

# Lifesaver Foundation

## Our History

The founding trustees were Harold Quinton, John Douglas, Jim McLardie OAM, Ron Reavley BEM and Ern Berge Phillips.

With that donation of \$200,000.00 we provide help and assistance in promoting the work of Lions Clubs throughout Multiple District 201.

Initially the Foundation made grants to clubs for static displays at shopping centres, fetes and parades and used a public relations firm to help promote Lions work and engaged a Journalist to help clubs submit to the press, stories for publication. This worked reasonably well, but due to reluctance by media outlets to highlight Clubs activities, the Foundation embarked in 1993 on a series of innovative public awareness projects.

A series of "DID YOU KNOW" cards. Thousands of specially produced cards with basic information about Lions projects in each state were distributed through 780 Lions clubs to the general public.

1 million bookmarks which carried information about major Lions projects like Diabetes Awareness, Breast Cancer research, Kidney and Medical research, SightFirst, Hearing Dogs, Drug Awareness, Youth Exchanges, Melanoma Research and the Organ Donor Register. In 1997 the Foundation also donated a total of 100 copies of a book, The History of Lionism in Australia, to most Australian University and Community Libraries.

The Foundation has produced and supplied the of thousands of sheets of promotional stickers to Lions Clubs around Australia, and in more recent times, produced and supplied the very popular My Lions Family car decals.