



Lions Clubs International

Welcome

THE GLOBAL LEADER IN HUMANITARIAN SERVICE.



LIONS VISION STATEMENT

To be the global leader in community and humanitarian service.

LIONS MISSION STATEMENT

To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

LIONS INTERNATIONAL PURPOSES

- **TO ORGANIZE**, charter and supervise service clubs to be known as Lions clubs.
- **TO COORDINATE** the activities and standardize the administration of Lions clubs.
- **TO CREATE** and foster a spirit of understanding among the peoples of the world.
- **TO PROMOTE** the principles of good government and good citizenship.
- **TO TAKE** an active interest in the civic, cultural, social and moral welfare of the community.
- **TO UNITE** the clubs in the bonds of friendship, good fellowship and mutual understanding.
- **TO PROVIDE** a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.
- **TO ENCOURAGE** service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.





CONTENTS

WELCOME	p. 2
OUR BEGINNINGS	p. 3
OUR ACTIVITIES	p. 4
Sight	
Youth Programs and Services for Children	
International Relations	
Health	
Community & Environment	
Disaster Preparedness & Relief	
OUR STRUCTURE	p. 8
The Lions Club	
The District	
The International Organization	
LIONS CLUBS INTERNATIONAL FOUNDATION	p. 12
MORE YOU NEED TO KNOW	p. 13
Club Meetings	
Member Awards	
LION Magazine	
International Convention	
International Headquarters	
IMPORTANT TERMS	p. 16

Welcome...

...to the Lions family! It is a large family with 1.35 million members in 45,000 clubs in over 200 countries and geographic areas, making it the world's largest volunteer service organization. You are now an integral part of this worldwide network of people dedicated to seeking out and helping those in need.

The size and scope of our organization is a big advantage. We have a worldwide reach and can draw on global resources. But our focus is local. We serve people one community at a time, sometimes one person at a time. And we do it ourselves. Even when we provide hundreds of millions of US dollars for vast sight programs and disaster relief, local Lions – sometimes joined by Lions from the other side of the globe – are on hand to pitch in and get the job done.

You became a Lion to give something back to your community through direct action. It is the job of Lions Clubs International to help you do that and do it in the most effective way possible. You will also have fun. The camaraderie of united action and the fellowship of international cooperation can make Lions club membership one of the most enjoyable experiences of your life. The opportunities for personal and leadership development can make it one of the most rewarding.

We value your time, appreciate your volunteer spirit and welcome the participation of your entire family. The association is committed to helping you become the best Lion you can be. Together with your orientation mentor and materials, this book will give you the knowledge and information needed to begin your journey of service.

It's time to get started!



LIONS ONLINE

This book is only the beginning. As you progress through your orientation, you will want to know more about being a Lion and Lions Clubs International. Fortunately, nearly all you might want to know can be found in one place: www.lionsclubs.org. You will find an up-to-date, well designed Web site featuring videos, interactive learning experiences, downloadable resources, current news releases, an online edition of LION Magazine and much, much more.

You can also follow the latest Lions news at the Lions Clubs International blog, on Facebook, MySpace, LinkedIn, Flickr, YouTube and Twitter. You can even get a Lions app for your iPhone! Links to these services can be found on the Lions Clubs International Web site.

Explore the whole Lions universe
at www.lionsclubs.org!

Our Beginnings

Lions have been helping people since 1917. That year, **Melvin Jones**, a Chicago businessman, encouraged his club, the Chicago Business Circle, to go beyond promoting good business practices. He convinced the members that selfless service to others would create a better community – and a better world – for all.

Melvin Jones also saw that a network of clubs working together could do much more than individual clubs acting alone. He invited similar groups from around the United States to a meeting on June 7, 1917 in Chicago, Illinois, USA. There, the new group assumed the name of one of the invited clubs and the **Association of Lions Clubs** was born. Later that year, a convention was held in Dallas, Texas, USA to formally adopt a constitution, by-laws and a code of ethics. The fledgling group became the *International Association of Lions Clubs* just three years later when a new Lions club was formed in Windsor, Ontario, Canada.

In the nearly 100 years since its founding, the association – usually called **Lions Clubs International** – has spread to all corners of the globe. You will find Lions clubs in Rome, Italy and Rome, New York, USA. There are Lions in Beijing and Brussels, in Tokyo and Tanzania. In all these places and many more Lions are welcomed and respected for their vision, integrity and dedication to our official motto: “**We Serve.**”



YOUR LIONS CLUBS INTERNATIONAL EMBLEM

In the welcome package along with this book, you received your membership pin in the form of the Lions clubs emblem. Wear it proudly! It is one of the most recognized and respected symbols in the world.

Although it has been modified and modernized in recent years, the basic design dates back to the earliest days of the association. It consists of a gold “L” on a blue field surrounded by a gold circle. On either side of the circle is the profile of a Lion’s head, one looking back upon a proud past and the other looking optimistically toward the future.

Various forms of the emblem may be downloaded for individual and club from the Lions Clubs International Web site. You should know, however, that the emblem is a registered trademark in most countries and should only be used in accordance with the Lions Clubs International Trademark Policies, which may be downloaded at the Lions Clubs International Web site.

Our Activities

What we do can be summed-up in two words: We serve. We serve first in our own communities, but today more than ever we see the need to serve the world community.

At this very moment, Lions are at work in hospitals and senior centers, in regions battered by natural disaster and in schools and eyeglass recycling centers. Because Lions seek to serve wherever the need is greatest, our activities are as varied as the needs of the communities we serve. However, service activities fall into some general categories and there are some areas in which we have special experience and expertise.

SIGHT. Lions have long been associated with blindness prevention and sight restoration and that subject alone could fill a book! In 1925, the American author and activist Helen Keller, who was both blind and deaf, personally challenged Lions to "hasten the day when there would be no preventable blindness." Since embracing that challenge, Lions Clubs International has gained **unmatched experience and expertise** in the field and has become an irreplaceable presence among the world's leading international agencies dedicated to sight preservation.

Lions attack the worldwide problem of blindness on a massive scale. Because Lions are committed to sight, more than 10 million children have been screened for eye disease and vision problems, 7.6 million people have regained their sight through cataract surgery and 400,000 people each year receive recycled eyeglasses. But Lions also help people conquer blindness one person at a time, like the Lions in Wisconsin, USA, who made sure that a local woman, born blind, received the cornea transplant she needed to see her family for the first time.

We want
everyone to
see a better
tomorrow.



YOUTH PROGRAMS AND SERVICES FOR CHILDREN. Lions care about kids. Wherever children are in need of food, medical care, educational materials or other necessities of life, Lions are there to help. We make growing up **safer and healthier** for some of the world's poorest and most at-risk children and young adults. We help young people cope with today's complex world with an international life-skills program and help children make international friends at our youth camps. Our annual Peace Poster Contest makes it possible for children around the world to express their most fervent hope for us all: peace.

Each year, the Sölvesborg Lions Club in Sweden brings children from orphanages in Poland and Lithuania to Sweden for ten days of fun at summer camp. The children, who otherwise lead hard and troubled lives, enjoy experiences they could have in no other way. The Lions who live and work at the camp say the most important thing the children learn is that there are people in other countries who care for them very much.

INTERNATIONAL RELATIONS. Lions serve everywhere and have for a long time. In 1945, Lions Clubs International helped write the United Nations Charter for Non-Governmental Organizations and still maintains active relationships with UNESCO, UNICEF and other UN agencies. But we also take more direct action to fulfill the third of Lions International Purposes: **"To create and foster a spirit of understanding among the peoples of the world."**

Lions in Germany reach across borders to help children injured in war zones and other areas in crisis. They have helped create a safe, comfortable environment at Germany's Peace Village where as many as 300 children from many nations receive medical treatment for their injuries and, perhaps as important, live together in peace.

HEALTH. Lions began saving people's eyesight in 1925 and it's still a priority. But Lions also focus on hearing, working with the deaf and raising awareness about the dangers of diabetes. Recently Lions in various parts of the world have taken it upon themselves to raise breast cancer awareness and provide emergency medical equipment to war-torn countries.

In the Cayman Islands, the Lions Club of Tropical Gardens is saving lives by helping more women learn about breast cancer. The club holds informational meetings, sponsors and five-kilometer walk and distributes vouchers for free mammograms to women who could not afford them. As a result, more cases of breast cancer are discovered at an early, more treatable stage and more women are living longer.

COMMUNITY AND THE ENVIRONMENT. Lions serve where we live and we are a "hands-on" organization -- literally. Lions roll-up their sleeves and pitch-in. You can find Lions planting trees, working with a paintbrush or a broom and building with hammer and saw. Thanks to Lions Crews at Work, the world has countless Lions Parks, Lions Clinics, Lions Shelters, Lions Community Centers and more, all built, maintained or renewed with our own hands.

In Concord, California, USA, the parents of children with special needs dreamed of a playground where their children could play alongside other neighborhood children. Lions stepped in to make the dream a reality. A grant of US\$75,000 from LCIF served as seed money but most of the US\$750,000 needed for the playground was raised by 45 area Lions clubs. Then Lions pitched right in with other volunteers to build it themselves.

Because Lions are committed to the environment we sometimes use our hands to clean-up parks, recreation and wildlife areas. We teach people to reduce, reuse and recycle and practice what we preach.

In a remote village in Thailand, Japanese and Thai Lions teamed up with the forestry department and LCIF to decrease global warming and prevent flood damage by planting trees. Together, 8,000 trees were planted and villagers were taught the importance of planting trees to improve their environment.

DISASTER PREPAREDNESS AND RELIEF. Whenever disaster strikes, Lions stand ready to help. We can mobilize worldwide resources and manpower to help local Lions care for their neighbors. Through the Lions ALERT program, Lions prepare for their role in emergencies.

When a devastating earthquake struck Haiti in January, 2010, Lions responded immediately. More than US\$4.6 million was mobilized for Haitian relief. Lions in the Dominican Republic quickly acted to bring two shipping containers of relief supplies directly to Lions in Haiti who used it to set up a tent city that would shelter more than 3,000 people. Lions also played a major role in relief efforts following earthquakes in China and Chile, as well as the Indian Ocean tsunami in 2004.

Your club likely does or will participate in some of these areas, in addition to creating its own projects to meet the specific needs of your community. Undoubtedly you can find an area that excites your passion for service and focus your energy in that direction.

We serve local communities -
and protect the planet.



Our Structure

THE LIONS CLUB

You may be surprised to know that, while you are a proud and newly-minted Lion, you are not technically a member of the International Association of Lions Clubs! You are a member of your local club and the club is a member of the association.

This is as it should be. The Lions club is the fundamental unit of Lionism. It is the structure upon which all else is built. The clubs are where the work gets done. It is clubs that make a difference in their communities. The association exists to serve and support your club and the 45,000 like it around the world.

As you know by now, Lions clubs are made up of men and women who want to improve their communities and are committed to the work that will make that happen. Our volunteers serve their communities and communities around the world with unmatched integrity and enthusiasm. That is why wherever a Lions club gets together, problems get smaller and communities get better.

You have every reason to be proud to be a Lion. Lions club membership is by invitation only, open to persons of legal majority, of good moral character and good reputation in the community. As a Lion, you have become an active volunteer in a respected international organization. You are a leader in your community and a friend to people in need.

As a chartered member of the International Association of Lions Clubs, your club has pledged to abide by the International Constitution and By-Laws. It is important to familiarize yourself with this document which may be downloaded at the Lions Clubs International Web site.

The officers of your club include the president, immediate past president, vice president(s), secretary, treasurer, Lion tamer (optional; custodian of club property), tail twister (optional; promotes enthusiasm at meetings), membership development chairperson and others. Officers are elected annually for a term coinciding with the association's fiscal year (July 1-June 30).

Most work in Lions clubs is done in committees appointed by the president. In many clubs, every member is assigned to a committee. Your committee assignment is an important part of your membership and deserves your best effort. Administrative committees may include attendance, constitution and by-laws, convention, finance, Lions information, membership, programs, public relations, greeter and leadership development. Activity committees generally conform to the major Lion activities.

Each club and district sets its own annual dues to cover administrative costs. In addition, the club collects international dues to cover member benefits, including a subscription to LION Magazine. Money raised from the public must never be used to defray administrative expenses. Every US dollar raised by Lions goes directly back into the community.

THE DISTRICT

The district is your club's connection to the wider world of Lions Clubs International. The world's 45,000 Lions Clubs are grouped into approximately 750 **districts**, each with 35 or more clubs and at least 1,250 Lions club members.

Each district has a **district governor** who is elected for a one-year term and is responsible for the overall success of our mission of service in the district. The responsibilities of the district governor are shared with the **district governor team**, comprising of the district governor and first and second vice district governors. The team works together to supervise overall district operations, develop team strategies and encourage the invitation of new members and formation of new clubs.

The district governor also supervises other district officers, including the cabinet secretary and treasurer. The officers and various committee chairpersons make up the **district cabinet**. Club presidents and secretaries are often in contact with the district cabinet and serve as an informal advisory committee.

Some large districts are subdivided into **regions** of 10 to 16 clubs and zones of 4 to 8 clubs. Where this is the case, region and zone chairpersons also work closely with the district cabinet.

Multiple districts are formed by two or more districts within a territory, typically organized along national, state or provincial lines. Stand-alone districts are called single districts.



Our volunteers serve their communities around the world.

THE INTERNATIONAL ORGANIZATION

The **International Board of Directors** is the governing body of the association. Its 34 members, from all parts of the world, meet four times each year to set association policy. The board also:

- Monitors ongoing programs of the association
- Supervises the international officers and committees of the association
- Manages all association business, property and funds
- Prepares and approves a budget for each fiscal year (July 1 - June 30)

The **international officers**, consisting of the international president, first and second vice presidents and immediate past president, are charged with implementing policy and serving as inspirational leaders of the world's 1.35 million Lions.

The board and officers are assisted by **board appointees**; distinguished Lions authorized by the board to chair certain committees and carry out specific assignments.

International officers and directors are elected by the delegates each year at the international convention. Presidents are elected two years prior to their terms and serve as second vice president, first vice president and then president. Board members are elected to two-year terms and are designated first or second year directors during their service.

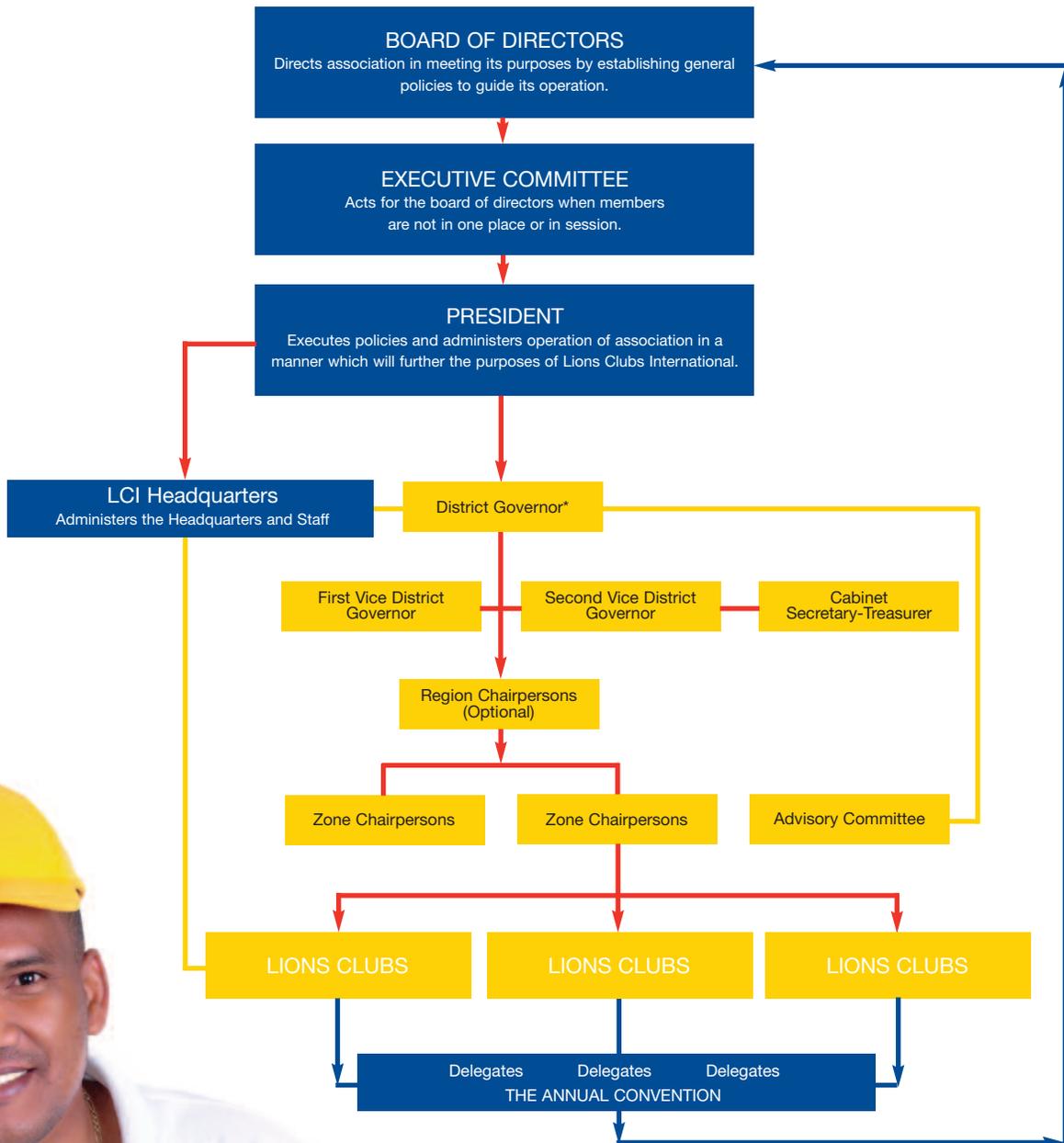
LEADERSHIP

Lions Clubs International always needs good leaders at the club level and beyond. If you wish to serve by leading fellow Lions to new heights of excellence, the association is committed to helping you improve your leadership skills. A variety of online learning experiences are available at Leadership Resource Center on the Lions Clubs International Web site. You will also find information about real world leadership development opportunities.





Lions Clubs International Organization Chart



*See information about districts on page 9.

- Organizational Governance
- Policy Development and Implementation
- Administrative Assistance



Lions Clubs International Foundation

Since its humble beginnings in 1968, Lions Clubs International Foundation (LCIF) has raised and distributed hundreds of millions of US dollars to help Lions tackle global problems like blindness and hearing loss and respond to major catastrophes like earthquakes and floods. Today, the foundation grants an average of US\$30 million annually.

LCIF gives Lions Clubs International its greatest global impact, but it also serves communities by providing local Lions with the means to build schools, health clinics, vocational rehabilitation, training centers and other large scale humanitarian projects that address community needs. In fact, the vast majority of LCIF funds come from Lions and go to Lions projects where they are needed most. However, LCIF is proud to partner with like-minded corporations and non-governmental organizations to maximize its impact on world problems.

LCIF is particularly proud of its **SightFirst** program, launched in 1990 to reduce and eliminate blindness worldwide. The program targets the leading causes of preventable blindness which affect millions of people each year. Since its inception, Lions have raised US\$346 million for this initiative, making LCIF the world's largest blindness prevention organization.

The size, scope and remarkable effectiveness of SightFirst has helped LCIF be **ranked number one among non-governmental organizations (NGOs)** worldwide in the Financial Times of London's Corporate Citizenship and Philanthropy special report.

Much of the funding for LCIF comes from its **Melvin Jones Fellowship** program which recognizes gifts of US\$1,000.

We span the globe.



Lions Clubs International
FOUNDATION

More You Need To Know

CLUB MEETINGS

It is vitally important that Lions clubs meet regularly and that members attend meetings as often as possible. Regular attendance by all strengthens fellowship and ensures that common goals will be set and attained. Most Lions Clubs meet two times each month at a time and place determined by the members.

As a new Lion, it is especially important for you to attend to absorb as much Lions knowledge and spirit as possible. But please keep in mind that your attendance is as important to your club as it is to you. Your time and energy are valued and necessary. Please give to them freely and generously by your attendance, participating in committee assignments and supporting club goals.

Perfect attendance awards are available for members who have attended all regularly scheduled meeting for twelve months or more. Missed meetings may be made up in accordance with the policies of your club.



Member Awards

Lions believe that service is its own reward but that special accomplishments and milestones should be recognized and celebrated. You may think that awards and recognition are a long way off, but as a new Lion, you can aspire to some awards almost immediately. Awards are presented for inviting new members to join a Lions club and for helping to form a new club, both of which you are eligible to do as soon as you complete your orientation.

Other awards are presented for longevity of membership, outstanding service activities, public relations initiatives and leadership excellence.

LION Magazine

LION Magazine, published ten times a year in 21 languages, is the official publication of Lions Clubs International. As a Lion, you receive a free subscription. The magazine showcases exceptional Lions and club projects around the globe, includes messages from the international president and provides useful information regarding the association's policies and activities. Read it thoroughly and share with your family. When you're finished with your issue, consider putting it in the waiting area of your office or place of business.

Your club and district will likely also publish a regular newsletter, bulletin or e-Newsletter with local news and information.



International Convention

The Lions Clubs International Convention is the association's premier event. Each year it brings together thousands of Lions from around the world for a week of business, education and fellowship.

The convention's most important business is the election of international officers and trustees and the inauguration of a new president. Attendees may choose from a wide variety of workshops and seminars designed to help them improve their clubs and become more effective Lions. International fellowship is celebrated in colorful ceremonies, informal get-togethers and highlighted by a festive parade through the host city.

All Lions in good standing are welcome and encouraged to attend. For more information about upcoming conventions visit the news and events section of the Lions Clubs International Web site.

International Headquarters

Lions Clubs **International Headquarters** is located in Oak Brook, Illinois, USA, just outside Chicago. There, nearly 300 professional staff members led by the **executive director** work closely with the association's international officers and International Board of Directors to help Lions clubs advance their mission of local and global service. The headquarters staff includes divisions and departments specializing in finance, legal affairs, public relations, information technology, membership growth and retention, leadership development, club administration, club supplies, service activities and more.

Services and support are provided in the 11 official Lions languages: Chinese, English, Finnish, French, German, Italian, Japanese, Korean, Portuguese, Spanish and Swedish.

International Headquarters is open to Lions and the general public Monday through Friday from 8:00 a.m. to 4:30 p.m. Central Standard Time.

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www.lionsclubs.org

Important Terms (Alphabetical)

Board Appointees

Distinguished Lions authorized by the international board of directors to chair committees or carry out specific assignments

District

One of approximately 750 groupings of Lions Clubs in a local area

District Cabinet

Consists of the district governor, first and second vice district governors, cabinet secretary, treasurer, various committee chairs and appointees

District Governor

A Lion elected for a one-year term to lead the clubs of a district

District Governor Team

Lead by the district governor, comprises of the district governor and first and second vice district governors

Executive Director

Head of the professional staff at International Headquarters

Helen Keller

An American author and activist, both blind and deaf, who inspired Lions commitment to sight preservation

International Association of Lions Clubs

The formal and legal name of the association

International Board of Directors

The governing body of the International Association of Lions Clubs

International Headquarters

Located in Oak Brook, Illinois, USA

International Officers

The association's international president, first vice president, second vice president and immediate past international president

LCIF

Lions Clubs International Foundation - the charitable arm of Lions Clubs International which distributes millions of US dollars every year for Lions projects and humanitarian causes

LION Magazine

The official publication of Lions Clubs International

Lions Club

The fundamental unit of Lions Clubs International; there are 45,000 in all parts of the world

Lions Clubs International

The commonly used name for the International Association of Lions Clubs

Melvin Jones

A founder of Lions Clubs International

Melvin Jones Fellowship

A program of LCIF that recognizes gifts of US\$1,000

Multiple District

Formed by two or more districts within a territory

Region

A subdivision of a district consisting of approximately 10 to 16 clubs

SightFirst

The LCIF program that is working to eliminate preventable blindness worldwide

We Serve

The official motto of Lions Clubs International

www.lionsclubs.org

Link to the Lions Clubs International Web site

Zone

A subdivision of a district consisting of approximately four to eight clubs

LIONS 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 or 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 another, but that true friendship demands nothing but accepts service in the spirit in which it is given.
- **ALWAYS TO** bear in mind my obligations as a citizen to my nation, my state, and my community, as 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.



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NM-9 6/10