



WISCONSIN LIONS FOUNDATION

ANNUAL REPORT 2021





Overview

The Wisconsin Lions Foundation, Inc. was formally organized in 1955 by the Wisconsin Lions Clubs to be the administrative arm of the Wisconsin Lions Camp, which was started to serve youth who are blind or visually impaired. As a 501(c)(3) non-profit organization, WLF has grown to serve thousands of youth and adults across the state.

NOTE FROM EXECUTIVE DIRECTOR

Over the past year, the Board and Staff of the Wisconsin Lions Foundation continued our efforts to make a difference by meeting the needs of those we serve and those who support our work. We moved forward with the Master Site Plan and contracted with a company to create a Strategic Plan and Marketing Plan. The “New Improvements” section of the Annual Report expands on those exciting endeavors.



Despite the effects of the pandemic, I’m proud to report that the Foundation was able to maintain financial stability during the last two years. We are so grateful to have resumed all five of our statewide projects this last year, seeing another successful Camp season and growth in collections for eyeglass recycling, vision screenings, diabetes and hearing projects.

2021 was a good year for the Foundation. We continued to embrace change by moving forward with our plans and improving processes. With all the opportunities we have ahead of us, we look forward to the excitement of all we can achieve in this next year. I encourage everyone to keep up with what’s happening by visiting our website, www.wlf.info, and following the Wisconsin Lions Foundation on Facebook and LinkedIn.

Thank you to our staff, volunteers and supporters who make this all possible!

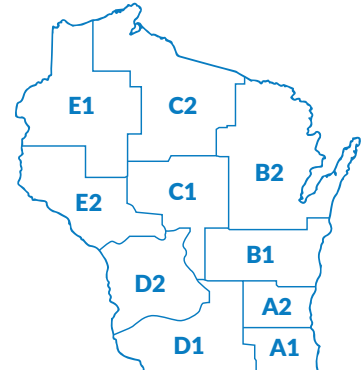


Evett J. Hartvig

EVETT HARTVIG
Executive Director

Lions Club Districts

Districts were formed to create regions or areas where Lions Clubs could work together for training, leadership, programs and projects, as well as fundraising, support and networking. Wisconsin has 10 districts that work together to form District 27, which supports the Foundation and its projects.



Board of Directors

Darrel Blank, President	A2
Larry Testa, Vice President	E2
Brad Behrens, Secretary	C1
Patrick Hart, Treasurer	D2
Mary Vrieze, Immediate Past President	E1
Tracy DeAngelis	A1
David Abstetar	A1
Joe Hackett	A2
Wendy Hartmann	B1
Fred Gebhart	B1
Tom Mueller	B2
Dale Matheson	B2
Rita Mueller	C1
Roger Weber	C2
Patty Krug	C2
Laurie Holthaus	D1
John Elvekrog	D1
Darrel Dwyer	D2
Jeanne Jensen	E1
Kayleen Rosman	E2
DG Bill Anderson	E1

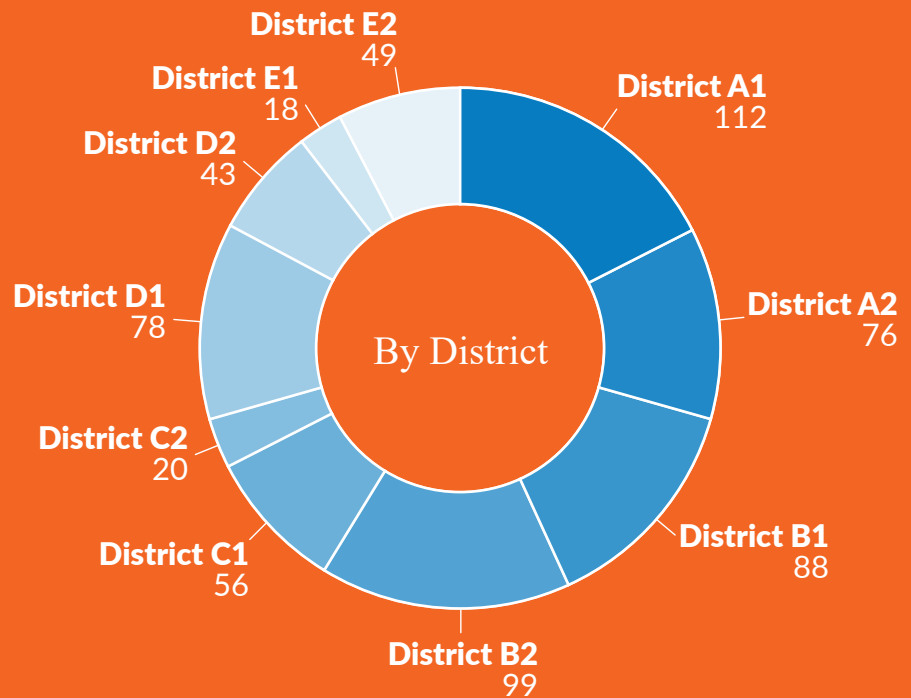
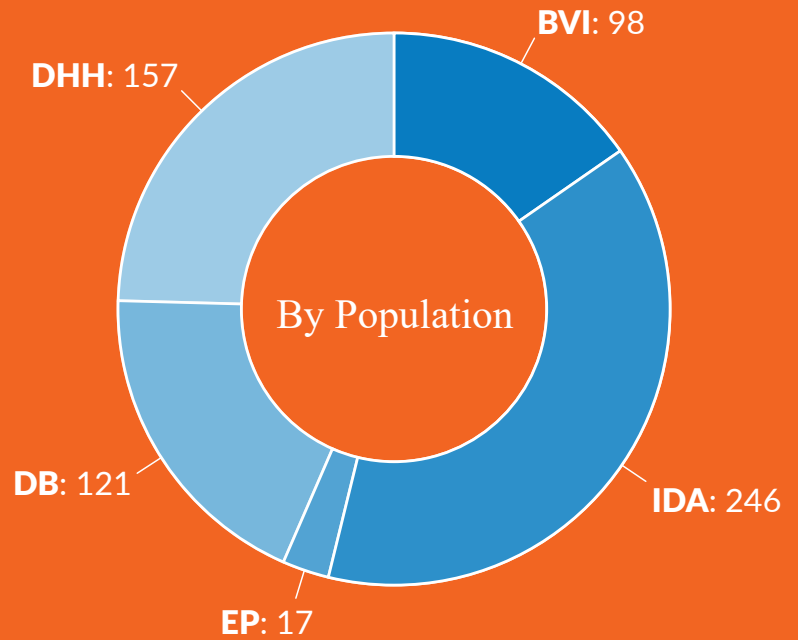


LIONS CAMP

Since 1956, Lions Camp has been dedicated to providing a quality camping experience for persons with disabilities at no cost. Our primary objective is to provide a fun, safe and memorable camping experience which will have a positive impact on the camper's life. In 2021, we were able to host a great group of campers across our five camp communities: Blind or Visually Impaired (BVI), Diabetes (DB), Deaf or Hard of Hearing (DHH), Epilepsy (EP) and Intellectual Disabilities or Autism (IDA).



CAMP ATTENDANCE



639
CAMPERS



EYEGLASS RECYCLING

Our center is one of 19 Lions Clubs International Certified Recycling Centers in the world. Once the glasses are sorted, cleaned, read and packaged, they are shipped to developing countries which have little to no access to eye health services. Despite the challenges of the last two years, our eyeglass recycling program remained successful throughout 2021. Thanks to our local Lions Clubs' eyeglass collection sites throughout Wisconsin, we were able to ship more than 138,000 glasses world-wide.



825,873

EYE GLASSES RECEIVED

138,033

EYE GLASSES SHIPPED

26

MISSIONS SERVED

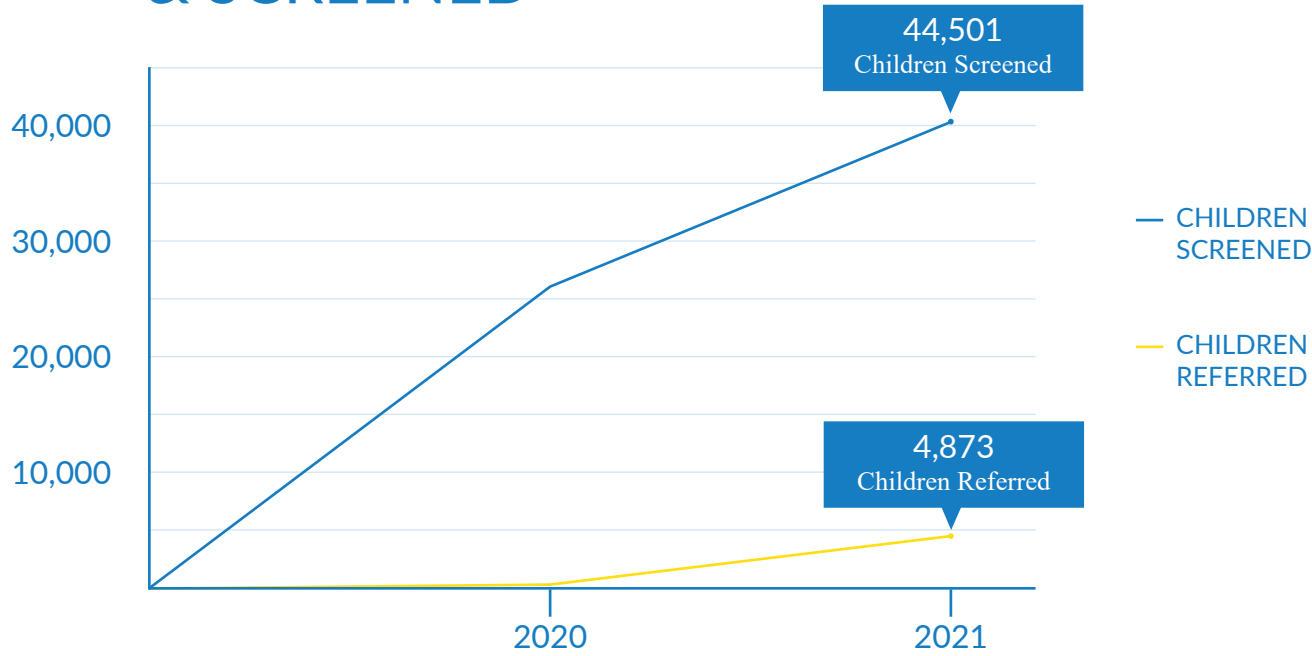


VISION SCREENING

Our Vision Screening Project is run in partnership with KidSight USA. The goal is to screen all children ages six months through 18 years for potential vision problems, with the emphasis on children enrolled in daycare centers and preschools.



CHILDREN REFERRED & SCREENED



The Wisconsin Lions Foundation is committed to fighting the diabetes epidemic by raising awareness and educating communities and individuals about their risk. WLF and our partners have created a comprehensive program centered on prevention and risk reduction, with resources and awareness events available annually for our Lions and community members.



DIABETES AWARENESS



MATERIALS SENT

Informational materials, such as risk brochures, prevention pamphlets, or healthy eating tip sheets, made available to clubs and the public to raise awareness.

DID YOU KNOW?

1.5 MILLION

ADULTS IN
WISCONSIN HAVE
PRE-DIABETES

526,000

ADULTS IN
WISCONSIN HAVE
TYPE 1 OR TYPE 2
DIABETES





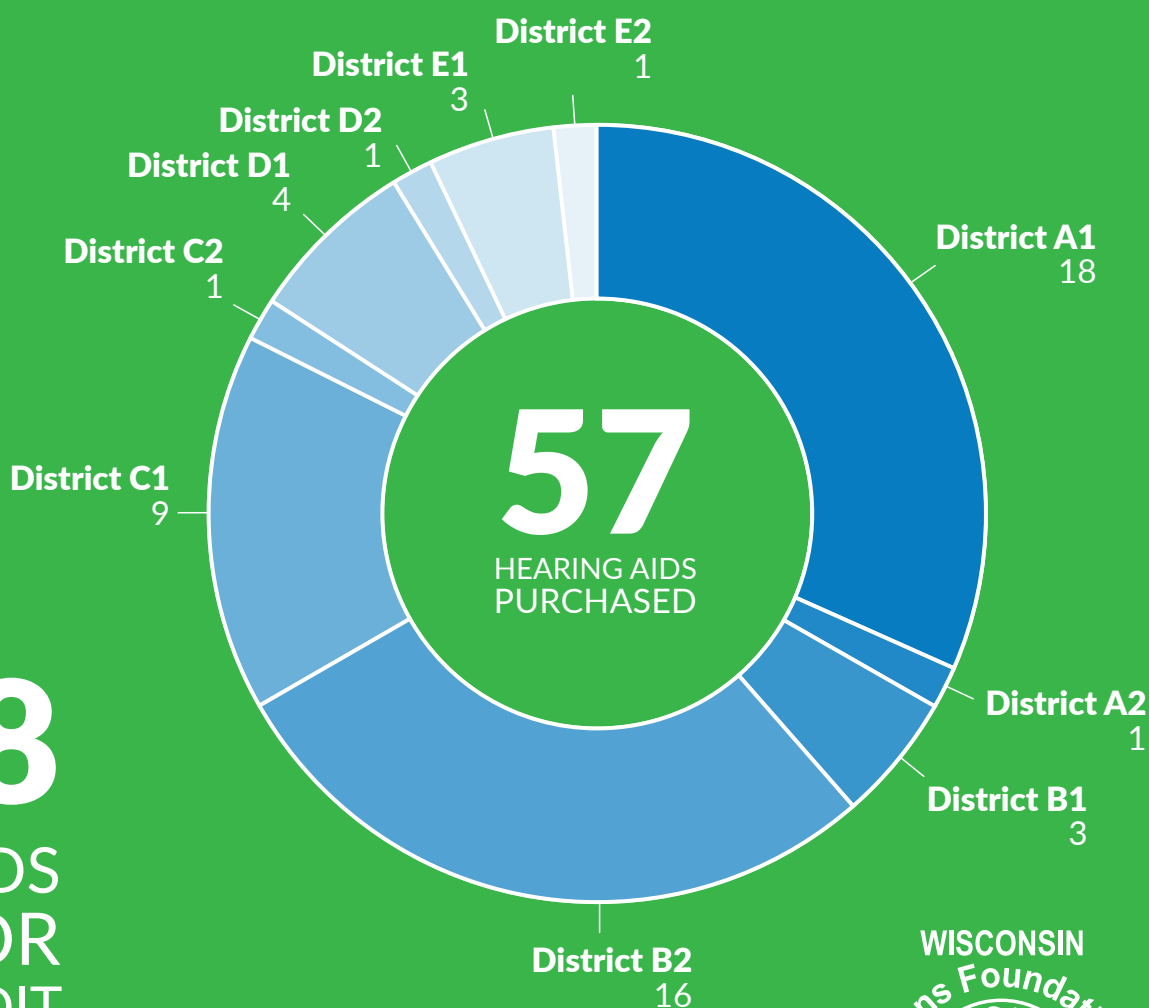
HEARING PROGRAM

The hearing aid project offers hearing aids free of charge, or at a low cost, to Wisconsin residents who qualify under our eligibility requirements. The hearing aids are funded by collecting used hearing aids and recycling them for credit, as well as donations from individuals, Lions clubs and other organizations.



HEARING AIDS PURCHASED BY DISTRICT

5,738
HEARING AIDS
SENT IN FOR
STARKEY CREDIT



NEW IMPROVEMENTS

2021 was a year of making strides towards improvement in our operations and projects, all while living up to our core Values: Accountability, Professionalism, Communication, Collaboration and Progressiveness. Embracing change is an important part of progress, and in 2021, we did just that to ensure we are better positioned to continue reaching, touching and improving lives in the years to come.

MASTER SITE PLAN: UPDATES

For the well-being and safety of our campers, visitors and staff, our Board voted to make the following improvements, as schedules and weather allows:

- Repair and upgrade Lions Lake loop trail
- Reconstruct delivery drive and loading dock
- Construct shelters and shade structures
- Replace staircase in Boys' area of Camp

MARKETING PLAN: TELLING OUR STORY

As part of our 2021 Strategic Plan goals to raise awareness about the projects of the Foundation, we enlisted the help of a marketing team to help us tell our story.

We created a strategic Marketing Plan, which included key strategies to continue growing our amazing collective of donors, Lions and Community partners through education and awareness. Such strategies included improving our digital presence through our social media, newsletter and website; creating more educational materials on our five projects and several fundraiser/donation opportunities; and sharing the power of our projects with donors and investors through testimonials from alumni and staff.

We are excited to continue sharing our story — and we hope you are moved by its many inspirational chapters!

STRATEGIC PLAN: PROGRESS

The best laid plan needs goals and a map to get there. In 2021, we worked with consultants to improve our strategy and create concrete, long-term objectives to advance our organization and ensure future success.

Our 2021 and present goals include:

- Proactively evaluate, adapt and continue to improve our services
- Build on existing relationships to diversify our fund development opportunities
- Effectively manage our fiscal responsibility while being sensitive stewards of our heritage
- Work collaboratively with employees and volunteers to create a culture focused on reaching, touching and improving lives
- Continue to seek out beneficial partnerships and raise awareness to best meet the needs of those we serve



FUNDRAISER INCOME

Thanks to our hardworking staff, dedicated Lions and generous community supporters, we were able to achieve great success in our fundraisers this year. The funds raised with these events help us to better fulfill our Vision and Mission by positively influencing and impacting the well-being of all the communities we serve in Wisconsin and across the globe. We are grateful for the success of this year's fundraisers, and look forward to continuing to reach, touch and improve as many lives as possible through our projects.

BIRCH-STURM GOLF OUTING

\$23,912

HUSTLE S'MORE

\$9,386

CAMP FOR KIDS RAFFLE

\$38,887

DEER HIDE COLLECTION

\$87,340

2021

FINANCIAL OVERVIEW

\$2.7M COMBINED CONTRIBUTIONS,
GOVERNMENT GRANTS &
OTHER REVENUES

WLF PROJECTS: \$1.6M

Lions Camp
Eyeglass Recycling
Diabetes Awareness
Children's Vision Screening
Hearing

FUNDRAISERS: \$95k

**COVID-19 RELATED
RELIEF: \$611k**

**DIABETES
GRANTS: \$411k**

NET ASSETS:

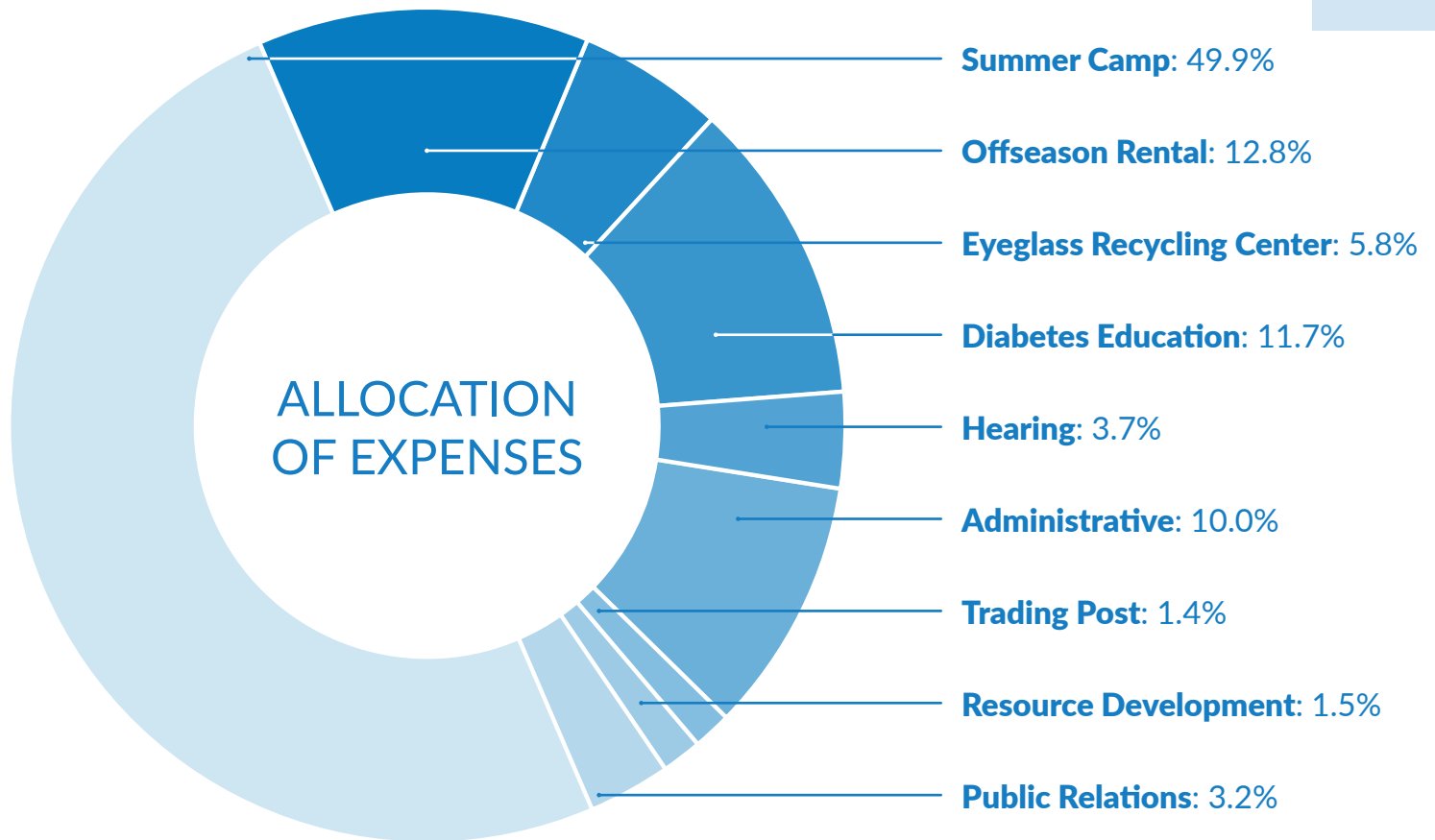
2021 - \$5.7M

2020 - \$4.9M

[Read our full financial report here.](#)



FINANCIAL OVERVIEW



**Each section above is charged a percentage of the total Facility Costs (\$623,612) and 50% of the Administrative costs ((\$161,920) for the year.*





☎ (715) 677-4969

✉ wlf@wlf.info

3834 County Road A
Rosholt, WI 54473

