

## **Lions Clubs of Australia and View Clubs**

For the fourth consecutive year, an arrangement has been made where View Clubs around Australia will be able to be involved in our cake program.

View Clubs have a membership of around 20,000 women who meet and raise funds for the Smith Family as their main charity. Many Lions Clubs support the Smith Family and their projects. View Clubs exist in a large number of places where there are Lions Clubs and some exist where there are no Lions Club.

### **Benefits for Lions**

1. Lions will sell more cake and puddings and this return will directly benefit Districts the Multiple District and in some cases clubs.
2. The increased sales, and exposure to View Club members and their friends will raise the profile of Lions Clubs.

### **Benefits for View Clubs**

1. Funds raised will be channeled to Smith Family programs assisting disadvantaged young people.

### **How will it work?**

A. Where there is no Lions Club the View Club may purchase cakes and puddings direct from the Multiple District Office in Newcastle at the same price as Clubs purchase cakes and puddings.

B. Where there is a local Lions Club in the area the View Club will approach the Lions Club to see if the Club is agreeable to work with them and sell them the cakes at cost price. Of course they would need to recognise any current outlet of the Lions Club and avoid such outlet. Although the Lions Club will receive no direct profit from these sales the sale will be credited to them and, of course, it will help increase the rebates paid to their District and to the Multiple District.

All cakes purchased from Multiple District or a Club are to be paid for on delivery.

This is a wonderful opportunity to sell more cakes and puddings and also put Lions Clubs in touch with a like-minded organisation in their area.

The decision as to whether the Lions Club will work with their local View Club is entirely up to each individual Club. However there may be great opportunities for Lions Clubs to increase sales, open new outlets and also to open a dialogue with a like-minded organisation.

Whatever your Club's choice, we ask that you extend the hand of friendship and courtesy to your local View Club who share our goals of volunteering to improve our local communities.

Should any Club have a question please do not hesitate to contact me on 0417714284

PDG Norm Alcock  
National Marketing Coordinator  
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