

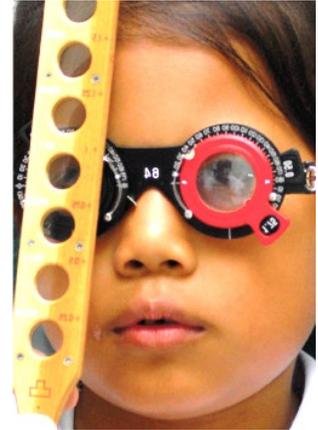


Measuring Service Impact

When we share our stories and report our impact, we unify our organization, inspire our communities and capture the attention of a global audience.

This guide will enable service reporting by:

- 1) Defining what service means to Lions and Leos.
- 2) Explaining the various ways Lions and Leos measure their impact.
- 3) Providing direction on how to calculate the number of people served.



What is service?

Lions and Leos serve in many ways, including:

Service activities: Hands-on service activities, such as tree planting, vision screening, rebuilding homes after disaster strikes or serving meals to those in need.

Advocacy: Raising awareness of the causes that are important to Lions, educating our communities on issues that impact them and working with others to bring about positive change. Some examples include hosting a Strides walk for diabetes awareness or visiting a local lawmaker to discuss the needs of the blind or visually impaired.

Donations: Making charitable donations to individuals or organizations, including Lions Clubs International Foundation (LCIF). Funds donated to LCIF are tracked by the foundation and should not be reported as a service activity.

Fundraising: Raising funds to enable our service.

Service support:

- 1) Holding meetings to strengthen your club, educate members, or plan service activities.
- 2) Fulfilling administrative tasks, such as running errands or maintaining club records.
- 3) Marketing your club to attract new members or forming new clubs.
- 4) Attending Lion events such as conventions and forums.
- 5) Engaging in fellowship and fun, together with other Lions.

These activities contribute to Lions' impact in various ways, but all prepare clubs to serve.

What is not reportable service?

Many Lions and Leos serve their communities individually, outside of the activities planned by their clubs, districts or multiple districts. Some examples include bringing a meal to a neighbor, driving a parent to a medical appointment, or volunteering at their place of worship. This type of work is important and commendable; however, it should not be reported as a service activity.



Service metrics

Metrics are how clubs, districts and multiple districts measure service impact. Metrics also allow Lions International to share how our service around the world adds up to a huge global impact. The metrics used to measure success depend on the type of service.

Number of activities: Typically, each activity planned by a club, district or multiple district is one activity, even if that activity occurs over multiple days or in multiple locations. However, see the additional guidance below about recurring and ongoing activities.

Number of people served: These are the direct beneficiaries of Lion and Leo service. Sometimes the number of people served can be counted precisely, and sometimes it must be estimated.

Number of volunteers: The number of people (Lions, Leos and other community members) who participate in the planning and implementation of a service project.

Number of volunteer hours: The number of hours spent planning and implementing a service project.

Funds raised: The amount of money collected to fund service activities or charitable donations. This can be Lion or Leo contributions or funds raised from the community during a fundraising event.

Funds donated: The amount of charitable funds given to an individual or organization. Funds donated to LCIF are tracked by the foundation and need not be reported as a service activity, but if an event was held to raise those funds, that event can be reported as a fundraising activity.

Metrics are required or optional, depending on the type of service project

	People served	Number of volunteers	Volunteer hours	Funds raised	Funds donated
Service activities	Required	Required	Required	Optional	Optional
Fundraisers	Optional	Optional	Optional	Required	Optional
Donations	Optional	Optional	Optional	Optional	Required
Meetings	Optional	Required	Required	Optional	Optional

For a service activity, it is required to report the number of people served, the number of volunteers and the number of volunteer hours. Funds raised or donated can be reported if fundraising or donating takes place during the activity.

In addition to the metrics listed above, there are many other ways to measure service impact. For example, during a blood drive, units of blood might be counted. During a food or clothing drive, the number of items collected might be counted. Service might also generate community goodwill, attract new members to a club, or beautify a public space. While it's not possible to quantify all these outcomes, Lions are encouraged to include them within the description of each activity.



Calculating people served

Lions International provides guidelines to ensure that service reporting is accurate and consistent. However, Lions and Leos are the experts in their service, and should rely on their own experience, working with local experts when possible.

Step 1) Determine if people served is a required metric for your project.

People served is only required for service activities. However, there are many situations to report people served as an optional metric. Some examples include:

- A fundraiser where the beneficiaries are known and present. For example, a club raises money to fund five college scholarships. If the students receive their scholarships at the event, the club could report five beneficiaries.
- A donation where the number of people served is known. For example, a club donates for the training of two service dogs, each of which will serve one person. In this case, the club would report two people served.
- A service activity conducted during a meeting. For example, a club assembles meal kits for families in need during their monthly meeting. If 50 meal kits are assembled, for an average family size of four people, the club would report 200 beneficiaries.

Step 2) Determine if the people served will be directly counted or estimated.

People served can be easily counted when Lions work directly with their beneficiaries. For example, when a club volunteers to serve as mentors for students, the number of people served is the number of students mentored. When providing direct service, count the number of people served throughout the service activity.

Estimate the number of people served when beneficiaries cannot be directly counted, for example, when conducting environmental projects. In these cases:

- Research publicly available information, like census data, or consult local organizations such as governments, schools, park districts and chambers of commerce.
- When contributing to a partner organization, such as a school, health clinic or food pantry, consult the partner organization for the number of people served.
- Estimate based on observation. For example, observe the number of visitors to a beach on the day your club conducts a beach cleanup.





Step 3) Determine if your activity is one-time, recurring or ongoing.

One-time activities serve beneficiaries once, and end when the project is completed. These activities can sometimes last more than one day, however, they do not regularly repeat. For example, Lions organize a diabetes awareness event and educate 200 people, reporting 200 people served.

Recurring activities are those that regularly repeat, such as cleaning up a highway once a month. In this example, each individual highway cleanup can be reported as one activity. The number of motorists who use the highway on the day of each cleanup should be reported as the number of people served for that activity.

Ongoing activities occur when a contribution will continue to serve people indefinitely. Infrastructure building and capital investments fall into this category.

- When reporting ongoing activities, first determine the most appropriate timeframe for each service report. This may be monthly for a transport vehicle, quarterly for a health clinic or annually for a school.
- Report the activity at the chosen interval, counting only the beneficiaries served during that time. For example, a school attended by 100 students each year could be reported once per year, with 100 beneficiaries.
- If the ongoing activity does not require the day-to-day service of Lions, such as building a bus stop or a research center, check with the partner organization before each service report to ensure the number of people served is accurate.
- If the ongoing activity requires ongoing maintenance, Lions should stay actively involved to continue reporting the activity. Some examples include the upkeep of a community park, or maintenance on a well that provides clean drinking water. If the investment is no longer functional, the activity should no longer be reported.



Special considerations

Collecting and donating used eyeglasses. It can be difficult to know how many people are served by the donation of used eyeglasses. In some cases, used glasses are matched with a beneficiary to correct their vision, and in other cases, the materials that make up the glasses are recycled. Speak with the eyeglass recycling center or donation partner to understand how the donated glasses will be used to determine the number of people served.

Multiple clubs serving together. Participating clubs should agree on the approach to service reporting. For example, if one club initiated the project and did most of the planning, that club could report the entire activity. Alternatively, if all clubs participated equally, it could be agreed that the clubs report the activity separately. Just be sure that metrics, such as people served, are not duplicated.



District or multiple district initiatives. A district or multiple district can focus on a particular type of service. For example, a district governor might ask all clubs in their district to implement diabetes activities during their year. Participating clubs would report their service to this cause individually. A uniform naming convention, such as “District Initiative: Diabetes Screening” may be used to easily see all related activities. Or the district could lead a district-wide service project and report the activity on behalf of all participating clubs.

Tree planting and care. Tree planting and tree care are popular service activities conducted by Lions and Leos. The Lions International standard is to report four people served for each tree planted or cared for. This standard is based on a report from the United Nations Environment Programme.

Activities that serve multiple causes. When reporting, select the primary cause served, or break the activity into multiple activities and report them separately. For example, if you are providing vision screening and diabetes screening at a health fair, you can report the vision and diabetes screenings as two separate activities.

Signature activities. A signature activity is a recurring activity which enables a club to apply their unique strengths and abilities to meet the needs of their community. Signature activities often serve as part of a club’s unique identity. Clubs can indicate any service activity as a signature activity, however, this designation doesn’t change the reporting process in any way.

Service reporting caps

Lions International has a responsibility to ensure service reporting accuracy and credibility. For this reason, our board of directors limits reports of individual club service activities to:

- 3,000 people served
- 1,200 volunteer hours
- US\$200,000 funds donated
- US\$250,000 funds raised

These caps allow Lions International to:

- Remove statistical outliers with an outsized impact on metrics.
- Take a conservative approach with numbers that are prone to error and miscalculation.
- Reduce the reputational risk associated with reporting inflated numbers.

Please do not report any service project more than once to exceed any of the caps, either on the same day or on multiple days.



Frequently asked questions

- 1) We provided diabetes screening for 100 people, but each of them has a family who will also benefit. How many people should we report were served?
Report only the 100 directly served. There can be many indirect beneficiaries of your efforts, however, for the purposes of service reporting, please limit the number to direct beneficiaries.
- 2) Our club project served more than 3,000 people. How should it be reported?
Enter the activity once, entering the number of people you served. Do not exceed the cap by reporting the activity multiple times. The caps on service activities (see above) are not a system limitation — they are a decision made by our International Board of Directors.
- 3) We receive valuable in-kind donations, such as building supplies and professional volunteer time, to support our service. How should these be reported?
In-kind donations should not be reported as funds raised or funds donated. Instead, they should be noted within the description of the activity.
- 4) How should we report the number of people served by activities that promote our club?
Because the direct beneficiaries of club marketing are the club members, you may enter up to the number of members in your club as the number of people served.
- 5) Our environment project, a river cleanup, served many thousands of people. How should we report the number of people served?
The beneficiaries of a cleanup project normally include only the individuals who visit the area on the day it is cleaned. Please do not exceed the limit of 3,000 people served per cleanup by duplicating the activity.
- 6) For our awareness activity, we distributed 10,000 flyers about childhood cancer. How many people should we report were served?
Show moderation when reporting awareness projects. A reasonable estimate of the beneficiaries of a posted sign, for example, should be a small percentage of those who see it. Please do not exceed the cap by reporting your activity multiple times.
- 7) If our activity will be reported through the LCIF grant process or by a Lions Foundation, should we still report it?
You can report these activities, but do not report any beneficiaries of LCIF grants or those reported by a Lions Foundation. We encourage every Lions Foundation to report its beneficiaries each year.
- 8) How do we report the time spent supporting our Leo club and our Cub club?
Support of Leo and Cub clubs can be reported as recurring activities. The beneficiaries are the number of Leos or Cubs served.
- 9) Our club built a water fountain for the community. How do we report the benefit provided every day?
Infrastructure projects are typically reported when they are maintained. For example, if your club performs maintenance on the water fountain twice a year, the project would be reported every six months and the number of people served would be the estimated number of people who use the fountain over a six-month period.

Additional information

To learn more about service reporting, visit lionsclubs.org/service-reporting.