

**Lions Blind & Charity Fund, Inc.**  
**P.O. Box 2011**  
**Buffalo, NY 14226**

**Chairman's Report 2/18/2010**

Dear Member Club Presidents and Directors:

It is my pleasure as Chairman to report the status of your Lions Blind & Charity Fund, Inc. (Fund) for the fiscal year ending January 31, 2010.

I am pleased to report that most Member Clubs continue to respond to requests to help assemble appeal packets and open donations (see attached Club Activity Summary sheet). Continued thanks to the Club Directors who have been so cooperative in responding to Lion Jim Martin's requests for Lion volunteers to accomplish these tasks.

Our fourth (of five) \$35,000 payment honoring our \$175,000 pledge to the Upstate New York Transplant Services (UNYTS) Transformations Capital Campaign was presented to CEO Lion Mark Simon on December 1, 2009. The occasion was UNYTS Annual Board Installation / Recognition event held at the Westwood Country Club.

At our 2009 Annual Meeting the Directors, after considerable discussion, voted to distribute 4% of the Fund's assets to the Member Clubs. This is the second year in which the majority of Directors opted to continue a higher distribution than the Fund derived from contributions and income generated from capital appreciation and dividends. It is incumbent on us (Officers and Directors) to act as responsible fiduciaries of the Fund's assets for future generations of Lions and continuing support of the Eye Banking portion of UNYTS. This has been a difficult challenge and charge given the current state of the United States economy. While the financial picture has brightened over the short term, there is no guarantee what the year-end results will be. Later this evening we will discuss and vote on this year's distribution amount for Member Clubs.

Each year since becoming Chairman, I have reported that the Executive Committee has made changes we believe have the possibility of both increasing potential donor generosity and maintaining our Lions presence in the WNY community. Once again we achieved those goals over the past year. For example: we designed and distributed a one-piece mailer aimed at prospective donors. The Fund's letterhead was also redesigned as was our business envelope. Both are now more modern and functional, and the envelope can be used three different ways thus eliminating extra inventory. Another significant cost saving change is eliminating the practice of providing seals to prospective donors. Instead, those who make a donation will receive a sleeve of seals along with a thank you letter and a second envelope in which another donation can be made. The inauguration of sending an envelope along with the thank you letter proved to be very well received last year. Anyone sending another donation with the small envelope received a second thank you letter. Secretary Lion Len Thornton will report the results of these initiatives in his report.

The Executive Committee continues to meet regularly throughout the year to review plans for our annual appeal and the day-to-day management of the Fund. Your officers also participated in several sessions to assemble appeal packets, record donations and prepare donor acknowledgement letters. Each elected officer contributed many hours of service to the Fund in addition to formal meeting attendance.

**Some notable accomplishments since last year's Annual Meeting are:**

- Received a letter on 5/20/09 from Roy A. Pasieka, CPA who noted in his review of the Fund's financial records that they are maintained "in conformity with generally accepted accounting principles".
- D&O Insurance was rebid resulting in a 12% premium reduction.
- LB&CF article published in Buffalo News My View column on May 29th.
- Presented \$35,000 donation to UNYTS as fourth payment on our \$175,000 pledge.
- Developed a one-piece mailer for over 45,000 prospect mailings using two different fonts to test response rates.
- Mailed 215 appeal packets to previous "high donors".
- Mailed 318 follow up letters to unresponsive previous "high donors".
- Set Fall appeal mailing of approximately 50,000 packets for November 2010.
- Mailed personalized appeal letters to over 2,403 donors from past appeal campaigns and all Lions of our Member Clubs.
- Mailed 671 personalized "Thank You" letters to new and repeat donors.
- Responded to over 340 calls to the Lions Blind & Charity Fund telephone.
- Maintained a database backup stored in Lion Koch's office.
- Officers completed a "Conflict of Interest" form indicating any financial involvement they have as a vendor to the Fund. This is an annual requirement.

During this past year no bequests were received.

United Way donations received for the year ending 1/31/2010 were:

• State Employees Federated Appeal	\$ 1,330.09
• United Way of Niagara County	\$ 36.21
Total	\$ 1,366.30

As a result of sharing last year's Member Club donation histories, it was identified that in order for the Fund to recognize Lions who elect to donate through the United Way, two things must occur: first the donor must request the Fund to be notified of the donation by sharing the donor's name and secondly, because the Officers do not personally know the name of every Lion in every Club, Lions who donate in this fashion must also personally advise the Fund of their gift.

I am proud to have served as your Chairman this past year and thankful to the Lions of the Member Clubs who responded to requests to help open returns, prepare appeal packets and thank you letters.

In closing this report I would like to especially note the work of the current Officers of the Fund: Lion Richard Koch, Treasurer; Lion James Martin, Vice-Chairman; and Lion Len Thornton, Secretary. Each has many times this past year taken on tasks that were over and above their normal duties. We owe them a loud Lion's roar and a debt of gratitude for their efforts.

Yours in Lionism,

*Lion Tom*

Lion PDG Thomas H. Reinagel  
Chairman, Lions Blind & Charity Fund, Inc.