

Think Big – Act Big

How networking benefits your activities

10 October, 12:45 – 14:15

Dialog Hall

PDG Barbara Götz, chief treasurer of the charitable organisation of the German Lions Clubs,
MD 111

Summary:

Teaming up with powerful partners and establishing large networks to strengthen our influence within society. How funds raised by the Lions Telethons in MD 111 were increased threefold, thanks to strategic cooperation with partners.

Key message

Overview:

German Lions have established a huge network of partners.

One of the best examples is the RTL Spendenmarathon, a TV programme where Lions report every year about the progress of the SightFirst project and raise funds. Part-funded by the private broadcaster RTL and the German Federal Ministry for Economic Cooperation and Development, Lions raise 1.5 million Euro every year for the SightFirst project. By providing the medical infrastructure and logistics, mainly in Africa, the Lions are helping prevent blindness and poverty in these countries. Our partner CHM is working in Africa, implementing the programme. Individual clubs, districts and zones can also benefit from networking.

Key message:

Lions cooperate with many different partners in many different areas. The extent, depth and character of the cooperation vary from partner to partner and from project to project. Certain partners help implement Lions projects, while others are part of a larger alliance.

Minutes:

The German Lions have set up a charity that assists aid projects

Latest focus: Refugee crisis in Germany

Coordination of aid on a global scale (appeals for donations, recruitment of professional partners)

Millennium target 2020

Fighting poverty, partly caused

by poor education

Peace work on a global scale, also to fight poverty

Protection of the environment

Prevention of child mortality, support for pregnant women

Mission 2020

Elimination of preventable blindness

Support of WHO programmes

Funding split 80-10-10

80% of funds spent in the project region

10% nationally

10 % internationally

What are the German Lions doing?

Cooperation with competent partners

Umbrella: Strong for life: Kindergarten plus, Klasse 2000, Lions Quest, Lions Youth Exchange

Adults act to assist young school leavers up to the age of 21, currently linked to support for refugee, especially young people

Patron: Marlene Mortler, official appointed by the German government

Together for Africa

Healthcare, hygiene, social interaction, help for self-help

Venro: Fight against poverty all over the world

Partners: action medeor, Welthungerhilfe, Habitat, UNHCR, cbm, Yfu, RTL, Help, arche noVa, Antonia RUUT Stiftung, Ministry for Economic Cooperation and Development

Over the last 5 years, 14 million Euro were spent in aid projects worldwide. 10% share

Ministry for Economic Cooperation and Development

Latest main projects in cooperation with Ministry for Economic Cooperation and Development:
Blindness prevention programme in Ivory Coast and Brazil

Ministry for Economic Cooperation and Development is an important sponsor of the Lions projects:
Project budget between 50,000 and 500,000 Euro

Ministry for Economic Cooperation and Development does not only provide funds, but also provides a strict oversight and control regime for projects it helps funding.

Campaigns: Turn one into four 25% Lions, 75% Ministry for Economic Cooperation and Development

Use of contributions from European funds

For Youth Exchange, seminars and workshops, twinning projects, inclusion programmes and training of volunteers for refugee support

Audience discussion