



MAINE LIONS SIGHT & HEARING FOUNDATION

A 501(c)3 Corporation

Serving the State of Maine since 1955

MLSHF White Cane Awareness Program and Resources for Maine Lions Clubs

The Maine Lions Sight & Hearing Foundation's (MLSHF) White Cane Awareness Program provides information and materials to Maine Lions Clubs.

White Cane Awareness month is in October and traditionally White Cane Day is October 15th each year as declared by former President Lyndon Baines Johnson in 1964. However, anytime is a good time to promote White Cane awareness.

The White Cane, with its red band at the bottom, universally acknowledges that the bearer is blind or visually impaired. It is with that in mind that Lions Clubs of Maine hold White Cane Days around the state, to help increase the awareness of the use of the white cane. Lions help to educate the public about the aspirations, hopes and abilities of people who are blind or visually impaired.

Clubs are encouraged to make a donation to MLSHF for White Cane Awareness or hold events to raise awareness and funds. Some ideas are: letter writing campaigns to local businesses, soliciting in downtown areas (with permission of retailers), placing donation cans around town, holding breakfasts or dinners. Clubs can also work together with zones or regions to fundraise.

To promote your White Cane awareness event:

- Advertise your fundraiser on your social media platforms.
- Contact you local Cable TV station to run a public service announcement
- Contact your local newspaper/shoppers' guide to run information in the 'Community Events' section or a letter to the editor.
- Place posters announcing our fundraiser at stores, and community bulletin boards

For more information contact White Cane Awareness Program Chair, Lion Marge McHugh, PCS at phonldyl@gmail.com or 491-1730

The money raised through White Cane Days goes to the Maine Lions Sight & Hearing Foundation to support its programs and services including eye exams, eye glasses, hearing aids, vision screening, and white cane awareness for Mainers.