



Wisconsin Lions Foundation

2024 ANNUAL REPORT.



*Reaching, Touching,
and Improving Lives.*



The Wisconsin Lions Foundation, Inc. was formally organized in 1956 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 with five statewide projects: Lions Camp, Eyeglass Recycling, Vision Screening, Hearing and Diabetes Awareness.



The road to success is always under construction.

– Lily Tomlin



Some of you may recognize this quote from my article in last year's Annual Report. As I started to write my message for this year, it dawned on me just how true this quote is. In order to be successful, changes (or construction) need to be happening all the time. It's when we get stagnant and can't move forward that progress stops.

You'll find some of our "construction projects" in the 2024 Year Recap section.

As we reflect on another year of serving others, I am so grateful for the unwavering support of our donors, volunteers and staff. You, Lions and Leos of Wisconsin, helped us make a difference in the lives of so many through the five statewide projects – Lions Camp, Diabetes Awareness, Hearing, Vision Screening and Eyeglass Recycling.

This annual report highlights each of our projects and what all of you have done in the past year to positively impact the lives of others...people you may not know and may never meet.

A significant change in the future of the Foundation will be the transition to a new Executive Director as I have announced my retirement date of December 31, 2025.

As I think about my time as Executive Director of the Wisconsin Lions Foundation, I am filled with pride for the incredible journey we have shared. It has been a great honor to work alongside so many passionate and dedicated Lions, Leos, volunteers and supporters who work tirelessly to carry out our mission – Reaching, Touching and Improving Lives.

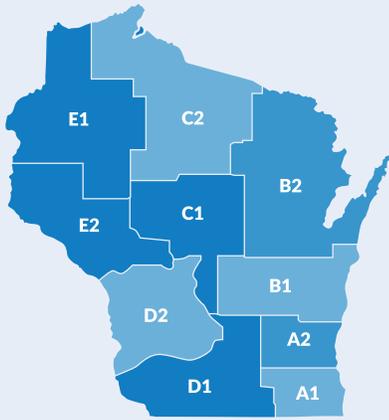
Over the years, we have achieved significant milestones – from expanding our projects to creating better awareness of who we are and what we do – and none of this would have been possible without the entire Lions community. You and your commitment and enthusiasm have been the driving force behind the Foundation's growth and success.

I am confident that the Foundation will be in good hands with the hiring of the new Executive Director, PDG Brad Behrens. Lion Brad is very passionate about Lions and will be a great asset to your Foundation.

I want to express my deepest appreciation to each of you for your support and friendship over the years. I also want to thank all of the staff I have worked with over the past 28 plus years for their dedication and support, as well. It's been my privilege to serve this awesome organization and I will always hold the Wisconsin Lions Foundation close to my heart.

A handwritten signature in black ink that reads 'Evett J. Hartvig'.

Evett J. 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 Multiple District 27, which supports the Foundation and its projects.



Board of Directors

Pat Hart | 27-D2
President

Darrel Dwyer | 27-D2
Vice President

Patty Krug | 27-C2
Secretary

Denise Gibbons | 27-A1
Treasurer

DG Slava Krol | 27-A2
Council Rep

Brad Behrens | 27-C1
Immediate Past President

James "Howie" Howard | 27-A1
Director

John Gassert | 27-A2
Director

Nathan Zank | 27-A2
Director

Fred Gebhart | 27-B1
Director

Gary Silah | 27-B1
Director

Geri Schlender | 27-B2
Director

Amy Quig | 27-B2
Director

Rita Mueller | 27-C1
Director

Roger Weber | 27-C2
Director

John Elvekrog | 27-D1
Director

Jim Fletcher | 27-D1
Director

Bill Anderson | 27-E1
Director

Dennis Sykora | 27-E1
Director

Jay Nesseth | 27-E2
Director

Laurie Klinkhammer | 27-E2
Director

*As of December 31, 2024



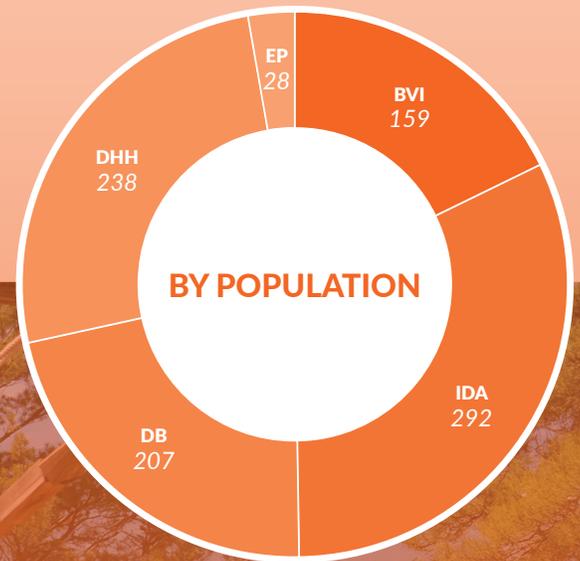
Wisconsin Lions Camp

Since 1956, Lions Camp has been dedicated to providing exceptional camping experiences for individuals with disabilities, free of charge. Our primary objective is to create a fun, safe, and memorable environment that positively impacts the lives of our campers.

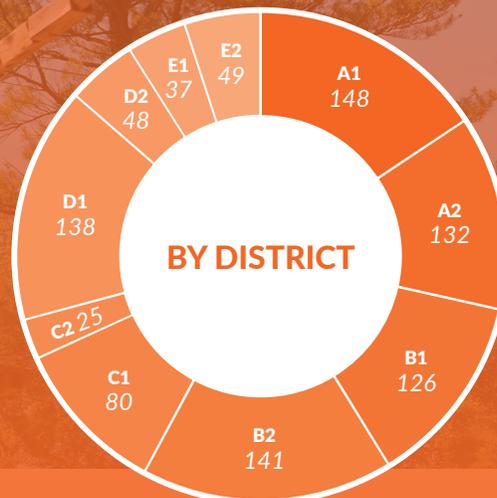
In 2024, we welcomed a diverse group of campers across our five camp communities: Blind or Visually Impaired (BVI), Diabetes (DB), Deaf or Hard of Hearing (DHH), Epilepsy (EP), and Intellectual Disabilities or Autism (IDA). Each camp offered tailored activities and support to cater to the unique needs and interests of our campers. We're happy to report we increased our year-over-year camper numbers by nearly 8%, thanks to your promotion of our Camp sessions!



Camp Communities	
BVI	Blind or Visually Impaired
DB	Diabetes
DHH	Deaf or Hard of Hearing
EP	Epilepsy
IDA	Intellectual Disabilities or Autism



2024
924
campers



2023
857
campers

Diabetes Awareness

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.

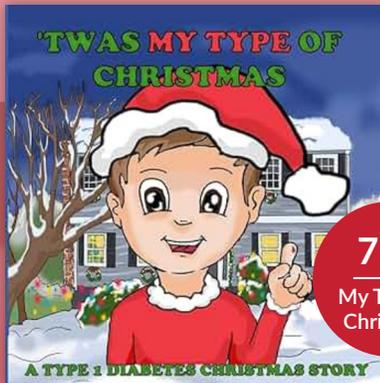
Thanks to our amazing Lions Clubs, we had an 8% increase in materials ordered for distribution in 2024! We're proud and excited to continue raising awareness about diabetes management and prevention.



12,300
water bottle
stickers



70,358
coffee
sleeves



777
My Type of
Christmas

2024

143,088

materials sent



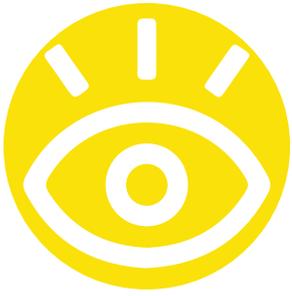
1,148
Year One with
Type One

2023

131,659

materials sent





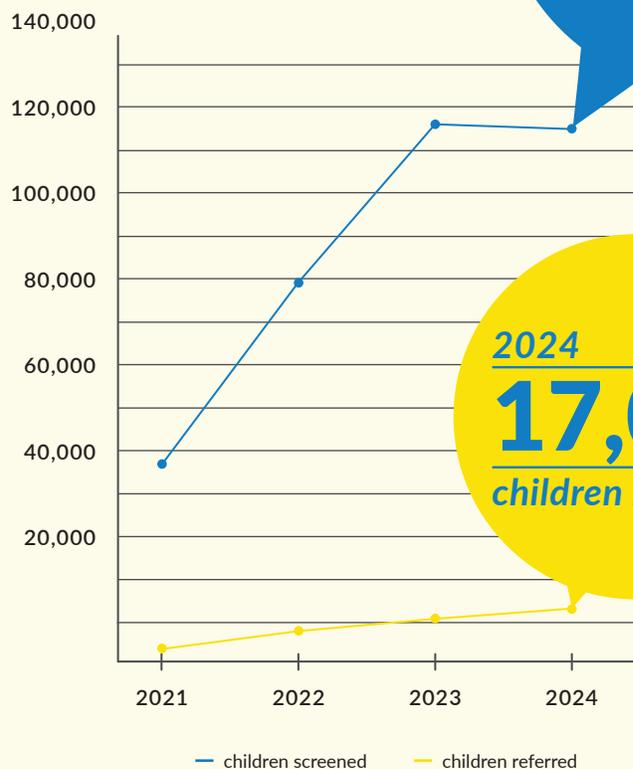
Vision Screening

The Vision Screening Project aims to ensure that every child has the best possible chance to succeed in learning and identifying vision problems that may lead to further issues, if left untreated. Our Vision Screening project is run in partnership with KidSight USA to screen all children ages six months through 18 years, with the emphasis on children enrolled in daycare centers and preschools to catch problems early.

In 2024, we experienced a decrease of 2% in the number of children screened and a 12% increase in the number of children referred for further evaluation and treatment by an eye doctor. We are proud of our certified volunteers for their hard work to reach these accomplishments.



CHILDREN SCREENED AND REFERRED



2024

123,364

children screened

2023

125,865

children screened

2024

17,066

children referred

2023

15,190

children referred



Eyeglass Recycling

The Wisconsin Lions Foundation (WLF) is proud to operate one of only 19 Lions Clubs International Certified Recycling Centers worldwide. Our dedicated team meticulously sorts, cleans, reads and packages donated eyeglasses, ensuring they are ready for distribution to developing countries with limited access to eye health services.

Thanks to the tireless efforts of our local Lions Clubs and their collection sites across Wisconsin, we were able to ship an impressive 210,767 glasses to communities in need around the globe. With a full year of our part-time staff being responsible for washing and reading eyeglasses, combined with new lensometers and Lion volunteers, we were able to process 96,500 eyeglasses in-house.



2024

1,207,248

eyeglasses received 

2023

1,003,584

eyeglasses received

2024

210,767

eyeglasses shipped 

2023

137,138

eyeglasses shipped

2024

107

missions 

2023

86

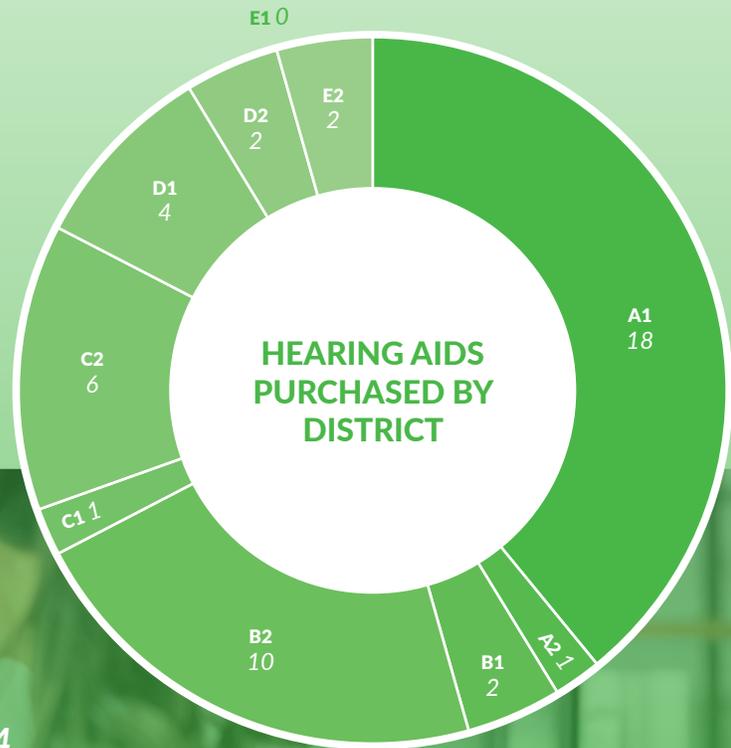
missions





Hearing Project

The Wisconsin Lions Foundation’s Hearing Project is dedicated to providing free or low-cost hearing aids to Wisconsin residents who meet our eligibility criteria. Through our innovative recycling program, where we collect used hearing aids, as well as the generous donations from individuals, Lions clubs, and other organizations, we are able to offer this vital service to those in need. In 2024, we received a total of 72 applications.



2024
46
total hearing aids purchased

2023
51
total hearing aids purchased

2024
7,948
hearing aids sent in for Starkey credit

2023
3,855
hearing aids sent in for Starkey credit



2024 Year Recap

VISITOR DAYS

2024 was a year of welcoming and growth for tours and Visitor Days at the Wisconsin Lions Foundation (WLF). We worked diligently to update our tours based on guest feedback to provide the best experience possible for those who took the time to come visit us. Some of these changes included extending the Visitor Day program, adding a morning option for Visitor Days and including more department specific staff to present in their areas to get a personal experience with our year-round staff for our visitors.

CLIMBING TOWER & BOULDERING WALL

In 2024, we made some significant enhancements to our outdoor adventure facilities with the completion of a new climbing tower and bouldering wall. These additions offer campers and visitors exciting opportunities to engage in rock climbing activities, promoting physical fitness, personal growth and a sense of accomplishment.

The original climbing tower, built in 1999, was replaced in 2024 to provide an updated and improved climbing experience. The new structure features modern design elements and enhanced safety measures, ensuring climbers can enjoy the activity with confidence. This upgrade underscores the Camp's commitment to offering high-quality facilities that cater to the diverse needs of our participants.

Alongside the climbing tower, a new bouldering wall was constructed, adding a dynamic element to the Camp's adventure offerings. Bouldering involves climbing shorter walls without the use of ropes, focusing on strength, technique, and problem-solving skills. The addition of the bouldering wall provides climbers with varied challenges and complements the existing climbing programs.

EYEGLASS STORAGE SHED

A new Eyeglass Recycling Storage Shed was built in the fall to significantly enhance the capacity and efficiency of the WLF's Eyeglass Recycling Center.

The new storage shed addresses the increasing volume of eyeglass donations and the need for organized storage space. Prior to its construction, storage limitations posed challenges in managing the influx of donated eyeglasses. The shed provides a dedicated space storing eyeglasses waiting to be processed, as well as finished product waiting to be shipped to missions around the world.





Fundraiser Income

2024 was a great year for Wisconsin Lions Foundation fundraisers. Thanks to our hardworking staff and always generous donors, sponsors, and supporters, we achieved great success with each of our four major fundraisers. The funds raised through these events have enabled us to better fulfill our vision and mission, positively influencing and impacting the well-being of communities across Wisconsin and around the globe.

Here's a look at how many funds each event generated:

\$23,153

Hustle S'more and S'more Fun for Lions Camp

\$40,036

Golf Outing

\$53,100

Camp Raffle

\$117,759

Deer Hides & Tails

2024 Financial Overview

Revenue

\$3.19M

Contributions
\$2,318,536

Diabetes Awareness Grants
\$211,774

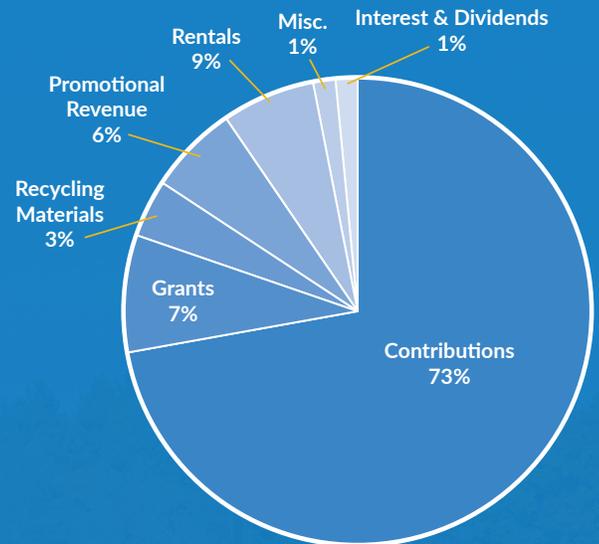
Recycling Materials Sold
\$89,068

Promotional Revenue
\$194,444

Rentals
\$298,948

Miscellaneous Income
\$35,320

Interests & Dividends
\$42,516



Expenses

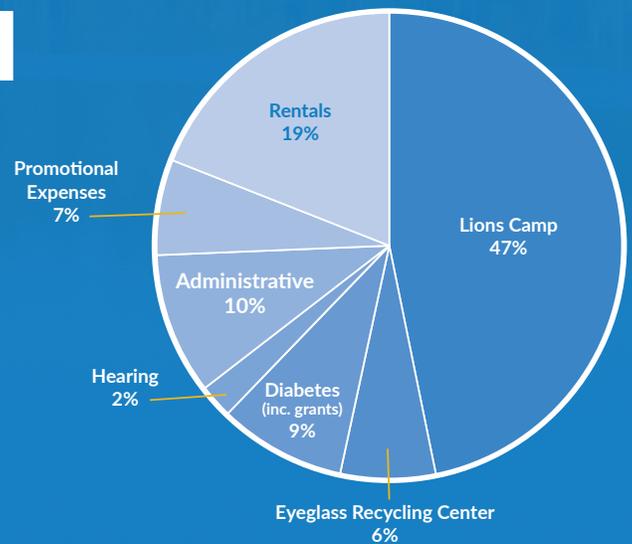
\$3.07M

WLF Projects
\$1,987,414

Promotional Expenses
\$205,768

Rentals
\$584,856

Administrative Expenses
\$300,968



Each expense category above is charged a percentage of the total Facility Costs (\$818,000) and Administrative Costs (\$249,341).

Read our full financial report: www.wlf.info/wp-content/uploads/Final-Financial-Statements-WLF-2024.pdf.



 Wisconsin Lions Camp
Staff 2024





www.wlf.info

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*Dedicated to improving the lives of
Wisconsin youth and adults.*

