
August 2025

LIONS GREEN CANOPY PROJECT NEWSLETTER NUMBER 7

Welcome to your monthly Lions Green Canopy Newsletter.

We have covered many subjects throughout the previous months and had many questions asked so maybe it's time we reflect on what has been said to help you achieve your goals.

Project and Planning

The first step was to *form a steering committee* within your club, zone or District. Plan a subject area that needs your attention and which may offer your club valuable exposure.

Analyse your needs. What physical effort is needed? Who may be able to assist you? What manual resources are necessary? When should you be planting? There are an unlimited varieties of groups and individuals who could help. Horticulturists to advise on soil preparation and types of trees to grow. If planning is done correctly, Lions - and in particular, your club - will get positive exposure and maybe do little or no physical work yourselves but be absorbed in the planning and promotion. IT IS NOT TOO LATE!!!

Community Engagement

We have seen some reluctance in clubs seeking community support. Your communities are your best asset. Be aware that anything involving the environment is an easy sell to the community and projects are warmly received. All opportunities are on the table. Maybe involve your community in planting and maintaining a plant in their backyard or even in pots. Do not phone someone to tell them about it. Make an appointment and visit them to talk about it. I have said before that everyone new we meet is a potential partner and in turn, a potential Lion. Council officers and employees, nurseries, schools and parents of students, landcare groups. Nurseries in particular may bond with the group and generously donate tubestock ready for planting. Many councils also maintain their own nurseries and enthusiastically involve themselves in the project. Remember, it is excellent exposure for all concerned.

Promotion of the project through local media is also an excellent way to pass on information. Radio, television and in particular local newsletters or newspapers offer interesting ongoing updates to maintain local interest.

Do not be afraid to work with fellow Lions Clubs or Leo Clubs within your area of interest. Many are seeking new and interesting projects and in particular a will to participate in a Lions National Project.



Impact and Sustainability

As you can imagine, the impact of your project can be difficult to determine. Number of plants planted? Has Lions gained any new members directly or indirectly through the project? How was the media exposure? Can this be an ongoing project either here or at an alternate site? Importantly, how has it affected Lions relationship with our own community?

I have always said, nobody can expect miracles. Some plants will grow and some will die. An unlimited number factors may challenge your efforts. Do not despair!! If we don't plant trees we will automatically have a net loss of vegetation for a season due to natural losses. We do things in the hope that a positive growth rate may be achieved and we can celebrate our efforts, and the very reason to continue the great work that has been started. This does not necessarily mean that we have to leave all plantings to the elements. While not necessary, it is an ideal opportunity to make an arrangement with one of your partners to water them on a regular basis.

Lions-Specific Integration

While the Green Canopy Committee is the managing body for the project, we do not involve ourselves directly with individual club projects. We forward the monthly newsletters to your District Cabinet Secretaries for distribution to clubs, who in turn pass it on to club members. It is essential that clubs form their own partnerships and suppliers to ensure ongoing involvement. The goals and values of Lions Clubs is "To Serve". Everything we can do to build our environmental footprint "Serves Our Communities".

We encourage all clubs to notify us, via the portal, of their efforts and achievements so we can pass this knowledge on to others. We are including attached to this newsletter a detailed "road map" on how to record ALL details into the portal. We do hope this assists you all as a number of clubs are reporting but are failing to include all the required information – in particular the number of trees planted which is our primary measure!.

I do hope this review has been worthwhile as many questions continue to be asked which have been detailed in a previous newsletter.

Please take care and join us in this wonderful, inclusive and worthwhile project.

Attached – reporting guidelines.

PDG Tim Moore - Chairman
Lions Green Canopy Project



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