

CHAPTER I SERVICE

A. PREFACE

1. **Commitment to Service.** Individual Lions and Leo clubs volunteer to address local humanitarian needs by using their time, talent, voice and resources to improve the overall wellbeing of their communities. Collectively, the efforts and contributions of Lions and Leo clubs, districts, multiple districts, and Lions controlled entities/foundations have the potential to advance global development agendas and address some of the greatest maladies afflicting humanity today. To that end, Lions Clubs International is committed to uniting Lions and Leos in tackling pressing global challenges through the development and support of strategic, comprehensive, and measurable service opportunities.
2. **Vision Statement.** To be the global leader in community and humanitarian service.
3. **Mission Statement.** To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

B. DEFINITIONS

1. **Service Engagement Model.** The overarching structure of service provided by Lions to their beneficiaries, including advocacy, conducting service activities, fundraising and donating.
2. **Global Cause.** A topical area of service with identified goals and specific strategies to execute towards the achievement of those goals. These strategies include but are not limited to LCI service programs, LCIF grants, advocacy opportunities, and strategic partnerships that enhance service impact.
3. **LCI Service Programs.** Organized programs developed and supported by LCI for Lions and Leo clubs, districts, multiple districts and Lions controlled entities/foundations that contribute towards specific service outcomes and impact.
4. **Signature Service Activity.** Activities that address local community needs as identified by Lions and Leo clubs and are developed in accord with the time, resources, and expertise of the local club.

C. GLOBAL CAUSES

1. LCI's global causes include:
 - a. Diabetes
 - b. Environment
 - c. Vision
 - d. Childhood Cancer
 - e. Hunger
2. **Children and Youth.** While children and youth are not specifically named as a global cause, they are considered both important beneficiaries of the service of Lions, and partners who serve alongside Lions.
3. **Term.** The global causes will be reviewed no earlier than five years and no later than ten years after their initial launch in July 2017.

D. LCI SERVICE PROGRAM EVALUATIONS

1. **Term.** All LCI service programs should be evaluated no earlier than two years and no later than three years after their initial launch, and then on an ongoing basis as appropriate, as directed by the Service Activities Committee.
2. **Considerations.** Evaluations and subsequent recommendations to the board of directors should take into consideration but not be limited to the following:
 - a. Number of clubs, districts and multiple districts participating on a country, constitutional area, and worldwide basis;
 - b. Progress made towards established goals;
 - c. Actual return on investment for clubs, districts, multiple districts, Lions entities/foundation, and LCI;
 - d. Perceived return on investment for clubs, districts, multiple districts, Lions entities/foundations, and LCI;
 - e. Membership growth related to implementation;
 - f. Activities of other organizations within the same global cause; and,
 - g. Public perception.

E. NEW LCI SERVICE PROGRAM PROPOSALS

1. **Reviewing Body.** Proposals for new LCI service programs will be reviewed by the Service Activities Committee during board of directors meetings.

2. **Considerations.** Proposal reviews and subsequent recommendations should take into consideration but not be limited to the following:
 - a. Alignment with LCI Forward and the global causes;
 - b. Replicability across constitutional areas;
 - c. Resources (staff, financial, etc.) and time required to develop and launch;
 - d. Activities of other organizations within the same area; and,
 - e. Potential for increased donations and membership revenue.
3. **Term.** Proposals that are recommended to the board by the Service Activities Committee for adoption shall be implemented initially as a two- to three- year pilot program after which they will be subject to further review prior to formal adoption as an LCI program.