



Lions International

LIONS Pride Newsletter ☐

Lions District 4-A1
Community Partner Edition.

2024-2025 Highlights

As the 2024-2025 year closes out, we wanted to take a moment to thank our many community partners, such as yourself, for coming alongside us and making the impact we have so much more possible. Everyone plays a valuable role in Lionism. Whether you are a community member, nonprofit or business owner, please accept our sincerest appreciation for helping us do what we do. We will be sharing our wins with you monthly.

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The Business Case for Volunteering

Corporate volunteerism is a key (sometimes overlooked) corporate social responsibility initiative, and its benefits outweigh its costs. Corporate volunteering is the concept that businesses should dedicate time, resources, and skill sets to people and nonprofits in need.

Volunteering isn't just good for the community, it's good for business. When companies encourage their teams to give back through volunteer work, they experience measurable benefits that go far beyond philanthropy.

Just Some of the Many Faces of Corporate Volunteering

There is a fundamental shift happening, where companies are shifting their focus from providing returns for shareholders to considering how they impact their communities and society.

It is part of a larger trend in corporate social responsibility (CSR) strategy. Volunteering is just one pillar of the strategy, which often includes other elements such as grantmaking, scholarships, and giving and matching programs.

In today's business climate, a CSR strategy isn't just an option — it's a necessity. PWC's 2022 report reveals that 65% of people want to work for a company with a powerful social conscience. Further, 73% of customers want companies to help society and the environment. - [Source](#)

Google. Through Google.org's fellowship program, Google employees are given the opportunity to work full time pro bono for up to six months to help a nonprofit. Another division of Google (Alphabet Inc), provides 20 hours of paid volunteer time per year and supports skilled volunteering, where employees offer tech and business skills to nonprofits.

Salesforce, renowned for its customer relationship management (CRM) solutions, is equally distinguished for its commitment to corporate social responsibility. Salesforce offers its employees seven paid days (56 hours) of Volunteer Time Off annually. This generous policy empowers employees to contribute to causes they are passionate about, whether through hands-on service, virtual mentoring, or leveraging their professional skills for nonprofit organizations. To amplify the impact of employee contributions, Salesforce matches donations up to \$10,000 per employee each year. Additionally, employees who

achieve specific volunteering milestones are eligible for grants directed to nonprofits of their choice, further incentivizing sustained engagement.

Home Depot is another great example. The Home Depot's associate-led volunteer program, Team Depot, exemplifies the company's dedication to community engagement and support for Veterans. Since its inception over 30 years ago, Team Depot has mobilized associates nationwide to participate in community service projects. In 2024 alone, more than 56,000 associates completed nearly 2,500 projects across the country, focusing on improving homes and lives for Veterans and communities affected by natural disasters. The Home Depot Foundation, in collaboration with Team Depot, has invested over \$550 million since 2011 to improve more than 65,000 Veteran homes and facilities. Team Depot partners with numerous nonprofit organizations to maximize its impact. Collaborations with groups like Rebuilding Together and Volunteers of America have facilitated projects ranging from building ramps for Veterans to revitalizing community centers. The program empowers local store associates to identify and address specific community needs.

Target takes another approach. Target encourages employees to take active roles in their communities, empowering them to engage in causes that resonate with them. In 2024, Target team members collectively contributed over **1 million volunteer hours** to various causes across the United States. This milestone marks the ninth consecutive year that Target has achieved this level of community involvement, reflecting the company's enduring dedication to social impact. Target's initiatives encompass a wide range of focus areas, including: Community Development, Economic Opportunity, and Hunger Relief. Notably, in 2024, Target donated over **\$28 million** in products and cash to various organizations, including nearly **9 million pounds of food** to local food banks.

Kaiser Permanente takes a more laser focused approach. Through programs like KPCares and KP Gives, Kaiser Permanente empowers employees and physicians to contribute meaningfully to the communities they serve. KPCares is Kaiser Permanente's platform that connects employees and physicians with volunteer opportunities aligned with their skills and interests. This initiative encourages staff to participate in hands-on community service, skills-based volunteering, and leadership roles within nonprofit organizations. KP Gives is a volunteer donation program that provides limited funding to select nonprofit organizations where Kaiser Permanente employees and physicians are actively engaged. Kaiser Permanente's take a holistic, integrated approach to health care – one that encompasses community well-being and active citizenship. KP volunteer programs all contribute in some way to KP's mission of building inclusive and healthier communities.

E&J Gallo Winery. Through a blend of employee-driven initiatives and strategic partnerships, Gallo fosters a culture where giving back is integral to its corporate identity. Gallo encourages its employees to actively participate in community service and their overall involvement in local initiatives. Corporately, Gallo collaborates with various nonprofit organizations that support the regions in which their employees live and work. That means they focus on the Central Valley, as well as California's North and Central coasts.

Beyond direct volunteerism, Gallo hosts and sponsors events that bring communities together. A notable example is the annual "Picnic at the Pops!" concert, presented by the Modesto Symphony Orchestra and held on Gallo's corporate grounds. The company's philanthropic endeavors, such as the Ernest Gallo Foundation, have long supported educational, health, and cultural initiatives.

How Programs are Structured

Volunteering can look different depending on the company and the community involved. Some of the common types include:

- Direct Service: Employees work directly with beneficiaries, such as serving meals and building houses.
- Indirect Service: Employees don't work with beneficiaries directly but may do things like putting together care packages to be distributed by another group or organization.
- Team Volunteering: Employees work together to benefit a cause or charity.
- Skills-Based Volunteering: Employees use their skills and experience to support nonprofits by providing pro bono work or services.
- Virtual or Hybrid: With virtual and hybrid work environments on the rise, so are the volunteer opportunities.

The Win for Companies

Volunteering is not only good for the community, but also very good for business. Let's take a quick look at some of the core advantages.

Volunteering Boosts Employee Engagement

People want to work for organizations that align with their values. When companies support volunteer initiatives, employees feel more connected, motivated, and proud of where they work. According to the Journal of Occupational and Environmental Health, volunteering improves employees' health. This often leads to increased productivity, lower turnover, and stronger team morale.

Strengthens Leadership & Collaboration Skills

Volunteering also strengthens leadership and collaboration skills. Employees who participate in service projects often take on new roles, solve problems creatively, and interact with people they wouldn't otherwise meet. These experiences translate into improved communication, teamwork, and adaptability in the workplace.

Enhances your Company's Public Image

From a branding standpoint, volunteering enhances a company's public image. Communities notice when businesses show up and contribute. Partnering with respected service organizations like Lions International can amplify your impact and demonstrate a commitment to meaningful change.

Fosters Networking Opportunities

Finally, community involvement creates valuable networking opportunities. Working alongside nonprofit partners, civic groups, and fellow business leaders fosters new relationships and opens doors to future collaborations.

In short, volunteering isn't just the right thing to do—it's a smart investment in your company's culture, people, and long-term success. When you give back, everyone wins.

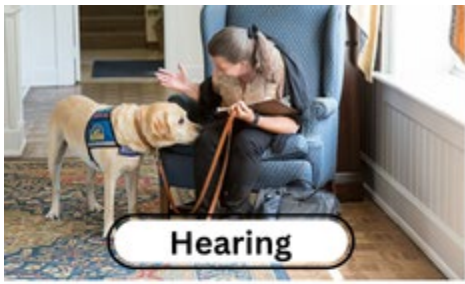
Ready to get involved? Reach out to your local Lions Club to explore partnership opportunities and make a real difference together. [Find your local club.](#)




Project Spotlight
Lions Project for Canine Companions




The “[Lions Project for Canine Companions](http://lpcanines.org)” (LPCC) is the Lions foundation formed in 1983 to provide financial and service support to [Canine Companions](http://lpcanines.org) (CC), a nonprofit organization that provides specially trained assistance dogs for people with physical, developmental and hearing disabilities. Whether it’s turning on a light switch for a wheelchair user or alerting a person who is deaf to the sound of a fire alarm, CCI assistance dogs help make self-sufficient living a reality.




Hearing




Facility



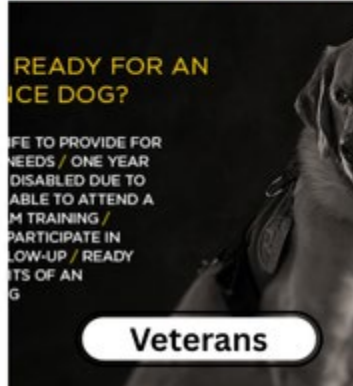
Skilled



Service



Therapy



Veterans

Canine Companions say “We Serve” the special needs of our humans.

<https://lpcanine.org>

With their Canine Companions, hundreds of people with disabilities are now experiencing freedom and true independence – a lifestyle that many only dreamed about. LPCC has member clubs, awards and sponsorship programs, and they assist clubs in organizing fundraising activities to support CC. In addition, many Lions and Leos are active puppy raisers and breeder-caretakers for the program that provides exceptional dogs for exceptional people.



Cause Spotlight

Fighting Childhood Cancer

The statistics are heartbreaking, but Lions are bringing real hope and change to [children diagnosed with cancer](#) everywhere. Every 2 minutes, a child is diagnosed with cancer. (That's if they are lucky! It's estimated that 57% of childhood cancer goes undiagnosed in certain parts of the world.)

Where you are born in the world, largely dictates a child's odds of diagnosis, treatment, and recovery. Developed countries, like the US, have an overall survival rate of 80%+. In developing countries, the chance for a positive outcome is reduced to approx. 20%. The specific cure rates depend on the kind of cancer diagnosed.

But Lions are not ones to just sit around and do nothing. When we heard that Children's Hospital of Wisconsin saw 2/3 of the children were cancer patients in their state, Lions stepped in. With a \$100,000 matching grant from LCIF and funds raised locally, the hospital purchased equipment that allowed it to increase its capacity and treat an additional 150 children annually.

Parker's Prom and Our Local Efforts

Lions District 4-A1 is proud to endorse and contribute to [Parker's Prom](#).

Most children, who have been diagnosed with cancer, are unable to go to their prom for any number of reasons. Their immune systems are compromised. They cannot be around other children and take a chance of getting sicker. Some are unable to go to their prom because they are hospitalized, and others are just embarrassed to go to the prom bald. The other sad fact is that some cancer-stricken children just do not live long enough to make it to their prom.

Parker Bockhop's dream came true on June 26, 2007, when about 50 young people and family members showed up for the first-ever dance of its kind at the Valley Children's Hospital. Parker was thrilled. He danced, ran around to all the activities, and gave his tattoos to everybody who wanted one. It was a wonderful night, and one that will always be remembered. Later that year, however, Parker would pass away. He was only 6 years old.

Parker's Prom provides a special time for the children and families facing difficult medical, spiritual, and financial challenges.

It costs about \$10,000 to put on the dance, and activities include pre-prom makeup and hair services, entertainment, photographers, decorations, and much more. All kids in the Central Valley who are battling cancer are invited to attend. If you feel so led to contribute, contact Liz Bokhop at tlbockhop@gmail.com.



Collaboration *Opportunities*

It takes a village, and you can play a vital role in partnering with the Lions. Here is a quick action list of some ways you can help. Contact your local Lions club for more details.

- 1) We are always looking for speakers for our club meetings and special events. If you have a corporate volunteer program, or are interested in starting one, you just might be the person we want to hear from. Find a local club to explore speaking opportunities.
- 2) We are always looking to expand collection sites where the public can drop off eyeglasses, hearing aids, pull tabs (those little tabs at the top of soda cans), plastics and other recyclables.
- 3) Help host, staff or volunteer at a community health fair. Lions are deeply involved in health-related causes such as diabetes screening, vision screening, hearing loss screening, and other health and wellness issues.
- 4) Create a non-perishable food drive in your company to help battle hunger. The cumulative effect when everyone contributes something (even just a few items) can be life changing and life affirming for those in need.
- 5) Corporate donations are always welcome, but you can also think about matching employee contributions.

What is the Helen Keller Challenge?



Lions Clubs & Helen Keller Challenge 2.0 is a California Lions Marketing campaign to revitalize Lions Club's vision service, encourage new partnerships and introduce Lions to even more ways to provide assistance to the blind and low-vision members in our community. June 30, 2025 is the 100-year anniversary of Helen Keller challenging the Lions Clubs to become Knights of the Blind.

#HelenKeller100

District 4-A1 is proud that one of their own, Jennifer Gass, is co-chairing this year's initiative. As a blind Lion, Jennifer is providing lived experience and promoting accessibility and advocacy as important missions for today's "Knights of the Blind." The initiative will be promoting vision service opportunities, events and organizations which Lions clubs may be able to support.

In Related News

Helen Keller Mural & Bench Dedication

The San Joaquin Lions Club is dedicating a Helen Keller Mural and Helen Keller Bench (earned through community recycling efforts) in celebration of the Centennial Anniversary and the art, advocacy, and resilience of the disability's community of San Joaquin County. Ceremony will take place on Saturday, June 28, 1-2 PM at the Maya Angelou Library, 2324 Pock Ln., Stockton, CA 95205.

Come celebrate with us! Check out the Helen Keller Mural Project page:

<https://stocktonsanjoaquinlionsclub.org/helen-keller-mural/>

**For more information,
visit the California Lions' page:**

<https://californialions.org/helen-keller-challenge>

Proud Moments

Multiple District Four and District 4-A1 Chair PDG Doug Campbell is proud to announce that 6 youth (from the Alpha and Omega Leos) will be traveling abroad this summer for the [Youth Exchange Program](#). Two of the Alpha Leos (high schoolers) will be traveling to Japan and one to Germany. Three Omega Lions (college students) will also be traveling to Japan. Foreign exchange students will be arriving in California on August 1. From August 1-7, they will attend a youth camp, and then stay with host families from August 7-22.

California Lions Camp recently awarded two grants. A \$5,000 grant was given to Mind in Motion, a new sensory gym located in Sonora. The gym is specially designed to give neurodiverse children unique experiences. A \$13,200 grant was also given to [Camp Taylor](#) to build a ropes course. With protective equipment, guidance and support, this ropes course challenges children physically and mentally, while promoting teamwork, communication and problem-solving.



From Lion's year 2024-2025, over 25,000 pairs of eyeglasses have been collected. Through the Lions Recycle for Sight Program, glasses are processed, categorized, and distributed to vision events in low and middle income countries around the world. These countries generally lack access to basic eye care services.



Lions donated almost 300 pounds of pull tabs to the Ronald McDonald House in Sacramento. The value of tabs exceeded \$1000. Funds help families stay free of charge.

District Governor Eric Reflects on His Year: 2024-2025

As I close out my 2024-2025 term as District Governor, I am humbled and grateful for what we have been able to achieve in the last year. It was a team effort - the combined contributions of all the Lions in the district. It has been life changing to take up my own challenge “to grow, be trained, stretch, and repeat” alongside my fellow Lions members.

We’re finishing strong, with two new Leo Lions Clubs to be chartered this month. We thank the Merced Golden Lions Club and Arnold Lions for their years of service and the impact they have had on the communities they so proudly served. While the clubs themselves are disbanding, we know Lions will continue to improve and impact their communities with a passion to serve.

We have a young group of District Leaders this year. Let’s congratulate District Governor Elect Matthew Stickler, First Vice District Governor Elect Stephan Moore, and Second Vice District Governor Elect BBQ Rob Hyatt. These are young, innovative leaders with a fresh vision and renewed energy, and I can’t wait to see what they accomplish going forward. As I look forward to my role, soon serving as Past District Governor, I look back with pride at our many accomplishments.

One of my proudest moments was when the Cubs (13 years old and under) stepped up - and not in just one district project (Joy Bag Project), but also in a Multiple District Project (Stuffed Animal for Southern California Fire Victims). Cubs GR and Kinsey have been to more Council of Governors meetings and California State Lions Conventions than most of our Lions. Originally, I thought they wanted to start a project to have their project “talk” with other Lions. They hit the ball out of the park with their second project. International Third Vice President Dr. Manoj Shah and his wife Lion Jayna participated in it. It was a great photo op!

Our District has written grant requests to the Lions Club International Foundation (LCIF). One was a Disaster Preparedness Grant, and the other was a District/Club Community Impact Grant for the Joy Bag project. Imagine if the power, phone towers, and phone lines were down (no internet). Then the impacted club would be able to communicate their needs and District 4-A1 would bring the Disaster Trailer with its generator and Starlink internet. The grant also provides emergency supplies for clubs that might be high up in the mountains where the roads could be blocked by conditions due to fire, rain, or snow. Plus, LCIF has other grant processes to provide further support.

The Leo Clubs are doing amazing projects.

Thanks go to the Leo Advisors and to the Leo Panelist (a Lions International position) PDG Gabrielle McKechnie. Several Leos, a District Governor, and his girlfriend represented California Lions and attended the Lions Day at the United Nations. I went to an Omega Leo Club meeting and they talked about project after project. They are proud to work with Lions, Alpha Leos, and Cubs as well.

At the same time, most of our members want to use their free time to give back to our communities. By being an active member of the Lions Club, our team effort can do more. By listening to our new members, we can have more projects to benefit our communities and attract more members.

What are you waiting for?

Talk with a Lion today and share the joy of giving back.

~ Lion Eric Cheung

Lions International 4-A1 District Governor

“Grow, Train, Stretch, Repeat”



DID YOU KNOW???

*IN THE 2023-2024 SERVICE
YEAR, 420 MILLION PEOPLE
WERE HELPED BY 1.4 MILLION
LIONS WORLDWIDE*

Join US in making an impact
in our communities &
around the world



On the Calendar

Save the Date

UPCOMING PUBLIC EVENTS

JUNE 2025

06/01/25	Helen Keller Day	See Details
06/07/25	Hot Summer Nights Car Show (Dos Palos)	See Details
06/07/25	Health Fair (Mokelumne Hill)	See Details
06/07/25	All Star Baseball (Merced County)	See Details
06/14/25	Flag Day	See Details
06/14/25	All Star Football (Merced County)	See Details
06/21/25	Lions All-Star Football (Tracy)	See Details
06/21/25	Senior Driver Education Class (Merced County)	See Details
06/28/25	Helen Keller Mural and Bench Dedication (Stockton)	See Details

JULY 2025

07/01-04	Fireworks Booth (Modesto)	See Details
07/01-04	Fireworks Booth (Chowchilla)	See Details
07/03/25	Fireworks Show (Jackson)	See Details
07/04/25	Fireworks Show (Madera)	See Details
07/25/25	Cornhole Tournament (Escalon)	See Details

SAVE THE DATE

08/23/25	Bowling Tournament (Sutter Creek)	Stay Tuned
09/12/25	Blood Drive (Sutter Creek)	Stay Tuned
09/13/25	Autumn Cruise (Escalon)	Stay Tuned
09/16/25	Alzheimer's Walk (Modesto)	Stay Tuned
09/14-20	Celebrate Community (Worldwide)	Stay Tuned
10/04/25	Dining in the Dark (Stockton)	Stay Tuned



Find A Club *Near You*

Lions International has a Find A Club search function. To access it, use the following link:
[Find A Club](#).

Or leave a message with our new District 4-A1's Message Phone Number: 209-418-7782.

Let's
CONNECT



District Website
<https://lions4-a1.org>



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