



District N-1
New Brunswick Lions Clubs

Cavalcade for Diabetes Manual

Revised March 2007

Manual revision group 2007

- ❖ Lion Peter Pilkington, PDG, Canadian Diabetes Association National Lions Liaison for New Brunswick, 2006 – 2009, River Valley Lions Club
- ❖ Lion Gerry Forsythe, District 41–N1 CST 2005 – 2007 & Diabetes Awareness Chair 2000 - 2006, Riverview Lions Club
- ❖ Lion Terry Brown, District 41–O Diabetes Awareness Chair 2006 – 2007, Fredericton Lions Club
- ❖ Lion Joe Ruet, District 41-N1 Lions Cavalcade for Diabetes Chair 1998 – 2007, Riverview Lions Club
- ❖ Kim Barbour, Coordinator, Individual Giving, Canadian Diabetes Association New Brunswick Region

Ex officio

Lion Boyd Sangster, District Governor 41– O 2006–2007
Lion Tim Hoban, District Governor 41-N1 2006–2007

With input from

Mr. Jake Reid, Executive Director, Canadian Diabetes Association New Brunswick Region

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Goals

The Lions Cavalcade for Diabetes is a project of the Lions Clubs of New Brunswick in conjunction with the Canadian Diabetes Association New Brunswick Region. The goal is to raise funds and awareness for Camp Dia-best and diabetes research.

To have the three Lions Clubs in the state of Maine, USA, join us in our Lions Cavalcade for Diabetes activities.

The Objective

- To involve all Lions, Lioness, Lionettes and Leo Clubs in the Cavalcade.
- To generate a substantial amount of publicity for Lionism and create enthusiasm for club members and their families.
- To fulfill Lions International's mandate to support diabetes awareness and research.
- To generate funds for diabetes research and Diabetes Camps.

How Funds Are Raised

Clubs raise funds throughout the year for the Cavalcade in various ways:

- Individual Sponsorship - the use of the pledge form (Annex A) is recommended. (The Canadian Diabetes Association will issue tax receipts for donations of \$10.00 and over. The individual's full name and address is needed to assist with receipting.)
- Company Sponsorship - Posters are supplied to business giving a donation and placed in their business location until two days before the Cavalcade. Then they are placed on vehicles for the parade. Posters are available by contacting the Canadian Diabetes Association National Lions Liaison for New Brunswick or the district diabetes chair or the District Cavalcade Chair. For donations use Annex A
- Special Fund Raising Events - Suggestions are Strides Lions Walk for Diabetes Awareness, bingo, craft sales, dinners, card games, ticket raffles, Canadian Diabetes Association wristbands (Wrist bands are available through the Diabetes awareness chair) etc.
- Other Options - Clubs can donate from general funds raised throughout the year.

How Funds are Allocated

Unless specified by the club or district, proceeds from funds collected shall be disbursed:

- 25% - LCIF (Diabetes research)
- 25% - Harry A. Newman Award (Money goes to Canadian Diabetes research)
- 50% - Canadian Diabetes Association - NEW BRUNSWICK Region Camp Dia-best

Selection of the Cavalcade Host Site

It is the intent that all New Brunswick Lions Clubs have the opportunity to host the Cavalcade annually with a different Lions Club hosting the event each year.

The District Chairperson will advise the clubs that they are to submit a written request to the District Governor, the Canadian Diabetes Association National Lions Liaison for New Brunswick and the District Diabetes Awareness Chair if they wish to host a Cavalcade.

The host club will be selected by the District Governor and the Canadian Diabetes Association National Lions Liaison for New Brunswick and the District Diabetes Awareness Chair in April of each year and announced at Cavalcade.

Date of Cavalcade

The Cavalcade will be held on the last Saturday of May each year.

Changes or variations regarding the date of cavalcade must be coordinated through and approved by the Canadian Diabetes Association National Lions Liaison for New Brunswick and the District Governor.

Communication

The Canadian Diabetes Association National Lions Liaison for New Brunswick will provide information regarding the Cavalcade to:

- District Governor
- Vice District Governor
- Regional chairpersons (if applicable)
- Zone chairpersons
- District newsletter
- District chairperson
- Lions Clubs
- Canadian Diabetes Association, New Brunswick Region

Information and applicable forms will be added to the District N-1 website

Information for distribution will be prepared in cooperation with Canadian Diabetes Association to include:

- Lions Cavalcade for Diabetes Manual
- Cavalcade Information Package (Club Cavalcade Host and Club Cavalcade Chair will distribute info)
- Canadian Diabetes Association Annual Report (to: District Governor, Vice District Governor and the District Diabetes Awareness Chair)
- Information about Camp Dia-best
- Invitation to Appreciation Day at Camp Dia-best
- Cavalcade Related Updates

The District Governor will provide to the Canadian Diabetes Association New Brunswick Region and the Canadian Diabetes Association National Lions Liaison for New Brunswick the District Communications Directory.

Publicity

As much as possible, the host club will coordinate publicity for Lionism and Diabetes Awareness from local media outlets.

Role of the Zone Chairperson

To make this Cavalcade successful, local organization is necessary. Zone Chairpersons are asked to encourage their area clubs to participate in various fund raising activities throughout the year in support of this district project and attend the Cavalcade and Camp Dia-best to learn more about the program and its benefits.

Role of the Host Club

The Host Club's responsibilities are:

- To communicate with district chairperson
- To apply for necessary parade permits
- To ensure police escorts are available
- To provide a visible parade route
- To provide information as early as possible, in regards to time and Cavalcade site, motel/hotel availability, directions to site and outline of day's activities.
- To promote and publicize Cavalcade in their community
- To provide a site with ample parking
- To coordinate parade entrants
- To provide a desk for registration
- To supply a BBQ for Canadian Diabetes Association to use for lunch at Cavalcade
- To provide coffee, tea, Juice and donuts for arrival and following the parade

Role of the Canadian Diabetes Association New Brunswick Region at Cavalcade

The Canadian Diabetes Association New Brunswick Region volunteers and staff responsibilities are:

- To welcome participants in conjunction with the Diabetes Chairpersons and Host representatives
- To have a promotional display
- To provide refreshments and a BBQ lunch
- To provide an opportunity for Lions to donate used clothing/articles to the Canadian Diabetes Association Clothesline
- To take active part in awards presentation.
- To assist Host Club Chairperson with publicity when requested.
- Contact Clothesline operations manager to promote Cavalcade
- Receipt personal and corporate donations \$10.00 and over

The Cavalcade

Arriving at the registration area, participants are greeted by the Cavalcade Committee, representatives of the Canadian Diabetes Association New Brunswick Region, District Governor, District Chairperson and dignitaries of the host community.

The vehicles then proceed to the parking area to be decorated and arranged in order for the parade by the Host Club.

At the reception and awards luncheon, clubs are recognized and funds received are acknowledged. Canadian Diabetes Association awards are presented to the top club.

Registration Desk

Registration forms will be sent to clubs prior to the event. Participating clubs are to register at the registration desk upon arrival. The cabinet secretary treasurer and the district chair will man the registration desk at 10:00 a.m.

Receipt for personal and corporate donations will be issued by the Canadian Diabetes Association.

Registration forms (Annex C) requests information on the dollars raised and the allocations, if any.

Financial Reporting

All donations will be processed through the Cabinet Secretary Treasurer who will record the revenue and issue cheques to the Canadian Diabetes Association New Brunswick Region, LCIF, and Harry A. Newman Award by June 30th. Any revenues received after this date will be recorded as part of the following year's event.

A dummy cheque will be presented to Canadian Diabetes Association New Brunswick Region at the appreciation day at Camp Dia-best by Lions representatives.

Canadian Diabetes Association National Lions Liaison for New Brunswick

Position: National Lions/Canadian Diabetes Association Liaison Committee Member

Category: Volunteer Development, PPS, Fund Development

Reports to: Chair, National Lions/Canadian Diabetes Association Liaison Committee

Purpose: Responsible for promoting a positive mutually satisfactory relationship between the Lions and the Canadian Diabetes Association – ensuring a flow of information between Lions and Lioness Clubs and the Branches/Regions

Responsibilities Outlined

- Works to promote the partnership between the Canadian Diabetes Association and Lions, Lioness, Lionette and Leo Clubs of their District(s).
- Understands and communicates the history of the linkage between Lions International and their commitment to vision programs, and the Canadian Diabetes Association
- Promotes the Harry A. Newman Award throughout their district, and other local district(s) ongoing projects.
- Ensures that Lions, Lioness, Lionette and Leo Clubs in their District(s) are kept informed of the work of the Canadian Diabetes Association
- Works collaboratively with Canadian Diabetes Association staff and volunteers to enhance the partnership between Lions Clubs and Canadian Diabetes Association
- Will attend the Canadian Diabetes Association National Annual General Meeting and Professional Conference in various locations around Canada in October of each year.
- Will participate in conference calls throughout the year at call of the Chair
- Prepares reports as requested for Canadian Diabetes Association national meetings, Regional meetings, and own Lions District meetings as required.
- Ordering supplies of Cavalcade materials by end of January and distribute to the district chairperson
- Communicating within Lions and Canadian Diabetes Association
- Assisting Canadian Diabetes Association and Lions Clubs as requested
- Ensure your contact information is in the district directory
- Call an annual Lions Cavalcade for Diabetes meeting by October 15th, invitations will be extended to District Governor, District Cabinet Secretary, District Cabinet Treasurer or Secretary/Treasurer, District Diabetes Awareness Chair, District Cavalcade Chairperson, Host Club Cavalcade Chairperson, Canadian Diabetes Association - New Brunswick Region representative(s)
- Other duties as may arise.

Training/Support

Orientation to the Canadian Diabetes Association and Lions Liaison operations. Information is to be obtained from the preceding representative, Canadian Diabetes Association National, and local Regional Canadian Diabetes Association

Term of Office

The term of office is three years.

Qualifications/Competencies Required

- Good oral and written communication skills
- Have knowledge of the work of Lions, Lioness, Lionette and Leo Clubs.
- Knowledge about fundraising is an asset
- Have an open and constructive communication style
- Writing skills to produce articles and reports is an asset.
- All Lions have the opportunity to run for the position of Canadian Diabetes Association National Lions Liaison for New Brunswick
- Filled by a majority vote of the voting delegates at the Annual District Convention
- Previous experience with the diabetes program is not necessary but would be considered an asset.
- Candidates must submit a letter of intent and a Lionistic resume no later than six (6) months prior to the annual district convention in the year that the current term of office expires.

Cavalcade Materials

Cavalcade materials are available by contacting Canadian Diabetes Association National Lions Liaison for New Brunswick. Current materials are listed below:

- Cavalcade Pins
- Cavalcade Poster (17" x 22")
- Certificate of appreciation (English & French)
- Annual Stickers
- Banner Patch
- Annual year patch

Annex B

Suggested Time Table

October

- Cavalcade host site confirmed
- Host club to give a report at annual Lions Cavalcade for Diabetes meeting

October - April

- Updates in monthly district newsletter
- Zone Chairman are to promote the Cavalcade starting October 28

January 15

- Registration materials and donation forms mailed to clubs by District Chair
- District Chair to put Registration Form in district monthly newsletter monthly

April 30

- Host Club Committee Chair – finalize and confirm details
- District Chair to poll clubs to see who (Clubs & numbers) is going to Cavalcade.
- Meeting of District Governor, Vice District Governor, National Lions Liaison for New Brunswick, District Diabetes Chair, Canadian Diabetes Association New Brunswick representative

May 15

- Media releases distributed by district chair

Last Saturday in May

- 10:00 a.m. Registration desk opens
- 11.30 a.m. - 12:30 p.m. BBQ at staging areas & vehicle decorating
- 12:30 p.m. - 1:00 p.m. Vehicles arranged for parade
- 1:00 p.m. Parade starts
- Reception and awards ceremony follows parade
- Cavalcade host club announced



District N - 1 Diabetes Cavalcade Registration



Make all cheques payable to District N-1

Club Contact:

Name:

Address:

City:

Postal Code:

Phone:

Cell:

email:

Total Club Donation	\$	LCIF – Diabetes Research	\$
Donation enclosed	\$	Harry A. Newman Award	\$
		Canadian Diabetes Association New Brunswick Region Camp Dia-best	\$
		<u>Total</u>	\$

Unallocated funds will be split: 25% LCIF 25% Harry A Newman, 50% Camp Dia-best

- If donations are from individuals or corporations, attach Annex A so that Canadian Diabetes Association can issue Charitable Tax Receipts.
- Do not send cheques directly to Canadian Diabetes Association or LCIF



Annex E



Annex F



Cavalcade Financial Summary

Since inception of the Cavalcade, club support has produced amazing results:

Cavalcade	Host Club	Amount Raised
13-Jun-92	Lincoln Lions Club	\$ 33,143.00
19-Jun-93	Newcastle Lions Club	\$ 24,051.00
11-Jun-94	Burton Lions Club	\$ 26,516.00
10-Jun-95	Moncton Lions Club	\$ 33,722.00
13-Jun-96	Quispamsis Lions Club	\$ 22,930.00
13-May-97	Rexton Lions Club	\$ 26,520.00
06-Jun-98	Tobique Lions Club	\$ 26,364.00
29-May-99	Riverview Lions Club	\$ 21,533.00
27-May-00	Nackawick Lions Club	\$ 27,109.00
26-May-01	Richibucto Lions Club	\$ 23,248.00
25-May-02	McAdam Lions Club	\$ 34,314.00
17-May-03	Douglastown Lions Club	\$ 34,921.61
29-May-04	Barkers Point Lions Club	\$ 27,317.81
28-May-05	Riverview Lions Club	\$ 27,359.50
27-May-06	Simonds Lions Club	\$ 27,857.75
		\$ 416,906.67

From 1992 – 2006 the total funds raised - \$416,906.67, was donated to support the Canadian Diabetes Association New Brunswick Division-Camp Dia-best; Canadian Diabetes Association C.H. Best Diabetes Research/Harry A. Newman Award; Canadian Diabetes Association New Brunswick Division Diabetes Activities and LCIF-Diabetes Research and Campaign Sight First

Below are the totals for 2006.

Canadian Diabetes Association New Brunswick Division-Camp Dia-best	\$16,253.40
Canadian Diabetes Association C.H. Best Diabetes Research/Harry A. Newman Award	\$ 7,694.20
Canadian Diabetes Association New Brunswick Division Diabetes Activities	\$ 1,290.00
LCIF-Diabetes Research and Campaign Sight First	\$ 2,620.15
	\$27,857.75

New Brunswick Lions Cavalcade for Diabetes			
Most Funds Raised			
District 41-O		District 41-N1	
1992		1992	Moncton
1993		1993	Newcastle
1994		1994	Moncton
1995		1993-1994	Irishtown
1996		1994-1995	Moncton
1997		1996-1997	Rexton
1998		1998-1999	Moncton
1999		1999-2000	Richiboucto
2000		2000-2001	Moncton
2001		2001-2002	Richiboucto
2002		2002-2003	Douglastown
2003		2003-2004	Riverview
2004		2004-2005	Riverview
2005-2006	Quispamsis Island View	2005-2006	Riverview
2006-2007		2006-2007	

District N-1		
2008		
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2026		

Camp Dia-best

Hello! My name is April Elliott. I have type 1 diabetes and that means that I will be insulin dependant for the rest of my life. I was diagnosed when I was six years old.

I have gone to Camp Rotary on Grand Lake for the last eight years. The camp is a week long and is run by the Canadian Diabetes Association. This is the only camp in New Brunswick for diabetic children to attend. The camp has a team of tried medical staff and a doctor is there the whole week.

One spring a couple of years ago when we received our forms to register for the camp there was a request to participate in a contest to name the diabetic week. The rules were simple; the name should have something to do with our experiences at camp, and the disease itself, also it should be easily spoken in English as well as French. The name I chose was Camp Dia-best. Dia for diabetes, and best for the best camp ever! Later some people said that best could have represented Best because he had invented insulin. I won a nice basket which contained a mp3 player, tickets to Magic Mountain and Crystal Palace, a Camp Rotary Sweat-shirt and many other gifts.

Over the years at camp I have had many experiences and met lots of great friends who have the same disease as me, it's nice to know you are not the only one your age who has diabetes. Camp is a lot of fun, but also a lot of work, with plenty of blood glucose readings, carb counting, and insulin therapy. There is always something to do with many outdoor activities.

Last year I went to camp as a Leader in Training, and this year I would like to go back as a junior counsellor.

I am very grateful and proud of the Lions Clubs in our area who donate to the Canadian Diabetes Association. The Lions Clubs support makes it possible for families with diabetes to send their children to camp so they can have this wonderful experience with children of all ages who are coping with this terrible disease. I appreciate the financial support for these families and would like to thank all those Lions Clubs for the many years of tremendous support! You have certainly made a difference for a lot of children and their families.

April Elliott

Please note that this is in the author's own words.

Canadian Diabetes Association – New Brunswick Region, Camp Dia-best.

An Opportunity to Help a Child affected by Diabetes

For children, living with diabetes is not only a personal challenge, but a family challenge as well. Diabetes is one of the few chronic conditions that depend upon individuals to perform their own medical interventions to live a healthier life. It's quite a challenge, especially if you're a child.

A child with diabetes must decide what to eat, when to take insulin and how much, when to take other medication, when to make adjustments for a change in schedule, how to factor in effects of sports, other exercise, illness and so on. The child's parents will help of course, but behind every decision is a sea of diabetes information, and ultimately the health and life of that child will be the result of his or her own actions. Education is key to establishing lifelong good habits of diabetes management, which will optimize their long-term health. These children must learn to understand the condition, to test their blood glucose levels frequently, and to inject themselves with the insulin which sustains their lives.

The Canadian Diabetes Association has created an opportunity for children to learn how to manage their lives with diabetes through a highly acclaimed summer camping program. In addition to teaching the children how to follow a healthy lifestyle, these camping programs also provide the parents with new tools, contacts and resources.

In 2006, our well-established camping program will serve more than 64 children who wish to attend camp this summer.

Canadian Diabetes Association's Unique Role in Camping

The Canadian Diabetes Association is the only organization in Canada to offer specialized camps for children with diabetes. These camps and Canadian Diabetes Association's guidelines for running them have served as models for building camp programs around the world. The camps provide both education and support for children and their families, and help children with diabetes get off to a good start. They help create good habits, instill a sense of belonging and self-esteem, and provide a network for kids and their parents. In addition, campers' parents can rest at ease knowing that the camps are staffed with specialized medical professionals trained in diabetes management.

The Canadian Diabetes Association's camping programs provide a crucial step in the future health of all New Brunswick children who are diagnosed with diabetes. At Canadian Diabetes Association, we strongly believe that the education the children receive at camp is a strong start to a lifetime of learning self-management of diabetes.

Attending a Canadian Diabetes Association camp provides many benefits, and represents many "firsts" for children with diabetes:

- Provides an educational program to help campers learn more about diabetes and the tools and techniques for achieving optimal blood sugar control. For many, it is the first time administering their insulin and testing their blood glucose by themselves. This can dramatically help them gain a feeling of independence.
- Provides a safe, outdoor camping experience, often the first time away from home;
- Promotes feeling of belonging and togetherness—children with diabetes are given the opportunity to meet, interact and share concerns with other children with diabetes;
- Promotes a healthy, fit lifestyle through fun-filled daily physical activity (exercise is an important diabetes-management technique);
- Provides a network of contacts for parents often extending into year-round connections;
- Provides an optimal training ground for community health care professionals to learn more about diabetes in children.

The Camp

Camp Dia-best is designed for children with diabetes ages 7 - 14 years. A beautiful camp facility, it is located at Grand Lake. Camp is a place where young children with type 1 Diabetes come together to learn about self-management and healthy lifestyle practices.

Leaders in Training, is a specialized counsellor-training program. The concept of training kids with diabetes to guide younger children was a brainstorm, which has proven to be an enormous success. This program was introduced to develop older campers into future camp counsellors themselves. The primary goal of the program is to provide the 15 to 16 year old participants with the skills and knowledge to work effectively with younger children in a camping environment. They are coached in leadership responsibilities, camping and specific outdoor skills, and throughout the process, young role models, all with diabetes, are nurtured.

For all camping programs, an important key feature is the presence of health professionals. Dieticians, nurses, and physicians who are trained in the care of children with diabetes, are part of the camp staff, and are available 24 hours a day.





New Brunswick Region Contact Information

New Brunswick Regional Leadership Centre
61 Carleton St. Suite 2, Fredericton, NB E3B 3T2

Contact:

Kim Barbour
Coordinator, Individual Giving
Ph: 1-800-884-4232 press 7
Direct: 451-1639 (New Brunswick Regional Leadership Centre located in Fredericton)
Fax: (506) 455-4728
Email: kim.barbour@diabetes.ca

Annex L

Distribution List

District Governor
Vice District Governor
Canadian Diabetes Association National Lions Liaison for New Brunswick
District Cavalcade Chair
District Diabetes Awareness Chair
Cavalcade Host Club Committee Chair
Cavalcade Host Club Committee
Canadian Diabetes Association New Brunswick Region