

Lions Project 2024: Stoves to Ukraine



Projectizing LCIF donations

LCIF Area Leader Jyri Kurki



Agenda

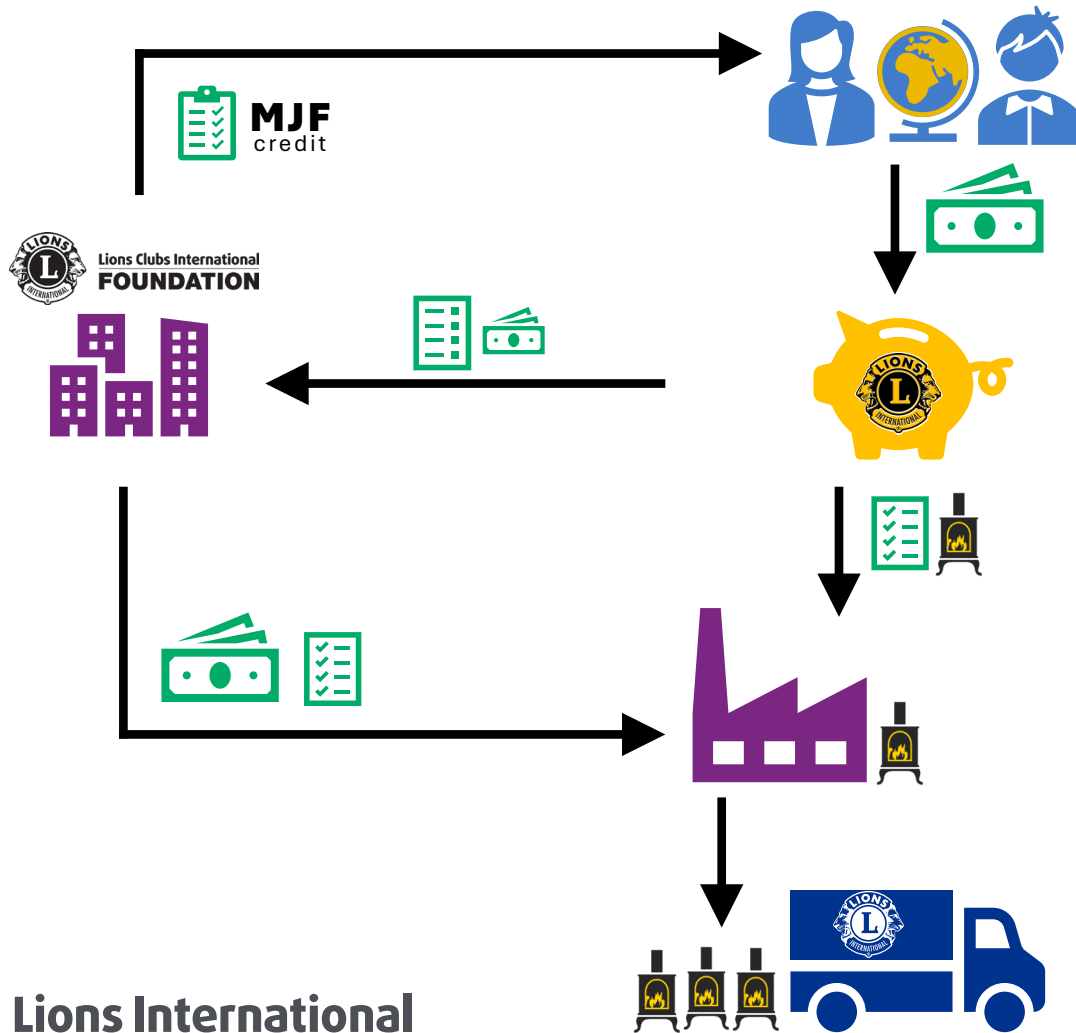
Great story of how LCIF donations were successfully converted to crowdfunding project with concrete productized donations.

Getting started

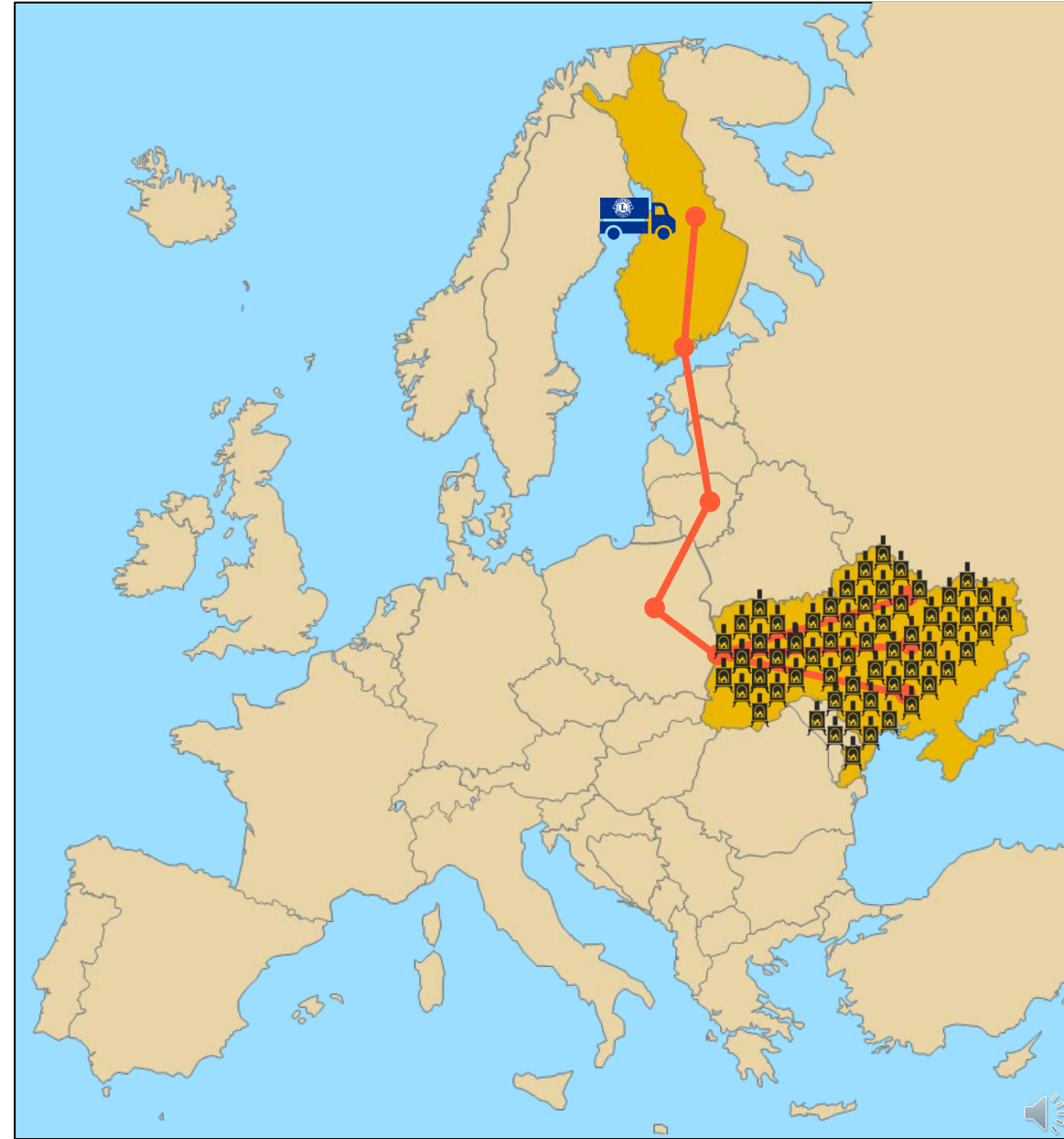
After a very popular generator project project team continues with a new needed product and invites LCIF to participate in.



Project in practice



Lions International



Creation of Stoves

- Material purchase of 24 tons of steel (*900 stoves = 1 truck load*)
- Production capacity of 600 per week
- Laser cutting the parts
- Bending & Welding
- Packaging & Shipping





8100 Stoves

Amazing generosity of people in Europe and outside have made it possible to support thousands of households and communities in Ukraine.



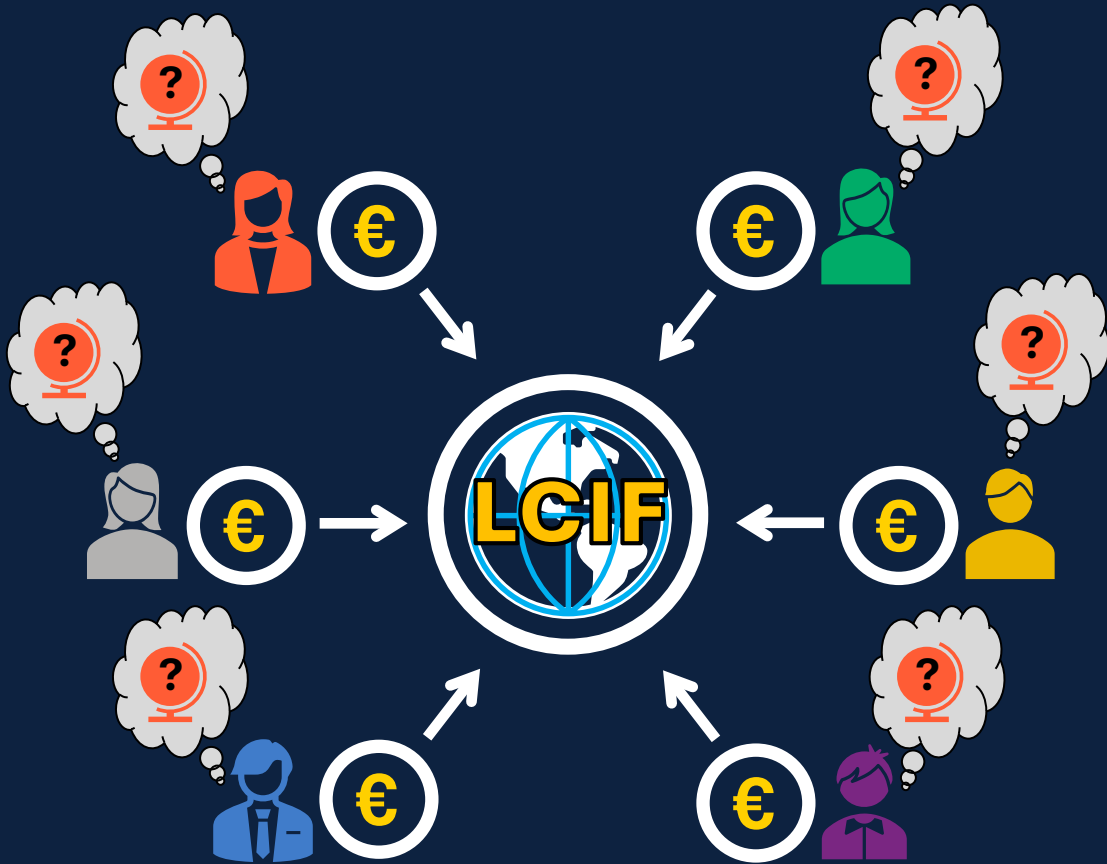
1.2
Million
USD

- ▶ **25 countries** participated, from **5 Constitutional Areas**.
- ▶ **TOP 5** donated over **100,000 EUR** each, and **13 countries** donated over **10,000 EUR**.

Italy, 212 238 €	Finland, 156 453 €	Belgium, 115 500 €		Germany, 83 429 €
		Norway, 187 200 €	Netherlands, 117 500 €	Iceland, 73 675 €
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From generic cause donations to crowdfunding of productized projects





New Productized Crowdfunding Model

Network & Marketing + External Reach

Lions network utilized effectively to reach donors. There are great opportunities for external crowdfunding reach & online payments

LCIF Project Agreement for MJF Credits

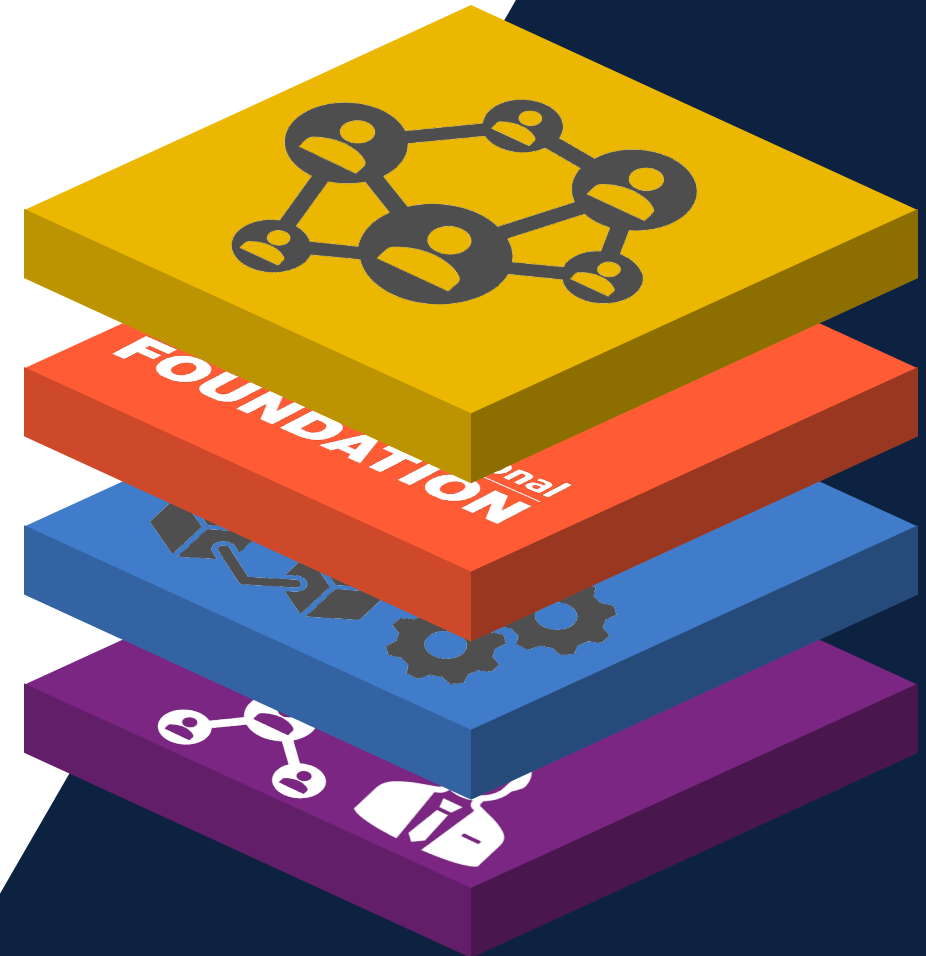
LCIF holds key role in assessing the project (need, production to delivery, and coordinator), and deciding to participate in project.

True, Emotional Need & Concrete Product

Project is always based on real need and characterized products in high demand that relatable emotional value to donors.

Trusted Contact Person / Coordinator

It is all about trust! LCIF must trust coordinator & team, and donors must be able to trust project team.





Where is the next project?

We are ready!

LCIF Area Leader Jyri Kurki

Powerpoint by Antti Forsell