

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 mobilizing people and resources to deliver hands-on service and 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 Framework.** The overarching structure of service provided by Lions to their beneficiaries, including advocacy, conducting service activities, fundraising and donating, consisting of topical area platforms in which the organization focuses resources to enhance service focus and impact.
2. **Global Cause Service Platform.** A topical area of service with identified goals and specific strategies to execute towards the achievement of those goals. These strategies Service platforms include but are not limited to LCI service programs signature service projects, LCIF grants, advocacy opportunities, and strategic partnerships that enhance service impact.
3. **LCI Service Programs Signature Service Projects.** Organized programs activities 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 platform goals.
4. **Special Programmatic Considerations.** All signature service projects, regardless of service platform, should include elements that both engage and benefit children and youth.

4. **Signature Service Activity Projects.** 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. ~~Projects are supported independently of LCI.~~

C. **GLOBAL CAUSES SERVICE FRAMEWORK**

1. LCI's global causes include: ~~The service framework is populated with the following service platforms:~~
 - 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. ~~Special programmatic components are developed for and supported by children and youth.~~
- ~~3. **Service Platforms.** Information related to the specific goals for each service platform and signature service projects is available in the "Service Framework Guidebook".~~
3. **Term.** The ~~global causes service framework and platforms~~ will be reviewed no earlier than five years and no later than ten years after their initial launch in July 2017.

D. **LCI SERVICE PROGRAMS SIGNATURE SERVICE PROJECT EVALUATIONS**

1. **Term.** All LCI ~~service programs signature service projects~~ 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 service platform~~; and,

- g. Public perception.

E. NEW LCI SERVICE PROGRAMS ~~SIGNATURE SERVICE PROJECT~~ PROPOSALS

1. **Reviewing Body.** Proposals for new LCI service programs ~~signature service projects~~ 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 service framework~~;
 - 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 endorsed signature service project~~.