



Lions Clubs International – Service Activities Kindness Matters Awards Program Overview

Kindness Matters Service Award

This service award is designed for clubs who create high-impact service projects within one of the global cause areas, including diabetes, childhood cancer, environment, hunger or vision.

Overall objectives include:

- ▶ Encouraging creativity and recognizing high-impact service projects
- ▶ Rewarding clubs for high-caliber service activities within each of Lions Clubs International's global causes
- ▶ Identifying potential service activities for adoption and dissemination to a broader audience
- ▶ Please note: Clubs can send nominations for only one cause per year; multiple nominations from the same club for multiple causes will not be accepted

Step 1: Eligibility ▶ Step 2: Criteria ▶ Step 3: Recognize winners

Step 1: Eligibility

A total 20 awards this year will be awarded to 18 Lions clubs and, at minimum, two Leo clubs that:

- ▶ Are in active status
- ▶ Reported their project(s) in MyLion® or regional reporting system
- ▶ Did not receive the award within the last three fiscal years

Please note: During the test year (FY20-21) we will launch with 20 awards, with potential to expand in the future.

Step 2: Criteria

Award consideration will be given to clubs performing service that:

- ▶ Addresses the mission of the global cause
- ▶ Demonstrates creativity and innovation
- ▶ Achieves impact of scale and long-term sustainability
- ▶ Develops local partnerships



- ▶ Uses local Lions/Leo or Lions Clubs International resources
- ▶ Is reported in MyLion® for the '19-20 fiscal year
- ▶ Meets the following nomination deadlines:
 - **July 1 to October 31:** Nominations are open
 - **August 15:** Deadline for club service chairpersons and Leo club presidents to electronically send one nomination to the district global service team (D GST) coordinator
 - **September 15:** Deadline for D GST coordinator to electronically send one nomination to the multiple district (MD) GST coordinator
 - **October 31:** Deadline for MD GST coordinator to electronically send one nomination to Lions Clubs International
 - **January:** Winners are selected by the Lions Clubs International Board of Directors Service Activities Committee
 - **January 15:** Winning clubs notified by this date
 - **March 1:** Winning clubs to receive their award from Lions Clubs International

Step 3: Recognize winners!

- ▶ Winning clubs will be notified by January
- ▶ Recognize the winner in your local Lions' or Leos' publications and social media outlets
 - This will help promote your club and create community support of your service events!
- ▶ Prepare a press release announcing the winner.
 - Include a picture of the club in action at their service project!
 - Note the specific successes of the project.
- ▶ Ensure that the award is presented to the winning club at a prestigious event by the highest-ranking officer.
 - Invite the media to attend this event!
- ▶ Lions Clubs International will recognize winners through the following mediums:
 - Lions Clubs International Blog
 - Lion Magazine
 - Lions Clubs International social media
 - Lions Clubs International Convention booklet



Program nomination process

Below, you'll find the program process for both Lions and Leo clubs, from nomination guidelines to expectations of various Lions and Leos at each step.

Lions and Leo awards

- ▶ The Lions club service chairperson will nominate their club for the Kindness Matters Service Award, which will need to be endorsed by the immediate past club president. The Leo club president will nominate their club for the Kindness Matters Service Award, which must be endorsed by the immediate past Leo club advisor.
- ▶ Nominations from the club level are sent to the District GST coordinator, which will then send one nomination to the Multiple District GST coordinator.
- ▶ The Coordinating Lion will submit nominations to Lions Clubs International if the nominated club is in an undistricted area.
- ▶ The Multiple District GST coordinator can recommend a Lions or Leo club for the award each year.
- ▶ Lions Clubs International staff will review the Multiple District GST coordinator nominations to recommend the approval by the Lions Clubs International Board of Directors Service Activities Committee.
- ▶ It is recommended that the award be given to the club at a prestigious gathering.

Please note that all nominations should be submitted electronically. Lions Clubs International will not accept physical applications. A minimum of two awards will be awarded to Leo clubs. Please take all Leo club nominations into consideration when deciding which nomination advances to the next level.

Considerations

If your club does not have a club service chairperson to nominate your club, please have your club president or club secretary submit the nomination with the immediate past club president's endorsement. If the district or multiple districts do not have the GST coordinator position, the district governor and/or council chairperson would be the appropriate officer for advancing nominations to the next level.

Expectations for Lions and Leos involved in the nomination process

Lions club service chairperson/Leo club president:

- ▶ Begin the nomination process by downloading the nomination form and filling out the necessary information where applicable.
- ▶ Fill out the "Service Project Description" section of this form.
- ▶ Seek out an endorsement from your immediate past club president.



- ▶ Electronically advance nomination form to the District GST coordinator once endorsement is received.
 - Be sure to follow up with the District GST coordinator to ensure they received your nomination.

District GST coordinator:

- ▶ Provide reasoning in the “Report” section of the nomination form as to why you believe that this club deserves to be nominated for this award.
- ▶ Endorse your nomination for the Multiple District GST coordinator.
- ▶ Electronically send nomination to the Multiple District GST coordinator.
 - Be sure to follow up with the Multiple District GST coordinator to ensure they received your nomination.

Multiple district GST coordinator:

- ▶ Provide reporting data for this service project and indicate that it was reported in MyLion® or regional reporting system.
- ▶ Endorse your nomination for Lions Clubs International.
 - Electronically send nomination to Lions Clubs International.