

The Success of CAMPAIGN SIGHTFIRST II



Lions Clubs
International
Foundation



On June 27, 2008, it was announced to the world that Campaign SightFirst II (CSFII) raised more than US\$200 million to help combat preventable and reversible blindness around the globe. This intensive fund-raising effort has made it possible for Lions to continue LCIF's SightFirst program. Thanks to Lions' efforts, Campaign SightFirst II has become the most successful fund-raising initiative in LCIF's history. Its success is a testament to what Lions are capable of when working together in service. Through the coordinated efforts of thousands of Lion volunteers and the support of Lions and clubs worldwide, Lions are fulfilling the dream of providing "Vision for All."

CSFII Accomplishments:



- More than US\$200 million raised
- Largest gift from a foundation in LCIF history – US\$7.5 million from the Global Health and Education Foundation, USA
- Largest gift from an individual in LCIF history – US\$3.2 million from PDG Aruna A. Oswal, India
- 67% of clubs worldwide contributed to CSFII
- More than 3,400 clubs became Model Clubs and raised a minimum of US\$400 per-member on average
- CSFII received 91 Lead Gifts (US\$100,000+) and 123 Major Gifts (US\$25,000+) during the campaign

SightFirst Accomplishments since 1990:

- Awarded 922 grants in 90 countries for a total of US\$231 million
- Restored sight to 7.5 million people through cataract surgeries
- Prevented serious vision loss for 30 million
- Improved eye-care services for hundreds of millions
- Provided 114.2 million treatments for river blindness
- Built or expanded 300 hospitals/clinics/wards
- Upgraded 372 eye centers with equipment
- Trained 345,000 ophthalmologists, ophthalmic nurses, other eye-care workers and village-health workers
- Launched world's first-ever initiative to combat childhood blindness in partnership with the World Health Organization
- Established or strengthened 30 pediatric eye-care centers that have impacted the lives of 74 million children

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CSFII/SightFirst Program Frequently Asked Questions

1. How much money was raised in Campaign SightFirst II?

On our final Worldwide Report Day, Lions from around the world reported having raised US\$200,329,297 in cash and pledges. In order to reach this figure and provide “Vision for All,” it is important that individual Lions and clubs complete payment on their pledges and commitments.

2. Where will the donations to CSFII be spent?

SightFirst fights blindness where the greatest need exists and will continue to allocate funds wherever greatest impact can be had. Currently, about 90% of avoidable blindness occurs in developing nations. In addition to fighting blindness in the developing world, reaching the CSFII challenge goal of US\$200 million allows for additional funds to be spent in more developed countries, helping Lions to achieve the dream of providing “Vision for All.”

3. How much of each donation is spent on administrative costs?

None, 100% of every dollar donated to LCIF funds Lions projects. LCIF funds are invested, allowing the Foundation to pay the administrative costs from the interest earned. In addition to covering administrative costs, excess investment earnings increase the overall funds available for grants.

4. How can Lions receive funding for a SightFirst Project?

All SightFirst grant applications are submitted to LCIF. Eligible grants are first examined by independent technical advisors and SightFirst program staff. The SightFirst Advisory Committee reviews grant applications three times annually. The Committee is comprised of Lion leaders, experts from the World Health Organization and some of the world’s foremost technical advisors in the area of blindness prevention.

If you have an idea for a SightFirst project, work with LCIF staff as early as possible. They will assist you in submitting the best possible proposal for consideration.

5. How long can new gifts and/or pledges be submitted to CSFII?

New gifts and/or pledges may be submitted to LCIF for CSFII credit until December 31, 2008. After December 31, 2008, donors may designate their gifts to SightFirst, but not for CSFII or MJF credit.

6. How long do I have to pay my CSFII pledge?

Payments toward existing CSFII pledges may be made for up to five years after the date the pledge was made. The last CSFII pledges are, therefore, scheduled to be paid in full by 2012.

7. Will there be a Campaign SightFirst III?

Lions Clubs International Foundation will continue to fight preventable and reversible blindness as long as there is a need. At this time there are no plans for Campaign SightFirst III; however, if the need exists in the future, LCIF and Lions will respond.



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