

They partner
for charity

By MICHAEL CRONK

The nonprofit Cupertino De Anza Lions Club is celebrating 40 years of supporting and serving its multitude of local charities.

But the club, which annually puts on fundraising events such as a golf tournament and crab feeds, needs and gets a lot of help. The lion's share of its funds come from donations from corporations and retailers.

The club is starting its annual sponsorship drive, and with the economy down, club officials say it's more critical than ever to not only maintain ties with longtime local supporters such as Apple Computer and Los Altos Garbage Co., but to expand to more companies as well.

"Corporations give thousands of dollars that go directly to support our charities. What makes sponsoring De Anza Lions' attractive for corporations is that all sponsorship funds are tax deductible and passed directly to the charities that we support," said Kent Vincent, a club member. "The Lions Club is a suc-

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cessful vehicle to get money to charities, to people who are really in need."

The club currently supports 31 local charities, ranging from major sponsorship of Camp Costanoan, which helps people with major disabilities such as autism, cerebral palsy and Down syndrome, to the Santa Clara Valley Blind Center and running the annual Thanksgiving Food Drive in partnership with Pak'nSave in Sunnyvale.

The club targets specific projects with charitable organizations, aiming at a specific benefit.

At Camp Costanoan, for example, members donate their labor to build and maintain facilities at the camp, and use materials donated by local retailers such as Home Depot.

"It's the nature of what we do. We maximize dollars," said Vin-



Photograph courtesy of Cupertino De Anza Lions Club

Members of the Cupertino De Anza Lions Club build an enclosure for a vegetable garden at Camp Costanoan in spring 2008.

Corporate donations help the Lions roar

cent. "Corporate donations are incredibly leveraged."

Approximately 78 local corporate sponsors, retailers, service clubs and individuals raised more than \$12,000 at the annual golf tournament held last fall. Major sponsors included Intelligroup, Apple, Los Altos Garbage Co., Nsight, Inc. and Fimby Flooring, Inc.

Other projects supported by the Cupertino De Anza Lions Club, which currently has 36 active members, include running free medical screenings at wine festivals and health fairs to test people for high blood pressure, diabetes and other medical conditions; a speech contest for local high school students; and financial support for Ronald McDonald houses and local youth

leadership seminars.

Last year, the club raised more than \$45,000 for, and in partnership with, Habitat for Humanity Silicon Valley through the sale of excess inventory donated from local stores, construction companies and individuals.

All Lions' clubs are part of Lions Club International, the largest service organization in the world with 1.3 million members in more than 200 countries.

The organization was nominated for the Nobel Peace Prize in May 2008 by former U.S. president Jimmy Carter.

For more information, contact the Cupertino De Anza Lions Club at www.deanzalions.org.



Photograph courtesy of Cupertino De Anza Lions Club

In celebration of Flag Day, Cliff Govaerts of the Cupertino De Anza Lions Club talks about the meaning of the American flag to a group of first-graders at Kathryn Hughes Elementary School. The Lions later cooked hot dogs for the students.