

“Celebrating Service” – LCI has established the “Kindness Matters Award”, a way to recognize the great service our Clubs are doing. This service award is designed for clubs who create high-impact service projects within one of the Lions International and Lions Clubs International Foundation (LCIF) cause areas, including diabetes, childhood cancer, environment, hunger, vision, disaster relief, youth or humanitarian.

Overall objectives include:

- Encouraging creativity and recognizing high-impact service projects
- Rewarding clubs for high-caliber service activities within each of Lions International’s causes

Eligibility

A total 30 awards this year will be awarded at the club level with a minimum of three awards reserved for Leo clubs that:

- Are in active status
- *Reported their project(s) in MyLion® or regional reporting system. The nominated project must have been reported in MyLion during the 2020-21 Lions year.*
- Did not receive the award within the last three fiscal years

Criteria

Award consideration will be given to clubs performing service that:

- Addresses needs within Lions International and LCIF’s causes: diabetes, environment, vision, childhood cancer, hunger, disaster relief, youth, humanitarian
- Demonstrates creativity and innovation
- Achieves impact of scale and long-term sustainability
- Uses Lions International’s values to shape positive experiences and create engagement and connection with the Lions brand (this is also known as “elevating the Lions brand”)

Deadlines

- All nominations must be completed and electronically submitted to Lions International by October 31st.
- January: Winners are selected by the Lions Clubs International Board of Directors Service Activities Committee; Winning club nominating multiple district global service team (MD GST) coordinator notified.
- March: Winning clubs to receive their award from Lions International

The following deadlines will be used for the nomination process at the local level

- **August 31:** Deadline for club service chairpersons and Leo club presidents to electronically send one nomination to the district global service team (D GST) coordinator. **If your club does not have a club service chairperson to nominate your club, a member of your club cabinet will submit the nomination. The nomination should be submitted to Lion Vicki Mahr, vmmahr@comcast.net.**
- **September 30:** Deadline for D GST coordinator or District Governor to electronically send one nomination to the multiple district global service team (MD GST) coordinator
- **October 31:** Deadline for MD GST coordinator to electronically send one nomination to Lions International

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 current club president. The Leo club president will nominate their club for the Kindness Matters Service Award, which must be endorsed by the current Leo club advisor.
- Nominations from the club level are sent to the D GST coordinator, which will then send one nomination to the MD GST coordinator.
- The MD GST coordinator can recommend one Lions and one Leo club for the award each year.
- Lions International staff will review the MD GST coordinator nominations to recommend the approval by the Lions Clubs International Board of Directors Service Activities Committee.

Expectations for Lions involved in the nomination process

Lions club service chairperson/club president:

- Begin the nomination process by downloading the nomination form and filling out the necessary information where applicable.
- Fill out the MyLion® service activity information and the “Service Project Description” section of this form.
- Seek out an endorsement from your current club president.
- Electronically advance nomination form to the D GST coordinator once endorsement is received.
- Be sure to follow up with the D GST coordinator to ensure they received your nomination

In early 2022, D22W is planning to again “Roar Like A Lion” with an Afternoon of Service throughout the district. More information will be coming over the next month. Please let GST Coordinator, Lion Vicki Mahr, vmmahr@comcast.net, know if your club will be participating. It is a great opportunity to bring families together through service projects, give back to the community, promote Lionism, and work with other Lions Clubs for a great afternoon of Service.