White Cane Days
2017 Resource Book
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The Foundation owes a debt of gratitude to all the MD19 Lions that made White Cane Days such a success the past few years. Thank you!

That success has been incredibly motivating. Foundation-wide, we had a good year in 2016, protecting and restoring sight in communities across the region. SightLife, for example, placed 12,256 corneas…and is the world’s largest provider of corneas for transplant. The Lions Health Screening Unit screened over 32,000 people, finding an astonishing number of sight problems in people across MD19.

To keep the momentum going, we need your help.

As the success of White Cane Days increases, so does our ability to help people see. Similarly, as your Club’s success with White Cane Days increases, so does your community presence and membership…that translates into a greater ability to fulfill your own mission in your own backyard. And as businesses get more involved, they benefit from exposure in your town.

Feeling ready to go out and make a difference in someone’s life? Let’s get started!

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**THE FACTS**

- This year’s official dates are May 5-6, but feel free to participate at any time.
- Each year, more than 120 Lions Clubs in Washington and Northern Idaho participate. In 2016, we raised over $96,000.00
- White Cane Days benefits the Northwest Lions Foundation’s Patient Care Grants, the Lions Health Screening Unit, and Project Support Grants.
Your support changes lives.

Thanks to Lions Club fundraisers like White Cane Days, we help give visually-impaired people sight, hope, and a second chance.

Lions Health Screening Unit

This mobile clinic travels 37,000 miles a year across Washington and Northern Idaho to provide free check-ups for sight, glaucoma, diabetes, and blood pressure. **Impact in 2016: more than 32,000 people screened.**

Patient Care Grants

We partner with local Lions Clubs to help people who otherwise could not afford sight loss treatment, ranging from cataract surgery to magnification equipment and even prosthetic eyes.

**Impact in 2016:**

10 individuals assisted.

Project Support Grants

To expand our impact, we award grants to other non-profits in the region who protect and restore sight. The grants can provide anything from computers and software to Braille instruction.

**Impact in 2016:** over $120,000 in grant support
Thanks to the gift of a stranger, five-year-old Cassidy Myers of Coeur d’Alene is able to see again.

The puzzles that she loves to work will come together instead of driving her to frustration. Coloring between the lines has become a source of pride instead of an unbeatable challenge. And no more bumping into walls. With her sight and depth perception restored by a cornea transplant, Cassidy can now negotiate the family home in safety.

It had been more than a year since Cassidy began to complain that everything looked “scribbly”. Doctors found an ulcer that was forming in her eye, but they couldn’t diagnose its cause and they couldn’t cure it. As the ulcer worsened, the hole grew and scarred over. The ulcer also made Cassidy’s eye extremely susceptible to infections from cold viruses, so her mother, Dawn, took her out of school and quit her own job to stay with her. Every hour, Mom administered a complicated series of eye drops and Cassidy wore an eye patch day and night. They drove to Spokane to see doctors three times a week, but still nothing worked. Without intervention, Cassidy’s eye would go completely blind.

That intervention was a cornea transplant made possible by the Northwest Lions Foundation and SightLife. Immediately after waking up from the surgery, Cassidy reported that her vision was clearer and that her world was colorful again. Her eyesight has continued to improve. “I can see so much better!” she tells her parents over and over, but they never fail to feel a new thrill at the words.

“We will never know the donor or the donor family, but they have given us the most beautiful gift,” said Dawn. “They have given us the ability to look forward to the future.”

None of this would be possible without the generosity of the cornea donors and their loved ones. To learn more about cornea donation or to register to be a donor, go to www.nlfoundation.org.
THE RIGHT CHAIR

Much like the chair you sit on, White Cane Days Chairs need to be supportive, comfortable and dependable. Unlike the one you sit on, WCD chairs need to be enthusiastic, energetic, and knowledgeable. If you’re a Chair, read through this book – even if you’ve been a Chair for ages, chances are you’ll learn something new.

INSPIRATION

Read this book, find out who and how we help, and think about the importance of sight in your life. Where would you be without it? How would you feel if you lost your sight tomorrow? What would you do if you didn’t have the means to pay for a surgery that could save you from blindness? Talk with other Club members to get them thinking about it as well.

A VISION

White Cane Days is about so much more than raising money. This is a chance for your Club to showcase itself! How can the fundraiser be fun? Can it be used to recruit new members, gain community support, and brag about yourselves? How can your fundraiser be structured to maximize its long-term results?

A GOAL AND A STRATEGY

Look at how your campaign went last year. Did you meet your financial expectations? What were some of the successes? What wasn’t so successful? Think about how you want to improve or change the campaign...set financial goals and choose fundraising methods. What pieces need to be in place for you to be successful?

SUPPORT

The Northwest Lions Foundation is committed to ensuring your fundraiser is a success. Have questions? Need supplies or a presentation? Feel free to give your District Trustee a call! See page 13.
1. **Start local.** Identify a local business that you have some connection with. Just about every Club has members who own small businesses or can make these decisions in their workplace. They already know about the great things Lions do in your community…are they willing to give you a gift?

2. **Ask for an appropriate amount.** There’s nothing wrong with approaching a business, telling them that you intend to request support for the campaign, and asking them what an appropriate amount might be. Remember: smaller companies equal smaller gifts, and that’s OK! Perhaps you just approach more than one company. You already know first-hand how loose change and dollar bills build up in collection jars. That same principle applies with local businesses.

3. **Introduce the cause.** Introduce your Club and its function, then the Foundation and White Cane Days. Use the collateral material in the Resource Book to illustrate what we do. Make your case compelling – use real stories, pictures if you have them. Tug at their heart strings!

4. **Use proven sources.** Does the local hardware store sponsor a baseball team? Did Wal-Mart just move in? Companies like these have shown their support, so use that to your advantage. To learn about Wal-Mart’s Community Support Program, visit [www.wal-martstores.com](http://www.wal-martstores.com) and click on “Community” (the third link from the left). Safeway’s guidelines can be found at [www.safewayfoundation.org](http://www.safewayfoundation.org); Kroger’s can be found at [www.thekrogerco.com](http://www.thekrogerco.com). The corporate guidelines are just a start – don’t be afraid to walk in and ask for a manager or community relations person.

5. **Offer something in return.** Businesses small and large benefit from free advertising. Having a sign at your table thanking them for their contribution could be all it takes. Other Clubs hold an appreciation luncheon and send out certificates. Find out what your sponsor wants and find a way to give it to them, whether that’s public recognition, advertising in your Bulletin, or a simple thank you note.

6. **Sell your Club.** White Cane Days is a small piece of Lions Clubs’ pies. Show your potential sponsors that they are not just giving money to some random group of people — you already build parks, give kids glasses, and sponsor families at Christmas. Invite them to a meeting and show them that you’re an integral part of the community!

7. **Ask the person who makes the decisions.** Go directly to the source of funding. Store managers or owners are the people who can make important decisions, so it’s best to just start there.
8. **Be unconventional.** Ask for challenge or matching grants. Offer unique recognition methods. Can the business support you with goods instead of money?

9. **Cater to individual needs.** Personalization goes a long way. If you’re writing letters to store managers, use their names, not “To Whom It May Concern.” Also, in direct talks with these people, find out what appeals to them about your Club or the Northwest Lions Foundation. If your contact is really impressed with how we help kids, run with it! Finally, find out how your businesses would like to be thanked and respect their wishes. As always, call or e-mail the Foundation to ask any questions you have or to request a letter to be sent.

10. **Water those seeds!** It’s great that the owner of the travel agency gave you some money for your campaign. It would be even better if she did it again next year. How are you going to accomplish that? Cultivation! Send a *hand-written* thank you note as soon as you receive the check. Invite her to a Club meeting. Tell her about the ribbon-cutting ceremony at the new park you helped build. Pretty soon, she has a huge amount of respect for what you do. Heck, you might even get a new member in your Club! It all boils down to this: you can’t grow corn without giving it water and fertilizer. The same goes for your donors – let them know how important they are to you, and how worthy you are of their support.
SUPPLIES AND ASSISTANCE

The supplies (canes & tags included) on the following pages are available through the Foundation. NLF will provide a limited supply of canes & tags which will be distributed on a first come, first serve basis, so please return your Supply Order Forms as soon as possible. Personal assistance and answers to your questions can be gained by contacting Marsha Rastatter or your District Trustee, who is listed on page 16.

- Contact Marsha Rastatter at 800-847-5786 or marshar@nlfoundation.org
- Download print materials (and oversized posters) from the web at www.nlfoundation.org

WHAT SUPPLIES SHOULD I USE?

Out with the old…

We’ve replaced the old posters and brochures with new, compelling materials, including a 1-page color handout and posters featuring people who have benefitted from our programs.

You probably recognize these old materials. We ask that if you have them, please discontinue their use. You can order new materials by contacting Marsha Rastatter.
From *babies* to *boomers*...

An emergency transplant helped Aurora see her sister again.

Bob's cornea transplant gave him his career back.

...our programs help.

A regional fundraiser for sight care. Thank you for supporting your local Lions event!
Today’s Date

Tom Thompson  
Tom’s Tire Store  
2222 Second Street  
Sandpoint, ID  00000

Dear Tom,

Did you know that over 50% of blind adults are unemployed? That’s why the (name) Lions Club partners with the Northwest Lions Foundation for a fundraiser called White Cane Days. The goal of the fundraiser is to help blind children and adults in the Northwest regain their sight and self reliance. To help us succeed, we are inviting you to be our partner during White Cane Days 2016 by donating $(amount) or more to our campaign. We need your help to restore and protect the sight of children and adults in our community!

The sight programs that our Club participates in through the Northwest Lions Foundation include:

**Lions Health Screening Unit** – Provides free vision check-ups for more than 35,000 people annually, most of them school-aged children who may not have access to them otherwise.

**Lions Patient Care Grants** – Provide funding for sight-related medical procedures and special equipment for blind children and adults in our communities who could not otherwise afford them.

**Lions Project Support Grants** – These grants help support vision programs in local communities, like low vision services that help people adapt to blindness.

In concert, these programs provide a second chance at life for those affected by sight loss. We would truly appreciate your support of White Cane Days 2016. I will be contacting you within the next week to discuss the benefits of your participation. Thank you in advance for your thoughtful consideration.

Yours truly,

Louise Varitek

(Name) Lions Club

The Northwest Lions Foundation is a 501(c)(3) non-profit organization (tax ID 23-7051021). Your contributions are tax deductible.
For Immediate Release

To: (appropriate media including newspaper, radio)

Date:

Attn: Community Events/Calendar/Special Features

Re: White Cane Days 2016, (date)

What: Raising money to give sight, hope, and a second chance. For the 49th year in a row, Lions Club members will campaign across Washington and Northern Idaho for their annual White Cane Days (WCD) fund-raising event. The Lions, in partnership with the Northwest Lions Foundation (NLF), protect and restore sight for kids and adults in the Pacific Northwest.

When: On (date), 2017, our (name) Club in (Your Town) will join Lions Clubs across Washington and Northern Idaho in the White Cane Days campaign. From (time) a.m. to (time) p.m. on these days, club members will ask for contributions to support the sight programs of the Northwest Lions Foundation.

Where: Our (name) Club’s location will be at the (store) in (town). You can also contribute to this campaign by (other method of contributing).

Why: Taking up Helen Keller’s challenge to become “knights of the blind,” Lions in the Pacific Northwest assist children and adults in their communities with sight restoration and preservation. All contributions to WCD benefit the sight programs of NLF. The Foundation gives the gift of sight through the following programs:

- **Lions Patient Care Grants** NLF provides grants to Lions Clubs to assist people in their own communities who need treatment for sight loss but cannot afford it.

- **Lions Health Screening Unit (LHSU)** This program provides free health screenings for vision, hearing, glaucoma, diabetes, and high blood pressure. About 30% of the people screened find they have health problems of which they were previously unaware. Last year, the LHSU screened more than 32,000 children and adults.

- **Lions Project Support Grants** Special grants are available to Lions Clubs and other community organizations to help support vision and hearing-related programs in their local areas.

For more information on (Lions Club Name) activities in your community, you may contact:
(WCD Chair Name) at (Phone number).
Dear Paula,

On behalf of the (name) Lions Club, thank you for your recent contribution to our White Cane Days fundraising campaign.

Your support will make a wonderful difference, whether it’s by ensuring that a child doesn’t fall behind in school because of sight problems, or that a mother is alerted to the glaucoma that would otherwise steal her sight.

Thank you for your extraordinary commitment to giving the gifts of sight, hope, and joy.

Sincerely yours,

Ed Wagner
White Cane Days Chairman
(Name) Lions Club
(360) 000-0000

The Northwest Lions Foundation is a 501(c)(3) non-profit organization (tax ID 23-7051021). Your contributions are tax deductible.
## 2017 Final Report Form

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<th>How did you raise your money? What locations did you use, if any?</th>
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<th>How can we improve White Cane Days?</th>
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Please return this form to and any checks to:

Northwest Lions Foundation  
1200 6th Ave.  
Suite 300  
Seattle, WA 98101
SUPPLIES & QUESTIONS
Marsha Rastatter 1-800-847-5786 marsha.rastatter@nlfoundation.org

PRESENTATIONS & QUESTIONS: DISTRICT TRUSTEES

District B
Steve Brooks, Lake Stevens Lions Club
(425) 334-1191 sbrooks@kendra.com

District C
Dave Risley, Poulsbo Evening Pride Lions Club
(360) 930-2751 davidrisley@comcast.net

District D
Chuck Largent, Wenatchee Central Lions Club
(509) 670-7577 largent@nwi.net

District E
Ken Cook, Coeur d’Alene Lions Club
(208) 765-2538 kcook12@roadrunner.com

District F
Steve Noble, Yakima Lions Club
(509) 248-4713 steve@abbottsprinting.com

District G
David Fuller, Vancouver Dawn Lions
(360) 904-5790 pyro-ghat@hotmail.com

District H
Gloria Hardan, Bellingham Central Lions Club
(360) 739-0776 hardanmd19@aol.com

District I
Chris Zook, Port Angeles Lions Club
(360) 457-1808 cruzin@olypen.com
Still Have Questions?

Feel free to contact us or your District Trustee at any time.

Thank you for your support!

Northwest Lions Foundation

Restoring Sight, Hope & Hearing

WHITE CANE DAYS

Northwest Lions Foundation

Restoring Sight, Hope & Hearing

1200 6th Ave., Suite 300
Seattle, WA 98101
(206) 682-8500  (800) 847-5786

Contact your District Trustee with any questions!