Tennessee Lions Charities' Women in Lions Program

A. Executive Summary (TLC's Women in Lionism) – brief overview of program including its objectives and expected impact.
    I. The program will have three primary objectives:
        a. Develop a committee that will work to create and eventually oversee service projects/programs that focus on women helping women in Tennessee
        b. Use these new service projects/programs and TLC's existing service programs to bring more women into the Lions
        c. Hold events – training sessions, roundtables, retreats – to focus on service and elevating the role that women play in the Tennessee Lions leadership and work toward bringing more women into Lions International leadership.
    II. Expected impact:
        a. Development of new service programs/projects that focus on serving Tennessee's women (Fundraisers to support other women's orgs, host vision screenings at women's shelters, breast cancer awareness, etc.)
            i. All would be held under the TLC umbrella
        b. Increased number of women participating in local Lions Clubs
        c. Women will play a larger role in TN Lions leadership and hopefully International Leadership
        d. Increased awareness of new service opportunities that benefit women
            i. These service opportunities would be open to all Lions, not just women.
        e. New funding and grant opportunities for TLC

B. Organization Description – Core values, and structure – how this program works with the core values and mission of the organization.
    I. TLC's mission is to empower and support the Lions of Tennessee through leadership, programs, and resources that strengthen their impact on the lives of Tennesseans.
        a. The establishment of Tennessee Lions Charities' Women in Lionism program/committee directly fits this mission.
        b. Local clubs will have new service projects to pursue
        c. More Tennesseans will receive service from the Tennessee Lions
    II. Core Values
        a. ~~Prioritization of vision care~~
        b. Resource for education and empowerment
        c. Investment in strengthening the impact of Lions
        d. ~~Dedication to elevated service for all Tennesseans~~
            Note:
            This could also apply since more women being involved with Lions increases services beyond just the women-helping-women aspect of the program.
        e. Excellence in service-focused leadership

C. Needs Assessment – background on community served – and its social/financial needs, and how the program will address these (*with a statewide program, we would need research and information on different regions in the state*). Description of the target audience.
    I. Female Lions Club members who need encouragement and support to take the next step in leadership roles/increased service
    II. Women in Tennessee facing financial/wellness/social issues that TN's Lions Clubs – especially the women in them can serve through various service projects.
    III. Note – specifics for service projects would be developed by the committee formed for this program.
    IV. Need to change the stereotypical idea of a Lions Club member – the mentality that Lioness clubs are auxiliary.

D. Service offered – Detailed description of activities, goals, outcomes, and community impact.
    I. Activities:
        a. Events to promote and increase the number of Tennessee women in Lionism – Luncheons/Retreats/Seminars/
        b. Events that will broaden awareness of the needs facing women in Tennessee – roundtables featuring female-focused nonprofit leaders/philanthropists
        c. Service projects focused on meeting the needs of women across the state of Tennessee – breast cancer awareness, clothing drives, etc
    II. Goals:
        a. Year one
            i. Establish a committee comprised of TLC's female trustees and at least one additional female representative from each district (hopefully more).
            ii. This committee will work with TLC staff to plan and budget for this program's first event, build a marketing strategy for the program and event(s), and plan one service project that this committee will oversee.
            iii. Initial funding for this program will be $5,000 – a goal for this first year will be to develop a fundraising plan beyond this initial funding level.
        b. Year Two
            i. Program focused event(s) will see increased attendance
            ii. Notable increase in women joining Lions Clubs in Tennessee
            iii. Service projects will gain publicity for TLC and Lions in Tennessee
            iv. Funding for the program, its events, and service projects will increase through grants/donations/program income – attendance fees at events
        c. Year Three
            i. A larger number of women in leadership roles in the Tennessee Lions
            ii. Grant income for service projects
            iii. Quarterly Women in Lionism events
            iv. Increased revenue for TLC for this program and its service projects

III. Outcomes:
    a. Increased representation of women in leadership roles within the Tennessee Lions
    b. Increased membership in local clubs
    c. TLC's service programs/projects will expand beyond vision and have more funding opportunities for these programs/projects.
    d. Increased publicity for TLC.
IV. Community Impact:
    a. Based on the type of service projects adopted by the committee for the program, the community impact outside of Lions could range from increased awareness of the needs facing women in Tennessee – diseases, economic struggles, and educational struggles.
    b. The Lions community will see an influx of membership, and this will increase the number of individuals benefiting from club services.

E. Market analysis – operating context – similar programs/orgs/ and competing needs
I. Similar Programs/Organizations:
    a. LCI's New Voices Initiative - Promotes, recognizes, and empowers women in leadership positions within Lions Clubs, aiming for gender parity in a traditionally male-dominated service organization.
    b. Women Supporting Women Mid TN - Women Supporting Women in Middle TN started out as a social group for women in 2019. It was born from the desire to help encourage, uplift, and strengthen other women while having a common goal of creating friendships and supporting each other. WSWMTN is a non-profit that focuses on supporting women in times of need and loss, as well as giving back to the Mid TN community.
    c. Advancing Women in Nashville – A membership organization dedicated to supporting women leaders in large employer organizations. Members are Middle Tennessee's most significant employers, who invest in membership to support the ongoing development of women as leaders in their organizations. The organization also strives to influence the workplace through advocacy for positive change and supporting community organizations that, in turn, support women and families. AWIN is committed to supporting women leaders across all organizational structures by providing resources, community, and meaningful opportunities to develop and lead with confidence.
        i. Mission
            1. Advance and develop women as influential business and community leaders.
            2. Strengthen collaboration among women leaders and the organizations they serve.
    d. YWCA Nashville & Middle Tennessee is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. YWCA programs serve the needs of women, children, and families living in Nashville and Middle Tennessee. We provide the tools needed to be safe, independent, and successful in work and life while promoting peace, justice, freedom, and dignity for

all. We advocate on behalf of our clients and educate the community on how we can work together to eliminate racism and empower women.

i. Programs:

1. Girls Inc. at YWCA Nashville & Middle Tennessee inspires all girls to be strong, smart, and bold through life-changing programs and experiences that help them navigate gender, economic, and social barriers. The thoughtful combination of PEOPLE, ENVIRONMENT, and PROGRAMMING provides an immersive and highly supportive experience for the girls, and the focus on the WHOLE GIRL provides a structure of growth and development to help girls achieve and thrive. Girls Inc. provides programming across Metro Nashville Public elementary, middle, and high schools and community organizations, along with Spring Break and Summer Camps.

II. Competing Needs

a. Development of programs/events that promote and benefit women within Lionism is the main competing need with LCI's New Voices Initiative.

i. These events could be different in that they also include a focus on the service project aspects that the committee will promote.

b. Other organizations listed above offer similar programs and goals:

i. TLC Ladies in Lionism would focus on increasing the number of women in Leadership roles within Lionism in TN and on the International level.

ii. Service projects started by TLC's Ladies in Lionism program would have the benefit of the large network of Lions clubs to serve a larger population.

iii. The focus for volunteers is purely service-focused, not economic gain.

F. Outreach plan – Strategy for community outreach – ***fundraising/ sustainability plan*** – branding of program to engage stakeholders

I. Community Outreach Plan

a. Social media, Lions Club meetings, Lions events

b. As the program grows, service projects and events could receive attention from local news.

II. Fundraising – Sustainability Plan

a. Initial donation of $5,000 from Lynn Wilhoite's family will be the initial funding for this program.

b. As the committee develops plans for events and service projects, there will be more discussions about funding.

c. Events could charge attendance fees to build and sustain funding for service projects.

i. Luncheons could charge a fee to help cover the expenses of speakers and location rental.

ii. Retreats should become self-sustaining, similar to LLR

iii. TLC staff can work with the committee to develop fundraising/promotional materials

d. Service projects will begin small, but as they become recurring projects, a plan can be developed to seek funding from Grants and the use of event income.
    i. The Wilhoite family is willing to donate an additional $5,000 as an incentive for matching donations as the program begins to develop additional services and events.

III. Branding
a. Could focus on rebranding the term Lioness from its initial use in Lionism – Auxiliary Clubs
b. Lioness Clubs were always large supporters of TLC – Murfreesboro Lioness Club (now defunct) still ranks in the top ten of financial supporters in TLC history.
c. ***Reclaiming the term " lioness*** " could be a unique way to brand service projects focused on women-helping-women
    i. Lionesses are the backbone of a lion's pride, acting as the primary hunters, caregivers, and social anchors. They are responsible for 85–90% of the hunting, using cooperative strategies to secure food. Additionally, they raise cubs communally, protect the territory, and maintain strong social bonds with related females.
    ii. Lionesses are the key to the pride's survival.

G. Organizational Structure – Board (involvement, experience, support - financial and time devoted), key staff needed, and leadership team and their experience and qualifications.

TLC's board will be involved, as this will be a TLC program. All of TLC's female trustees will serve on the TLC Women in Lionism committee, along with at least one (hopefully more) female representative from each district.

The committee formed to oversee and develop this program should meet in person quarterly and by Zoom as the program's events and service projects develop.

TLC staff will be available to help create promotional and fundraising materials.

TLC's Women in Lionism committee should be made up of female Lions who have a variety of experiences to offer (legal, financial, service, and Lions).

As this program develops, additional staff may be necessary, but it is unlikely.

H. Impact Plan – How we plan to measure the impact the program has on the community served, and how do we track the progress of the program?
I. Impact will be measured by the number of attendees at events
    A. The number of new Lions joining local clubs after the events
    B. Surveys about the event will be sent out
II. Discussions with interested/new Lions will be had to discover if the TN Ladies for Lionism influenced their decision to become Lions.

III. The impact of service projects will be measured based on the type of project.
   A. Awareness project can be measured by pamphlets distributed and following up with interested patrons to see if they received exams.
   B. For food/clothing drives, we could follow up with shelters/pantries to determine the effectiveness of drives/determine if needs were met/determine how to improve for the next year.

I. Financial Plan – Budget (projected expenses – operational expenses, program costs – how they will affect TLC's current budget.) Explanation of revenue sources: grants, fundraising, earned income, etc. Projected sustainability – How long before the program is sustainable, not reliant solely on grants? Is there a plan for diversified revenue streams?

TN Ladies for Lionism		
Budget	Year 1	
Expenses		
Events		
Luncheon		Cost
	Venue	$1,000.00
	Catering	$1,250.00
	Speaker	$ 400.00
	Et al	$ 250.00
Quarterly Meetings		Cost
	Coffee/Food	$ 400.00
	Venue	$ -
Training/Seminar		Cost
	Venue	$ 500.00
	Coffee/Snacks	$ 500.00
	Speaker	$ 500.00
	Et al	$ 200.00
Service Projects		
TBD Project		$1,000.00
Total Expense		$6,000.00
Income		
Events		
Luncheon		Amount
	Tickets	$1,000.00
Training/Seminar		Amount
	Tickets	$ 500.00
Fundraising Tools		Amount
	Shirts	$ 200.00
Start-up Funding		Amount
Lynn Wilhoite Start-up Donation		$5,000.00

Total Income	$6,700.00

Initial income from the Wilhoite family's donation – It is hoped that the committee will plan events that generate revenue during the first year – luncheons, for example, could charge a small fee to cover expenses of meals and venue. As the program becomes established, grants can be pursued for service projects. Hopefully, Lions will support TLC's efforts to provide services to women in Tennessee, as well as our efforts to strengthen the confidence and impact that Tennessee's Ladies in Lionism can have in their communities and within Lions.
Later events can be geared towards fundraising events for TLC and the TN Ladies of Lionism service projects.

Sustainability for the program's first year will be mostly found in the start-up donation. As the year progresses, the committee will work with TLC staff to develop fundraising resources/events, find grants that would support its mission, and develop a fundraising pitch to Lions in TN to encourage their support.

With the lack of additional staff required, sustainability will be easier to achieve – based on the success of year one, year two could see an additional donation from the Wilhoite family to encourage donations from Lions and individual donations.

J. Logistics – Daily activities, facilities needed, management process, impact on current operations?

Daily activities – none
Facilities needed – meeting locations/Zoom – provided by TLC
Management – TLC Executive Director and board will provide oversight and support, but we hope that the female members of the committee will develop and reach the program's goals.

TLC's Women in Lionism committee would be constructed of all female TLC trustees, and at least one **(hopefully more than one)** delegate from each district.
Potential delegates:
12-L – Robin Long/Dr. Kathy Hulley
12-I – Tina Beckham/Chelsea Jones/Jill Smelser/Terri Anderson/Bev Andrews
12-O – Rachel Moses/Cameron McKeel
12-N – Wendi Cain/Paulette Bailey/Connie Emmons
12-S – Dr. Katherine Mangione-Swoape/Katie Guthrie-Shearin
Leo Clubs – Could be a potential aspect to help this program stand out and add new perspectives.
Non-Lions – Women in leadership positions that could be strong examples for Tennessee's women and girls.

K. Risk management – What are potential risks? Insurance needed? Challenges to the success of the program? Org's plan to address these risks?

Risks to TLC could include:
Standard risks when hosting events

Backlash to the program's focus solely on women/working with non-Lions orgs (Unlikely, but potential is there.)

TLC's insurance needs should not change.

Challenges to the Program's Success:

Lack of broad interest
Funding issues
Leadership fatigue – Proposed committee members are already heavily committed to other aspects of Lionism

TLC will address these risks by slowly integrating the program into Lions culture and vetting committee members to ensure their schedules will allow them to fully invest in this committee and its service projects.