

**Preliminary Speaking Points  
Campaign SightFirst II Seminar  
“Meeting the CSFII Challenge”  
ISAAME Forum  
Mumbai, India  
Saturday 2<sup>nd</sup> December 2006, 12.00 – 13.00**

**12.00 – 12.05**

**Welcome and introductions**

**Chigurupati Varaprasad, PID  
CSFII International Committee,  
Member, ISAAME**

**(SLIDE Welcome and Introductions)**

- Greetings and welcome to the ISAAME Forum.
- I am delighted to see so many Lions here today to learn more about Campaign SightFirst II.  
Our success will rely on each of you as well as the support of your clubs.  
***PID CHIGURUPATI WILL ADD PERSONAL REMARKS.***
- I am honored to introduce a Lion who you all know very well. He has already exhibited great support for this important project.
- A Lions member since 1963, Immediate Past President Mehta has organized more than 30 eye-camps all over India and Africa. He served on the Campaign SightFirst International Committee from 1990-95, collecting US\$143 million for that project 16 years ago. He has also presented papers on sight conservation and other topics at Lions international forums and conventions. ***PID CHIGURUPATI WILL ADD PERSONAL REMARKS.***
- As Chairperson of the Lions Clubs International Foundation he is active as always in his support of Lions’ SightFirst projects and Campaign SightFirst II.
- Please welcome Immediate Past International President and Chairperson Lions Clubs International Foundation Dr. Ashok Mehta.

**12.05 – 12.10**  
**Opening Remarks**

**Dr. Ashok Mehta, IPIP  
Chairperson, LCIF**

**(SLIDE Opening Remarks)**

- Thank you Past International Director Chigurupati and welcome fellow Lions.
- ***CHAIRPERSON MEHTA WILL ADD PERSONAL REMARKS.***
- By now, you know about the extraordinary success of SightFirst... about the hospitals we have built, about bringing river blindness to the edge of extinction in the Americas, about the 27 million people we have saved from blindness or severe vision loss.
- I am very proud to have served on the international committee of campaign SightFirst, which made the SightFirst program possible. It was one of the most gratifying experiences I have had as a Lion. In fact, all Lions should be very proud of what has been accomplished, but we also know that there is much more to be done.
- Those who are leading the way to accomplish the work that remains are our dedicated volunteers. These exceptional Lion leaders are assisting in many ways to unite all Lions behind the work of CSFII. They deserve our gratitude for their efforts, and they have my thanks.

- Campaign SightFirst II is a large and complex project. It requires communication and cooperation among thousands of these volunteers in all parts of the world. In fact, it requires the cooperation and support of all Lions everywhere.
- This is a big job and one of the Lions ensuring that the campaign goes according to plan is Past International President J. Frank Moore the third, who serves as Vice Chairperson and International Coordinator. Beyond the inner workings of the campaign, he is an expert on the accomplishments of SightFirst and the possibilities offered by campaign SightFirst II.
- He will speak about some of those accomplishments – such as 27 million people saved from blindness. But statistics are just the surface. Behind them are the stories of mothers, children and old people and the Lions who help them.
- Success in Campaign SightFirstII will mean that millions who would otherwise be blind will retain their sight or have it restored to them. They will live fuller, more productive, more joyful lives than would have been possible without Lions' help.
- Past International President Moore has shown an extraordinary commitment to Lions and to serving communities across the world. As Vice Chairperson and International Coordinator of Campaign SightFirst II, Past International President Moore's leadership will help to guide our quest to bring sight to millions across the globe. Please welcome Past International President J. Frank Moore the third.

**12.10 – 12.25**

**The SightFirst Program and Campaign SightFirst II  
(President Carter Video Presentation – PSA)**

**J. Frank Moore III, PIP  
Vice Chairperson and International  
Coordinator, CSFII**

**(SLIDE The SF Program and CSFII)**

- Thank you Chairperson Mehta and welcome “Knights of the Blind.”
  
- Since Helen Keller’s famous speech in 1925, Lions have served as “Knights of the Blind.”
  - What does it mean to be a Knight of the Blind in the 21<sup>st</sup> century?
  - It means serving as many people as possible by being as effective as possible on a worldwide scale.
  - Helen Keller could not have imagined the power that is within our grasp today.
  - CSFII is our opportunity to make a difference in the lives of millions affected by preventable, reversible and treatable blindness.
  
- CSFII tests our dedication and commitment as Knights of the Blind – CSFII, and only CSFII, will make the work of Lions’ SightFirst program possible.
  
- **(SLIDE Message from President Carter...)** Today, I would like to show you a special message from one of our most extraordinary Lions. As a Past District Governor and Knight of the Blind, this Lion has always strongly supported the SightFirst program and all that Lions do on behalf of the world’s blind population. Former U.S. President Jimmy Carter filmed several exceptional public-service announcements on behalf of Campaign SightFirst II. They have been aired in more than 50 media markets in the United States and shown to Lions around the world. Today, I am proud to present this message to you.

**(Public-service announcement from President Carter plays.)**

- Truly an excellent and inspirational message, and one serves as great introduction to the next topics we discuss. It is crucial that SightFirst continue and expand because...**(SLIDE Blindness knows no...)**
  - Since 1990, SightFirst has improved eye-care care for more than 100 million people and prevented vision loss or restored vision in more than 27 million people
  - Awarded US\$193 million for 818 projects in 90 countries
  - Restored sight to 7 million with cataract surgery
  - Provided 80.5 million treatments for river blindness
  - Built or expanded 213 eye hospitals/clinics/wards and upgraded 325 others with equipment **(SLIDE Blindness knows no... Cont.)**
  - Provided management training for 109 facilities
  - Trained more than 305,000 ophthalmologists, ophthalmic nurses, other professional eye-care workers, village health workers and others
  - Launched world's first-ever global initiative to combat childhood blindness in partnership with the World Health Organization. Thirty pediatric eye-care centers were established.
  
- If Lions had not taken the bold step of launching SightFirst and committing to its funding through Campaign SightFirst, the world's blind population would be well on its way toward 80 million.
  - But today, the number of blind people in the world has decreased from 40 million to 37 million. It has decreased despite an overall increase in the world's population. **(SLIDE Without Lions)**
  - However, without Lions and CSFII, the world's blind population would double from 37 million 74 million worldwide. You and your club can make a difference.
  
- Since 1990, Lions have lead the way through their SightFirst programs. **(SLIDE Lions leading the way)**
  
- The US\$150 million goal of CSFII reflects the three-part strategy of SightFirst.

- Controlling and eliminating, where possible, the leading causes of blindness
  - Sponsoring large-scale cataract surgery projects where the disease is most prevalent
  - Providing medicines that will eradicate river blindness in the Western Hemisphere and control it where it exists in Africa
  - Providing medicine and supporting hygiene programs and surgery to combat trachoma
  
- Combating emerging threats to sight
  - Creating awareness and treatment programs for diabetes and glaucoma in underserved populations in developed countries.
  - Establish pediatric eye-care clinics where they are most needed to combat the growth of blindness and vision impairment in children
  - Creating and expanding eyeglass distribution programs to combat refractive error, especially in children
  - Attack the problem of Low Vision – in many cases, the functional equivalent of blindness
  
- Providing “Vision for All” through rehabilitation, research and outreach
  - Establish education and training programs for those already irreversibly blind
  - Support especially promising research in eye-health care and establish methods of communication and coordination among eye-health researchers
  - Continue and expand mobile units, screening opportunities and charitable eye-health care for populations most at risk – the poor, the disabled and the elderly.
  
- 37 million blind and the threat of 37 million more, this is the enormity of the problem with which we are faced.
  
- But Lions are up to the challenge.
  
- To tell you about our progress to date and how Lions around the world have begun to answer the call, I would like to introduce someone who has been indispensable to the campaign in his advice and leadership, Past District Governor and CSFII National/Multi-National Coordinator for Eastern and Southern Africa, Hastings Chiti. **(SLIDE Lions are leading...)**

## 12.25 – 12.35

### Lions are Leading the Way (Campaign Update)

**Hastings Chiti, PDG  
National/Multi-National  
Coordinator, CSFII**

- Thank you Past International President Moore, and thank you to each of you here today.
- It is wonderful to see so many Lions here to learn more about how they can help.
- In order to reach our goal of raising US\$20 million in ISAAME, US\$150 million worldwide and our challenge goal of US\$200 million, the campaign will require the united effort of all Lions. As Past International President Moore mentioned, Lions have already been answering the call.
- Already we have had success. **(SLIDE Early success worldwide)**
  - We are lead by the best in Lionism. 7,300 Lions have assumed leadership positions in CSFII.
  - We have already received the support of more than 33,000 donors to CSFII.
  - Our cause enjoys the unity of 45,000 clubs and 1.3 million enthusiastic Lions.
  - And as a result, Campaign SightFirst II has raised more than US\$55 million toward our US\$150 million minimum goal. **(SLIDE Early success in ISAAME)**
- And this tremendous early success would not be possible without the efforts of the Lions of ISAAME.
  - Combined, ISAAME has raised US\$3,630,219
  - That is (insert data by N/MN area):
  - US\$263,643 from PID Goyal's area of India and Nepal (MD 321 and MD 325)
  - US\$694,129 from PID Singh's area of India and Bangladesh (MD 322 and MD 315)
  - US\$368,144 PDG Oswal's area of India (MD 323)
  - US\$1,101,293 from PDG Raju's area of India and Sri Lankan (MD 324 and MD 306)
  - US\$88,033 from PCC Khuda Baksh's area of Pakistan (MD 305)
  - US\$729,175 from my area of Eastern and Southern Africa
  - US\$382,295 from PDG Nabil's area of Northern, Western and Central Africa.

- These totals represent funds from more than 1,000 clubs in ISAAME and many thousands of clubs worldwide that have already begun active fund raising for CSFII.
- This is a tremendous start.

**(Slide 2006/2007 Goals)**

- **Remarks regarding 2006-2007 goals.**
- At International Convention this year in Boston we celebrated the start of our first year of worldwide intensive fund raising with IP Ross, PIP Dr. Lee and Lions from around the world. In many places in our area, we began early as to not loose any time for our fund-raising efforts.
- But, now is the time for each of your clubs and Lions clubs everywhere to join these ambitious clubs.
- On October 11<sup>th</sup>, 20,196 clubs reported that they would raise more than US\$65 million for CSFII this Lions year. In ISAAME, we reported more than US\$6 million in goals.
- From now until International Convention in Bangkok in 2008 we must work together to continue our work as “Knights of the Blind” we must raise these funds and even more.
- To tell you more about how CSFII can be a part of the life of your club, I would like to welcome Past District Governor Aruna Oswal. Past District Governor Oswal has been a Lion for many years and her experience has been put to good use. As a National Coordinator for CSFII, Past District Governor Oswal has already raised more than US\$350,000. Past District Governor...

## 12.35 – 12.50

CSFII in your Club and the Model Club Program

Aruna A. Oswal, PDG  
National/Multi-National Coordinator,  
CSFII

- Thank you Past District Governor Chiti and welcome fellow Lions.
- Each time that I tell a group of Lions about Campaign SightFirst II, I am moved by the enormity and importance of our impact as “Knights of the Blind.”
- To hear that the blind population could double by 2020 if we do nothing drives home why each and every lion needs to support this campaign.
- And to hear of the incredible success of Lions’ SightFirst programs to date gives me hope.
- I am encouraged to see so many faces here today to learn more about Campaign SightFirst II and how you and your clubs can help reach our minimum goal of US\$150,000,000 and our challenge goal of US\$200,000,000.

### **(SLIDE See the difference)**

- But to me, Campaign Sightfirst II is much more than money raised – it is about helping people and improving lives.
- It is about a child who can now see her school books.
- It is about the father who can now work and provide a better life for his family.
- It is about a grandmother who can see the smile on her grandson’s face.
- It is about 37 million people who rely on the continued support of Lions Clubs International and the SightFirst program.

**(SLIDE Rally the support...)**

- What we can accomplish as 1.3 million proud, dedicated lions knows no bounds.
- Imagine if every lions club participated to the best of their ability. Preventable blindness would not stand a chance.
- The power that we have to change the world comes from each and every Lion in this room. From every Lion at this Forum and from every Lion around the world.

**(SLIDE Club fund raising)**

- Each of us can make a difference by having a role to play in our club's fund-raising success.
- This Lions' year, 2,370 clubs in ISAAME are beginning their fund-raising efforts, and thousands more are preparing to participate shortly after.
- Is your club among these clubs?
- Success in providing the miracle of sight to the 37 million people who might otherwise lose their vision depends on each club doing their part.
- The power of Lions is in our numbers.
- The next question that you may ask is how. Where does my club begin and what can I do to make a difference.

**(SLIDE Get involved)**

- The short answer is to “get involved.”
- Get involved by encouraging your club to begin fund raising for CSFII or by becoming a member of your club campaign committee.
- Request personal gifts from club and community members.
- Assist in planning an event or fund-raising activity.
- Give an MJF or become one yourself, and be a campaign advocate in your community.
- This campaign against blindness is too important for you to sit on the sideline.

**(SLIDE Set a challenging goal)**

- Setting goals is an important first step to any important endeavor, and your club’s campaign for CSFII is not different in this regard.
- Clubs should establish challenging goals, which take into consideration their fund-raising ability, as well as the ability of individual members to make personal gifts to the campaign.
- The target that your club sets will have a direct human impact on those whose lives are affected by preventable and reversible blindness.
- Think about that statement. Your club’s goal not only represents the contribution that you and your fellow Lions wish to have toward Campaign SightFirst II, but it changes lives.
- So ask yourself, how many lives can your club change? How many children can you prevent from a life of blindness?

**(SLIDE What Can Your Club Do?)**

- Think about what your club can do. Clubs can raise funds for CSFII in several ways. For example, if a club of 30 members sets a minimum goal of US\$5,000, it could raise the funds in the following ways:
  - Lions' Personal Gifts – If 2 members in the club can commit to an MJF at \$1,000, 4 members decide to give US\$300 each and 12 members each give US\$100, that alone would raise US\$4,400 for the club from only 18 members!
  - Non-Lion Personal Gifts – Asking non-Lions and local businesses and foundations is an excellent way to raise additional funds. If a club can secure just US\$200 from local businesses, their total is already US\$4,600.
  - Fund-Raising Events – Finally, if the club hosts one fund-raising event this Lions year that raises US\$400, they've now brought the total to US\$5,000!

**(SLIDE What Will Your Club Accomplish?)**

- By raising and pledging US\$5,000, this club would save 833 people from blindness! Assuming 30-members, this club would have a per-member average of US\$166, which would qualify it for a Topaz level banner patch. Remember, all gifts to CSFII are eligible for Melvin Jones Fellowships, which is an important incentive to communicate to clubs and individual Lions. By pledging US\$1,000, an individual can significantly help the campaign and receive an MJF!

**(SLIDE The Power of pledging)**

- We have to share with Lions and non-Lions about SightFirst is amazing. 80% of the blindness in the world is due to either preventable or reversible causes.
- As I mentioned before, through SightFirst, the average cost to prevent blindness or restore the sight of 27 million people was 6 U.S. dollars.

- US\$1,000 – one MJF – saves the sight of 167 people! Over three years, that is only 91 cents—less than 50 rupies—per day! **For this small amount of money** we can prevent a child or a parent from becoming blind. There is no stronger motivation for me to participate in Campaign SightFirst II. MJFs save sight!

**(SLIDE Great success)**

- To date, thousand of clubs have already begun planning and raising funds for the campaign. Model Clubs have proven how successful we can be.
- More than 1,300 Model Clubs have raised nearly US\$30 million in cash and pledges. They have done this by showing unwavering commitment, enormous enthusiasm and by setting challenging yet achievable goals.
- Model Clubs have been successful in every corner of the Lions world, including ISAAME.
- 55 clubs in ISAAME representing 1,546 Lions have raised more than US \$1 million. This is a per-member average of US\$653!
- Clubs of all sizes and of all geographic locations have shown what they can accomplish when our passion to serve is met with our determination to succeed.

**(SLIDE Helpful suggestions)**

- Whether your club becomes a Model Club or strives to achieve another level of human impact, I would like to provide you with some suggestions for success in your club.
  - Form a campaign committee
  - Set a challenging goal
  - Give Melvin Jones Fellowships
  - Ask local businesses and community members for their financial support
  - Plan an event

- Work closely with your CSFII group coordinator
- Support and inspire other clubs in your area by sharing stories of success
  
- Thank you for the opportunity to speak today.
  
- I challenge each of you to go back to your clubs and make a difference.
  
- Set a goal and begin fund raising today for CSFII, because with your help, we have the power to change the world.
  
- Past International Director Chigurupati...

**(SLIDE Q and A)**

**12.50 – 12.55**

**Questions and Answers**

**All (Facilitated by PID Chigurupati)**

- Thank you PDG Oswal.
- Congratulations on your campaign success to date and thank you for your efforts.
- I would now like to welcome questions from the audience regarding the campaign.

**... Approx. 10 Min.**

- Thank you for your questions and for your interest. At this time, I would like to remind you of a few final thoughts. **(SLIDE Start today)**

**12.55 – 13.00**

**Closing Remarks**

**Chigurupati Varaprasad, PID  
CSFII International Committee,  
Member, ISAAME**

- We have heard much about the campaign’s success to date as well as how to make a difference in your clubs.
- As you leave today, I would challenge you to act. To get involved and begin setting goals and raising money today.
- We have an opportunity to change the world through CSFII.
- Our opportunity to change the world, however, hinges on active clubs and the unity of Lions around the world.
- **In order to succeed, clubs must begin their fund-raising efforts today.**
- Our campaign is now in full swing, and the importance of your efforts cannot be understated.
- I have seen the enthusiasm of the Lions of ISAAME for the campaign and I am confident that working together, we will succeed. **(SLIDE Alone)**
- Helen Keller once said, “Alone we can do so little, together we can do so much.”
- We must work together and we must succeed. The sight of 37 million people depends on us.
- If would like more information regarding the campaign:
  - **Contact your local group coordinator**
  - **Visit the CSFII table in the lobby of the Forum hotel**
  - **Contact the CSFII office to reach Daniel Nisbet, and**
  - **Visit our Web site at [www.Lions-CSFII.org](http://www.Lions-CSFII.org)**

- On behalf of our Campaign Chairperson Past International President T.S. Lee, our Campaign Vice Chairperson Past International President J. Frank Moore the third, your fellow Lions and those who rely on the work of Lions for their sight, I thank you in advance for your efforts.