



Wisconsin Lions Foundation

2023 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: Diabetes Awareness, Eyeglass Recycling, Vision Screening, Hearing and Lions Camp.



The road to success is always under construction.

– Lily Tomlin



This quote by Lily Tomlin “hits the nail right on the head” about what is happening at your Wisconsin Lions Foundation!

Not only did we have real construction happening at Lions Camp last year, we had construction going on with our staff, too. Some might call it reorganization or restructuring, but the word construction seems to fit what’s going on much better.

In the middle of August, construction began on a shade structure in the beach area, as well as a shade structure and fire pit along the lakefront adjacent to the Totem Pole. Both areas are ready and waiting for our 2024 Summer Campers.

The finishing touches were just put on the multi-use hard court that replaced our basketball court. The court will accommodate several different activities, including tennis, basketball and pickle ball. A fence was built around the entire court and lights were installed, as well. All of this was made possible by a few individual donors, Associated Bank and the Green Bay Packers organization.

Just over a year ago, we hired a Project Director to administer four of our five statewide projects...Eyeglass Recycling, Diabetes Awareness, Vision Screening and Hearing. We also hired two additional part-time staff to read eyeglasses so we can increase productivity in how many glasses we can provide to the Missions. We also expanded our Rentals Program and Camp tours availability by hiring a Hospitality Director. These projects and programs have increased in activity significantly over the past year and that means we’ll need to do some more “construction” within our Staff to keep our success moving forward.

We are in the final stages of interviewing and hiring a Food Service Director and want someone that will work with both Summer Camp and Rentals to provide good dining experiences for everyone.

And speaking of Summer Camp, our fifth project...our Camp Director is diligently working to build our camper numbers back up to pre-COVID, as well as our staff numbers. Both camper and staff numbers for 2024 have already surpassed 2023.

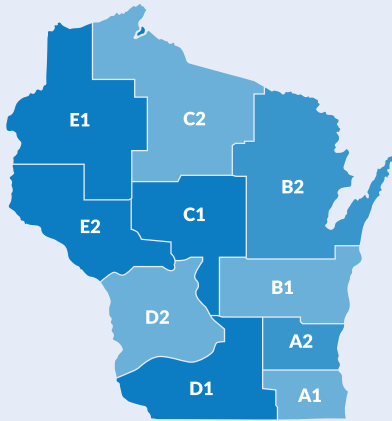
Ms. Tomlin’s quote is truly happening here at the Wisconsin Lions Foundation. The Staff is always ready to put on their hard hats and give everything they’ve got to keep moving forward for success. And we have all of you to thank for supporting us so we can continue to make your Foundation successful.

On behalf of the Board of Directors, the Staff and most importantly, the recipients of our services, thank you, Lions and Leos, for the positive services and experiences you provide for those in need.

A handwritten signature in black ink that reads 'Evett J. Hartvig'. The signature is written in a cursive style.

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



Board of Directors

Brad Behrens | 27-C1
President

Nathan R. Zank | 27-A2
Director

Roger Weber | 27-C2
Director

Pat Hart | 27-D2
Vice President

John Gassert | 27-A2
Director

John Elvekrog | 27-D1
Director

Darrel Dwyer | 27-D2
Secretary

Fred Gebhart | 27-B1
Director

Jim Fletcher | 27-D1
Director

Patty Krug | 27-C2
Treasurer

In Memory of
Dick Karl | 27-B1
Director

Barb Dulmes | 27-E1
Director

Larry Testa | 27-E2
Immediate Past President

Amy Quig | 27-B2
Director

Bill Anderson | 27-E1
Director

Dave Abstetar | 27-A1
Director

Geri Schlender | 27-B2
Director

DG Dennis Sykora | 27-E1
Council Rep

Denise Gibbons | 27-A1
Director

Rita Mueller | 27-C1
Director

Laurie Klinkhammer | 27-E2
Director



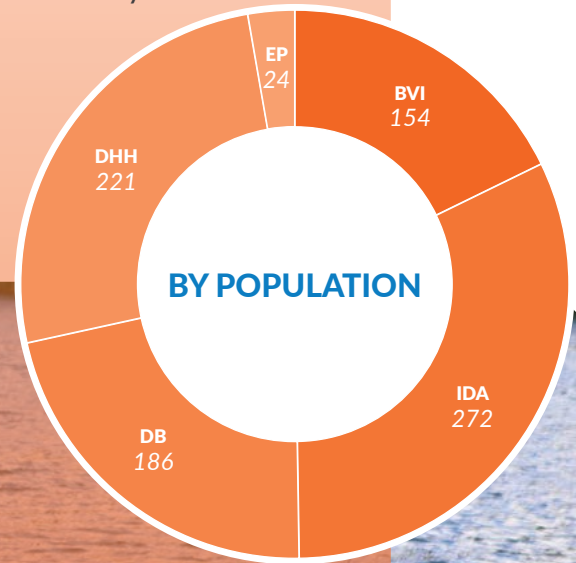
Wisconsin Lions Camp

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 2023, we welcomed a diverse group of campers across our five specialized 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 more than 35%!

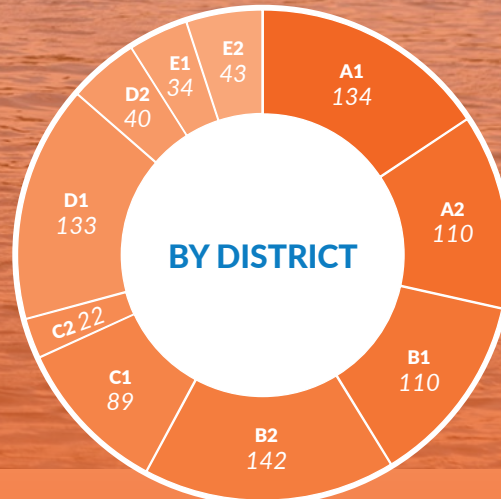


Camp Communities	
BVI	Blind or Visually Impaired
DB	Diabetes
DHH	Deaf or Hard of Hearing
EP	Epilepsy
IDA	Intellectual Disabilities or Autism



2023

857
campers



2022

633
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 outstanding 280% increase in materials ordered for distribution in 2023! We're proud and excited to continue raising awareness about diabetes management and prevention.



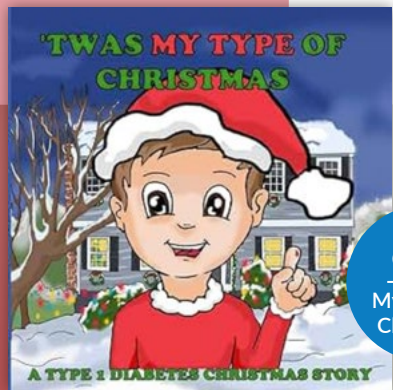
35,800
water bottle stickers



2023
131,659
materials sent

2022
34,600
materials sent

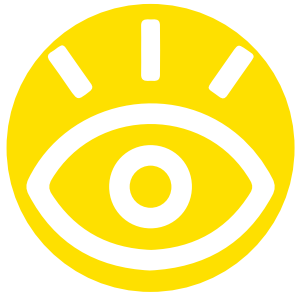
67,075
coffee sleeves



675
My Type of Christmas



401
Year One with Type One



Vision Screening

The Vision Screening Project aims to ensure that every child has the best possible chance to succeed in learning, 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.

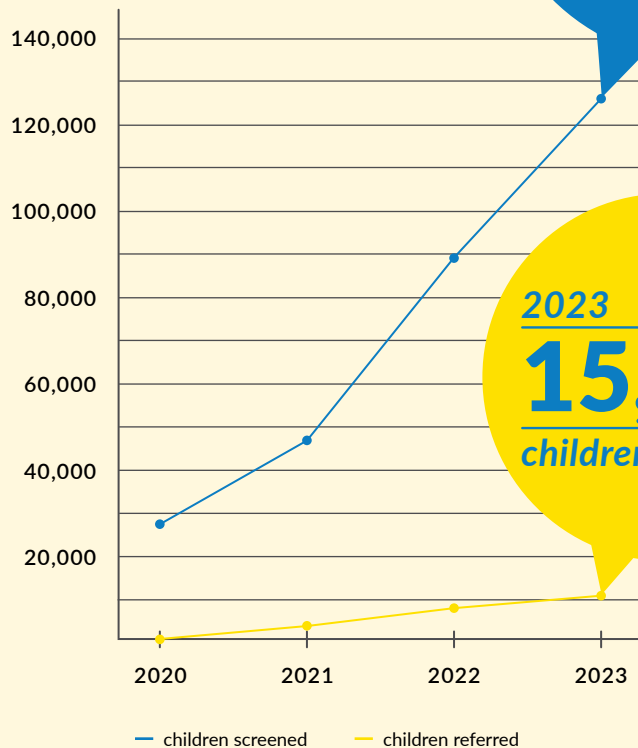
In 2023, we experienced an increase of 40% in the number of children screened and a 25% increase in the number of children referred for further evaluation and treatment by an eye doctor. We are proud of our certified volunteers for their hard work to reach these accomplishments.



2022
89,391
children screened

2023
125,865
children screened

CHILDREN SCREENED AND REFERRED



2023
15,190
children referred

2022
12,161
children referred

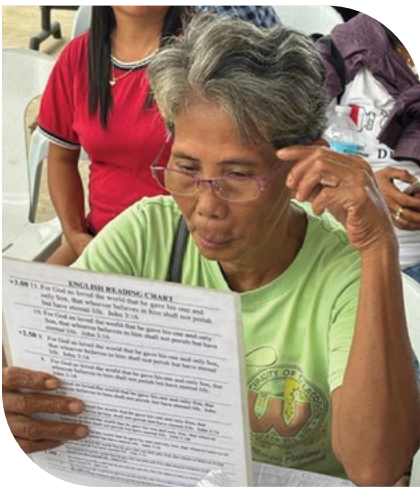


Eyeglass Recycling

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 efforts of Wisconsin Lions Clubs, Minnesota Lions and the Wisconsin Lions Missions and their collection efforts, we were able to ship an impressive 137,138 glasses to communities in need around the globe. By providing access to corrective lenses, we encourage more fulfilling lives and educational and employment opportunities. This leads to more people who can actively and positively participate within their communities.

Photos from Mission to Guatemala in 2023.



2023

1,003,584

eyeglasses received 

2022

838,323

eyeglasses received

2023

137,138

eyeglasses shipped 

2022

134,277

eyeglasses shipped

2023

86

missions 

2022

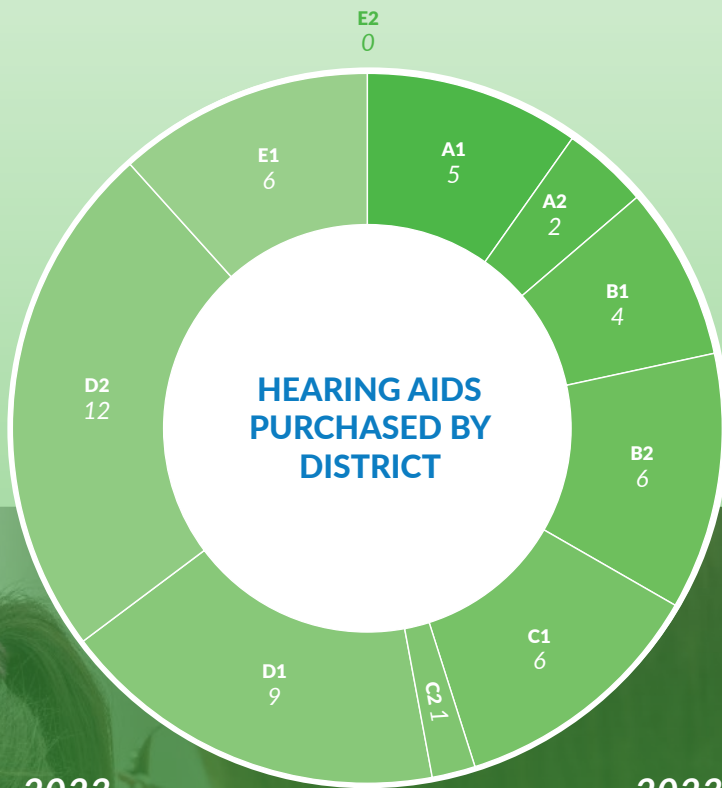
50

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.



2023
51
total hearing aids purchased

2022
51
total hearing aids purchased

2023
3,855
hearing aids sent in for Starkey credit

2022
5,130
hearing aids sent in for Starkey credit



2023 Year Recap

SHADE STRUCTURE

Last year, Lions Camp underwent major construction projects to improve the experience of campers and visitors to the Wisconsin Lions Foundation. These included the construction of shade structures in the swimming, boating and ropes course areas; the reconfiguration of the Trading Post loop for delivery trucks to easily enter and exit; and a renovation of the loading dock behind the kitchen.

Each of these projects was made possible thanks to the help of generous donors. Campers can now safely enjoy their summer activities. Thank you for your continued support to improve our grounds and experiences!



DISC GOLF COURSE

In August 2023, the Wisconsin Lions Camp officially opened the Wisconsin Lions Camp Disc Golf Course to the public. The disc golf course is an 18-hole course located along the rolling hills and shores of Lions Lake. A round of disc golf is only \$5 and all proceeds benefit the Wisconsin Lions Camp.

Since its opening, the course has seen many visitors. The course is listed on the UDisc app, drawing attention from near and far. In addition to paying by round, season passes are available for purchase with cash or online.

We're happy to extend an open invitation to the community and players from across Wisconsin to experience the magic of Camp in such a fun and unique manner. We hope the course will continue to bring awareness to Lions Camp and other Wisconsin Lions Foundation projects.

You can find a current schedule of when the course is open on the Lions Camp website wisconsinlionscamp.com/discgolf.





Fundraiser Income

2023 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 the funds each event generated:



\$23,091

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



\$30,458

Golf Outing



\$48,750

Camp Raffle

\$109,722

Deer Hides & Tails

2023 Financial Overview

Revenue

\$2.70M

Contributions
\$1,952,552

Diabetes Awareness Grants
\$218,707

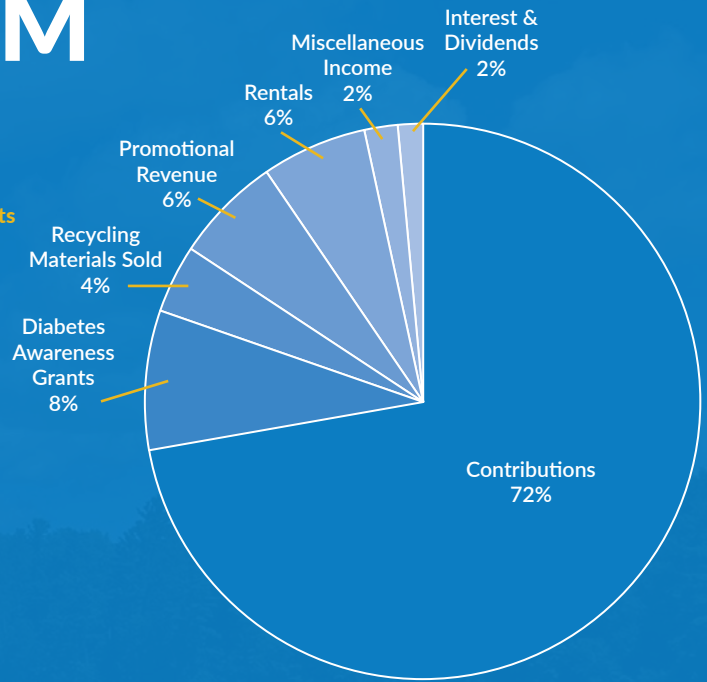
Recycling Materials Sold
\$107,410

Promotional Revenue
\$168,757

Rentals
\$164,816

Miscellaneous Income
\$52,292

Interest & Dividends
\$40,380



Expenses

\$2.69M

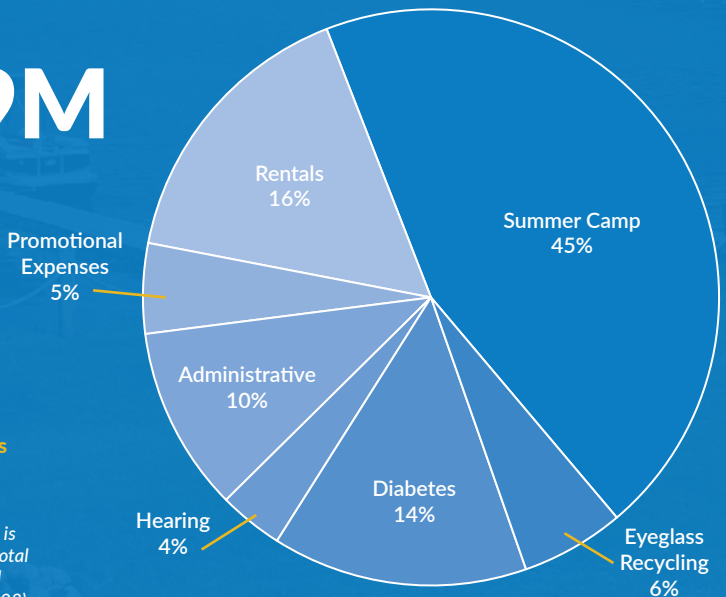
WLF Projects
\$1,847,064

Promotional Expenses
\$135,972

Rentals
\$431,840

Administrative Expenses
\$281,132

Each expense category above is charged a percentage of the total Facility Costs (\$694,078) and Administrative Costs (\$235,008)



Read our full financial report: www.wlf.info/wp-content/uploads/Final-Financial-Statements-WLF-2023.pdf.







www.wlf.info

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

