

CHAPTER VI  
CODE OF ETHICS & FLAG

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**A. CODE OF ETHICS**

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position of action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not destroy.

**B. ETHICAL STANDARDS AND CONDUCT**

**1. Executive Officers, International Directors and Board Appointees**

Ours is an association of service, and the manner in which the service is rendered is fully as important as the service itself. Our members, the Executive Officers, the International Directors, the Board Appointees, the Administrative Officers, the International Office staff and our communities expect honest and ethical conduct from each of you every day. No act or request on the part of Lions clubs and their members, officers, board of directors or staff within our association with whom, or the community for whom, we render services can justify the breach of this guideline. Honest and ethical conduct is defined by ~~our four~~ core values that serve as the foundation for our Ethical Standards:

### **Commitment to SERVICE**

We are responsive to the needs of Lions. We seek to understand their priorities, values and needs, and to empower their service. We are committed to our shared goal of community and humanitarian service.

### **Dedication to EXCELLENCE**

We are passionate about the causes Lions serve and the quality of our work. We go beyond what is expected, striving for excellence and continuous improvement in all we do.

### **Appreciation for DIVERSITY**

We create and foster a spirit of understanding among the people of the world, knowing that diversity is our strength. We appreciate individual and cultural differences, and we embrace the experiences and talents of others because together we are more.

### **Dynamic COLLABORATION**

We work as a team to improve the quality and relevance of our programs and initiatives. We welcome and encourage the participation of Lions, partners and colleagues, solving problems and meeting challenges together.

### **Personal and Professional INTEGRITY**

We promote and live by the principles of good citizenship. We are dependable, honest and trustworthy professionals who are accountable for our actions and their results.

### **Spirit of INNOVATION**

We evolve to meet the changing needs of those we serve, embracing an environment of growth and creativity. We rigorously test and optimize new ideas, and encourage the adoption of best practices globally.

**Integrity**—Lions Clubs International insists on the highest standards of personal and professional integrity. We must all make every possible effort to safeguard the association's assets. We must also comply with all association policies and applicable laws.

**Accountability**—Lions Clubs International expects all past and current Executive Officers, International Directors, and Board Appointees to honor commitments as authorized and made on behalf of the association and take individual responsibility for all actions and outcomes. It has no tolerance for ethical violations.

**Teamwork**—Lions Clubs International seeks to maintain a service environment that encourages innovation, creativity and positive results through teamwork. We must all practice leadership to train, inspire and promote full participation and individual development for all Lions. We encourage open and effective communication and interaction.

~~**Excellence**—Lions Clubs International is dedicated to fair treatment, mutual respect, diversity and trust. We must challenge each other to improve our services, our processes and ourselves. We must strive together to serve our membership and communities and help the association achieve its goals.~~

Your responsibilities begin with understanding of the core values and Ethical Standards of Lions Clubs International. Your role in the association demands an ongoing vigilance to maintain these standards of honest and ethical conduct. The International Board Policy Manual highlights areas that concern Lions Clubs International Ethical Standards, including our Mission Statement (Ch.I, Paragraph A.3.), Code of Ethics (Ch.VI, ~~1-~~ Paragraph A.), Anti-Discrimination Guidelines for ~~Service Activities and~~ Membership (Ch.I.M. and Ch.XVII, Paragraph H.I.G. respectively), Obligations of a Chartered Club (Ch.V, Paragraph A.), Use of Publicly Raised Funds (Ch.XV, Paragraph B.~~G.1.~~), General Reimbursement Policy ~~Rules of Audit~~ (Ch.XXI, Paragraph C.IX.B., Ch.XXII.C.), Conflict of Interest (Ch.XV, Paragraph H.L.), ~~Solicitation (Ch.XV.A.2.f)~~, and Privacy Policy (Ch.XV, Exhibit C.~~D.~~). The International Constitution and By-Laws and the International Director booklet also provide additional guidance in the areas of ethical standards and conduct. In many instances, ethical standards intersect legal requirements. If an ethical or legal compliance issue arises that raises a question in your mind, you have a responsibility to bring that issue to the attention of the appropriate International Board committee or International Office division (for example, the Finance and Headquarters Operation Committee reviews Conflict of Interest issues; the Constitution and By-Laws Committee and/or Legal Division review Legal issues). You may also bring ethical or legal concerns to the attention of the Executive Officers or the Administrative Officers of the association.

The core values of the Ethical Standards of Lions Clubs International, along with the policies of the International Board of Directors, provide a guide and framework to help you understand what is expected from you and to help you make good decisions. As they are not all inclusive, your good and best judgment is essential in doing the “right” and ethical thing. Please join us in continuing Lions Clubs’ tradition of honest and ethical practices in serving millions of people in need.

## 2. Council Chairperson

Ours is an association of service, and the manner in which the service is rendered is fully as important as the service itself. Our members, your Council of Governors, the International Board of Directors, the Executive Officers, the Administrative Officers, the International Office staff and our communities expect honest and ethical conduct from each of you every day. No act or request on the part of Lions clubs and their members, officers, board of directors or staff within our association with whom, or the community for whom, we render services can justify the breach of this guideline. Honest and ethical conduct is defined by ~~our four~~ core values that serve as the foundation for our Ethical Standards:

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### 3. **District Governor**

Ours is an association of service, and the manner in which the service is rendered is fully as important as the service itself. Our members, your fellow District Governors, the International Board of Directors, the Executive Officers, the Administrative Officers, the International Office staff and our communities expect honest and ethical conduct from each of you every day. No act or request on the part of Lions clubs and their members, officers, board of directors or staff within our association with whom, or the community for whom, we render services can justify the breach of this guideline. Honest and ethical conduct is defined by ~~our four~~ core values that serve as the foundation for our Ethical Standards:

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#### 4. Club Officer

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### **C. OFFICIAL LIONS FLAG**

1. The Lions International Flag shall have:

the white background with gold fringe for indoor use and a gold border for outdoor use with the emblem in the middle stating “Lions International” in proper proportions. (EC)

2. The Lions International Flag shall be sold by the Club Supplies and Distribution Division.