President Allen for asking me to be your Fellowship and Partners Chair this year.

I would like to start out giving you a recap for the year end through June. The EOY balance for 2024 was \$38,550.00 for Fellowships and Partners. 2025 finished stronger fiscally at \$40,000. That is amazing!

The five district totals through July, 2025 are:

District L: District N District S 0-NCLF Ambassador, 0-Jack Stickley Fellowships, 0-WLW Partner In Service, 0-Sid L. Scruggs BOH for a total contribution of \$0.00.

District I: 1-NCLF Ambassador, 0-Jack Stickley Fellowships, 0-WLW Partner In Service and 0-Sid L Scruggs BOH for a total contribution of \$500.00.

District O: 0-NCLF Ambassador, 0-Jack Stickley Fellowships, 0- WLW Partner In Service and 0-Sid L Scruggs BOH for a total contribution of \$0.00.

District N: 0-NCLF Ambassador, 0-Jack Stickley Fellowships, 1-WLW Partner In Service at the Supporter level and 1-Sid L Scruggs BOH for a total contribution of \$400.00.

District S: 0-NCLF Ambassador, 0-Jack Stickley Fellowships, 0- WLW Partner In Service and 0-Sid L Scruggs BOH for a total contribution of \$0.00.

Starting off our new year for the month of July, \$900.00 has been raised. That is \$2,600.00 behind from where we were this time last year.

NCLF Ambassador	\$500.00 – District I - (1)
Jack Stickley Fellowship	\$ 0.00
William L. Woolard Partner In Service	\$200.00 - District L - (1)
Sid Scruggs Beacon of Hope	<u>\$200.00</u> - District L - (1)
	\$900.00

That being said, we are off to a slow start but leaves much room for improvement to do as well as this past fiscal year or better. Please feel free to contact me or any of the district chairs for additional

information or to schedule a presentation at your club. Our information is listed in the new directory. This concludes my report. Thank you.

Respectfully submitted,
Sherry Johnson
State Chairperson

Leadership & Development Committee Report

August 10, 2025

Greetings Fellow Lions,

We had our first training session yesterday afternoon with first-time Directors and Chairs.

We plan to contact each chair to encourage them to have zoom meetings soon. The Leadership Committee will participate in these meetings to help answer questions.

Those participating in the training session were:

State Chair Carlton Metts
Executive Director Carlie Metts
PDG Kathy Poirier
First VP Lorraine Dixon
President Allen Swaim

PDG Susan Fernandez and PDG Susan O'Brien were unable to attend and participate in the training session.

Thank you to all who attended.

Respectfully submitted,
Carlton Metts
Leadership & Development Chair

LONG RANGE PLANNING COMMITTEE

North Carolina Lions Foundation
August 10, 2025
Camp Dogwood
Board Meeting

Long Range Planning Committee Report

Good morning!

Mr. President, thank you for allowing me to serve in this role as Chair of the Long Range Planning Committee.

As you know, the Board has accepted the Long Range Plan to go through December 2030.

There is a lot of work to be done over the next 5 years to achieve the plan.

To this end, the committee will have an expanded meeting at the November Board meeting to take a deeper dive into the objectives of the Plan.

Questions?

Thank you very much.

C. Neal Alexander, Jr. PDG

Pin Recycle Program—Over \$ 173,700.00!!

By: Lion Dave Butler, PCC for Lion Lou Creel, PDG

President Allen, fellow Lions and guests.

I am making this report for NCLF Past President Lou Creel. This is the slow time of the year for pin sales. There has been very little action, pin trading wise, since our North Carolina Lions State Convention.

Lion Creel has been working, with one of his neighbors to put some pins on E-Bay. This is a new venture for Lion Creel and recently he has made **\$7.53** on a sale. **Let's all wish Lion Creel well on this new internet approach for eye research pin sales.**

Thanks, again, to everyone who has played a part in the phenomenal success of this project, for our North Carolina Lions Foundation Eye Research Programs.

REMEMBER! IF IT WASN'T FOR EYE RESEARCH, MANY OF US WOULD BE BLIND TODAY AND MOST OF US WOULD BE FACING A LIFE OF BLINDNESS IN THE FUTURE.

YES, THE TOTE BOARD HAS CHANGED SLIGHTLY AGAIN!!!!

Amount raised to date is: \$ 173,726.92 .

Thank You

Budget & Finance

No report.

Reports accepted as given under First Vice President Lorraine Dixon by At-Large Director Steve McLaurin and seconded by First Vice District Governor Jody Proctor on this date August 10, 2025.

Other Business:

At the conclusion of the Committee Reports, the First Vice District Governors and the Second Vice District Governors selected a representative to serve on the Board of Directors for this year.

1st Year Director – First Vice District Governor Sandy Fraser-Thomas

2nd Year Director – Second Vice District Governor Chris Beck

50/50 Raffle held for Brighter Visions this weekend raised a total of \$323.00. Winner of \$161.00 was Lion Michelle Myers. She donated her winnings back to Brighter Visions.

Our next Council and Board Meetings will be held on November 7-9, 2025 at Camp Dogwood. Reservations can be made by calling the Camp Office at 828.478.2135 Ext. 250 - Kelly

Respectfully Submitted,

Lion Anne Metts
Secretary