

# Serving, Giving, and Leading in the United States: *Gender and Philanthropic Commitment in Lions Clubs International*

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*Researched and written by the Center on Philanthropy at Indiana University  
Sponsored by Lions Clubs International and CCS*

A special report for the 95th anniversary of Lions Clubs International



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## **Lions Clubs International**

Lions Clubs International (LCI) is the world's largest service club organization. Lions clubs members are active men and women in more than 206 countries and geographic areas with 1.35 million members in more than 45,000 clubs worldwide. Founded in 1917, LCI is best known for fighting blindness and building eye care systems and capacity around the world. Lions clubs members also volunteer for many different kinds of community projects – including providing sight programs and health programs to improve the health of children and adults around the world, supporting programs that empower youth and promote peace, providing disaster relief, and protecting the planet. Lions Clubs International Foundation provides grant funding and program support for Lions' humanitarian efforts.

## **CCS**

CCS, a leading global fundraising consulting and management firm, provides fundraising, development services and strategic consulting to non-profit organizations worldwide. With offices throughout North America and in London and Dublin, CCS designs successful and sustainable development initiatives for organizations across every non-profit sector. Founded in 1947, the firm is wholly owned by its ten partners and retains the largest and most experienced permanent staff in the industry.

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Every culture depends on philanthropy and nonprofit organizations to provide essential elements of a civil society. Effective philanthropy and nonprofit management are instrumental in creating and maintaining public confidence in the philanthropic traditions – voluntary association, voluntary giving, and voluntary action. The Center on Philanthropy at Indiana University increases the understanding of philanthropy and improves its practice through programs in research, teaching, public service, and public affairs. The Center on Philanthropy at Indiana University is a part of the School of Liberal Arts at Indiana University-Purdue University Indianapolis. The Center has academic and research programs at IUPUI and IU-Bloomington campuses.

## **Center on Philanthropy Project Team**

Una Osili, Ph.D., Director of Research

Debra Mesch, Ph.D., Director of Women's Philanthropy Institute

Deborah Hirt, Project Manager

Xiaonan Kou, Research Assistant and William B. Hanrahan CCS Fellow

Pingping Ren and Amir Daniel Hayat, Project Statisticians

Elizabeth Farris, Research Assistant

Laura Small, Graphic Designer

With special thanks to the Lions Clubs International members who took this survey and Katharine Keller of LCIF.

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## Key Findings

As part of a large study that surveyed a random sample of Lions Clubs International members in 14 selected countries, this report focuses on the findings from U.S. Lions clubs members surveyed. The study reveals that these members are highly engaged in voluntary service and charitable giving, and that they have higher rates of volunteering and giving than those for the general population in the U.S. The study further investigates how gender dynamics affect volunteering, giving, and leadership opportunities at Lions clubs. The motivations for giving and participating in Lions clubs are also explored in the study.

### Serving

#### Commitment to Service

- **Lions clubs members are highly likely to volunteer.** Among survey respondents, 97 percent volunteered over 12 months, compared to 26 percent of the general U.S. population volunteering in 2010.
  - **By gender:** When controlling for the income, education, and other characteristics, female and male clubs members were equally likely to volunteer.
- **Average hours volunteering by U.S. Lions clubs members:** 192 hours/year, compared to the national average of 33.9 hours volunteered in 2010.
  - **By gender:** When controlling for the income, education, and other characteristics, hours volunteered by female and male clubs members were not statistically significantly different.
- **Volunteering for charitable causes**
  - **Sight-related volunteer service:** Members were most likely to volunteer for “sight-related or blindness prevention” (77 percent), followed by “community and environmental services” (66 percent), and “opportunities for youth and children” (64 percent).
- **Volunteering through LCI**
  - Two-thirds of respondents volunteered through Lions service activities and events, and most (71 percent) also volunteered outside of their Lions Clubs membership as well.

#### Motivations for Participating in LCI

- **“Making a difference in my local community”** ranked as the top motivation for participation, followed by “concern about those less fortunate than myself,” and “making the world a better place.”
- Respondents in Lions clubs with all or mostly female leaders were more likely to identify “making the world a better place” as strong motivating factor.
- Those who volunteered 100 hours or more over 12 months were more likely than others to indicate a “concern about those less fortunate than myself” and “concern about a particular cause or a particular group I serve” as strong motivation for their participation in LCI.

### Giving

#### Commitment to Philanthropy

- **Lions clubs members are highly likely to donate to charity.** Among survey respondents, 97 percent donated to charity during the 12 months prior to the survey, compared to 66 percent of the general U.S. population making charitable contributions over 12 months.
  - **By gender:** When controlling for income, education, and other characteristics, female and male clubs members were equally likely to give.

- Without controls, female members were more likely to donate to arts/culture/ethnic awareness and environmental protection, and male members were more likely to give to sight/blindness programs.
- **Average amount of total household giving by U.S. Lions clubs members over 12 months:** \$3,158
  - **By gender:** When controlling for income, education, and other characteristics, female and male clubs members donated similar amounts.
  - Without these controls, male members donated statistically significantly more to religious purposes, education, basic needs, and youth development/family services.
- **Link between giving and volunteering**
  - Members who volunteered 300 hours or more also gave more to charity on average.
- **Charitable contributions through LCIF:** About 36 percent of total household giving by U.S. Lions clubs members gave all or most of their charitable donations through involvement with Lions clubs.

### Giving to Charitable Causes and to LCIF

- **Support of charitable causes**
  - When compared to the general U.S. population, a higher percentage of U.S. Lions clubs members donated to all types of charitable causes.
  - About half of all respondents made donations to support basic needs (60 percent), religious purposes (55 percent), and sight/blindness programs (46 percent).
  - Most household charitable giving of U.S. Lions clubs members surveyed went to religious purposes (60 percent of all dollars), followed by sight/blindness programs (eight percent).
  - Compared to the U.S. general population, members surveyed donated approximately \$600 more on average to religious purposes, but less to most other causes.
- **Donating to Lions Clubs International Foundation**
  - Approximately half of respondents (48 percent) reported donating to Lions Clubs International Foundation (LCIF) over 12 months, with an average donation of \$603.
  - **By years of membership:** Respondents with 20 or more years of membership were more likely to make contributions to LCIF directly.
- **Methods for giving to LCIF**
  - Giving to LCIF in person at Lions events was most frequently used by members surveyed (62 percent) and was the most preferred method (74 percent).
  - More than one-third (34 percent) of members surveyed made donations by sending a check via mail directly to LCIF, and over 60 percent would prefer this method.

### Motivations for Charitable Giving

- **Common motivations for giving:** Both female and male clubs members in the survey were most likely to report “giving back to community,” “identifying with a certain cause,” “helping individuals meet their basic needs,” and “a belief that my giving can achieve change or bring about a desired impact.”
  - **By gender:** Female members surveyed were statistically significantly more likely than male members to cite “a feeling that those who have more should help those with less” (73 percent vs. 61 percent, without controls).
  - **By generation:** Generational differences were found between Boomers (aged 45-64 years old) and the Silent generation (aged 65-79 years old). Boomers were more likely to cite “identifying with a certain cause,” and “demonstrating my values and priorities to others.”

- **Differences by gift level**
  - In the survey, members who donated \$3,000 or more over 12 months were more likely to indicate “religious beliefs,” and “being asked by a fellow Lions club member/leader” as strong motives for giving.

## Leading

### Leadership and Gender

- **Gender composition of leaders at U.S. Lions Clubs**
  - More than 60 percent of respondents belonged to clubs where female and male members hold an equal number of club leadership roles.
- **Women held leadership roles**
  - A majority of respondents (88 percent) indicated that women previously held leadership positions in their club, including serving on a club board or committee.

### Perceptions of Leadership

- **Overall perceptions**
  - More than 90 percent of U.S. Lions clubs members surveyed agreed that they understood the leadership structure and process of becoming a leader, and that they felt included in their club’s decision-making.
- **Perceptions by gender:** Male clubs members surveyed were statistically significantly more likely than female members to agree with statements:
  - Understand leadership structure/process (98 percent vs. 92 percent);
  - Ability to advance in club is not limited by gender (93 percent vs. 87 percent);
  - Men and women are equally considered for leadership roles (87 percent vs. 79 percent); and
  - Satisfied with leadership opportunities provided in club (92 percent vs. 86 percent).
- **Perceptions by gender composition of leaders:** Respondents in Lions clubs with all or mostly female leaders were more likely than others to agree with statements:
  - Have been mentored by club members (90 percent vs. 74 percent);
  - Ability to advance in club is not limited by gender (95 percent vs. 85 percent);
  - Men and women are equally considered for leadership roles (100 percent vs. 68 percent); and
  - Satisfied with leadership opportunities provided in club (95 percent vs. 86 percent).

### Social Trust

- **U.S. Lions clubs members surveyed reported a higher level of social trust than the general population.**
  - More than 90 percent of respondents reported that they trusted their family completely (vs. 73 percent of the general population), and nearly 60 percent said they trusted people they know personally completely (vs. 29 percent of the general population).

## Introduction

*Serving, Giving, and Leading in the United States: Gender and Philanthropic Commitment in Lions Clubs International* aims to explore the dynamics affecting philanthropic engagement and leadership of Lions Clubs International members in the United States. The data used in this report were part of a larger study that surveyed a random sample of Lions clubs members in 14 selected countries.

Headquartered in the U.S., Lions Clubs International (LCI) is the world's largest voluntary service club organization with nearly 1.35 million members in 206 countries. Today approximately 23 percent of all Lions clubs members are women and they play an increasing role in the growth of LCI membership worldwide.

One major purpose of the study is to identify how gender dynamics affect volunteering, giving, and leadership in LCI as well as motivations for giving and participating in Lions clubs. In addition to highlighting the participation of women in Lions clubs, the study also benchmarks volunteering and giving behaviors with the general U.S. population.

## Demographic Profile of U.S. Lions Clubs

Lions clubs members are a unique group within the U.S., identified through their commitment to the mission of LCI: "To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs."

In the final sample of U.S. respondents in the study, female Lions clubs members constituted 28 percent, and over half (56 percent) of respondents had been Lions clubs members for less than 20 years. Full data analyzing U.S. survey respondents' individual and club characteristics are found in Appendix A and summarized in the table below.

| Individual Characteristics of Survey Respondents   | Club Characteristics Reported by Survey Respondents  |
|--|--|
| <p><b>By gender</b></p> <ul style="list-style-type: none"> <li>Female: 28%</li> <li>Male: 72%</li> </ul> <p><b>By age</b></p> <ul style="list-style-type: none"> <li>18-44 years old: 4%</li> <li>45-64 years old: 49%</li> <li>65-79 years old: 45%</li> <li>80 years old or more: 3%</li> </ul> <p><b>By education</b></p> <ul style="list-style-type: none"> <li>High school or less: 9%</li> <li>Some college: 27%</li> <li>College degree: 35%</li> <li>Advanced degree: 29%</li> </ul> <p><b>By annual household income</b></p> <ul style="list-style-type: none"> <li>Below \$25,000: 4%</li> <li>\$25,000-\$49,999: 22%</li> <li>\$50,000-\$74,999: 26%</li> <li>\$75,000-\$99,999: 20%</li> <li>\$100,000 or above: 28%</li> </ul> <p><b>By marital status</b></p> <ul style="list-style-type: none"> <li>Married: 84%</li> </ul> <p><b>By religious attendance</b></p> <ul style="list-style-type: none"> <li>Frequently attend: 59%</li> <li>Infrequently attend: 29%</li> <li>Do not attend: 12%</li> </ul> <p><b>By current leadership role in LCI</b></p> <ul style="list-style-type: none"> <li>With a specific leadership role: 51%</li> </ul> <p><b>By highest level of leadership role held in LCI</b></p> <ul style="list-style-type: none"> <li>Club member: 6%</li> <li>Club/Region/Zone officer: 25%</li> <li>Council/District/International officer: 69%</li> </ul> | <p><b>By reported gender composition of club members</b></p> <ul style="list-style-type: none"> <li>All/majority male members: 61%</li> <li>Half female and half male members: 33%</li> <li>All/majority female members: 6%</li> </ul> <p><b>By reported gender composition of club leaders</b></p> <ul style="list-style-type: none"> <li>All/mostly male: 32%</li> <li>Half female and half male: 62%</li> <li>All/mostly female: 5%</li> </ul> <p><b>By club location</b></p> <ul style="list-style-type: none"> <li>Rural area: 37%</li> <li>Suburban area: 24%</li> <li>Small city: 32%</li> <li>Metropolitan city: 7%</li> </ul> <p><b>By reported club charter age</b></p> <ul style="list-style-type: none"> <li>Less than 10 years old: 5%</li> <li>10-24 years old: 8%</li> <li>25-49 years old: 25%</li> <li>50-74 years old: 40%</li> <li>More than 75 years old: 20%</li> </ul> <p><b>By reported club size</b></p> <ul style="list-style-type: none"> <li>Less than 30 members: 37%</li> <li>30-49 members: 33%</li> <li>50-74 members: 20%</li> <li>75-99 members: 7%</li> <li>More than 100 members: 3%</li> </ul> |

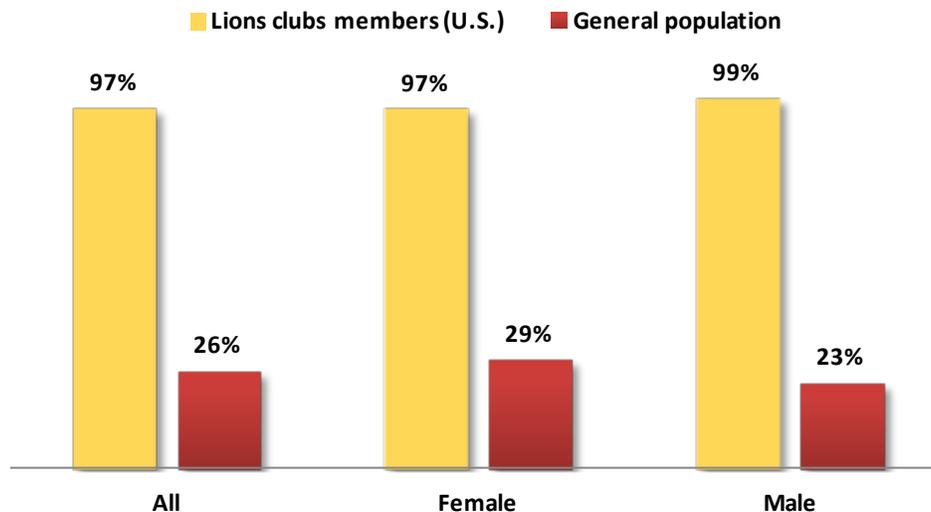
## Serving

Service to the community is an integral part of Lions clubs membership. This section of the report examines the volunteer activities of Lions, including who volunteers, how often, and for what causes. It also compares members' volunteer activities through Lions clubs and volunteering outside Lions clubs, and it analyzes the factors that motivate Lions to serve their communities.

### Volunteering by Lions Clubs Members

In the U. S., Lions clubs members surveyed volunteered at a substantially higher rate compared to the general population. The graph below shows that, overall, 97 percent of members surveyed reported some volunteer activity within the last 12 months, including volunteering outside of Lions clubs, compared with 26 percent of the general population that reported volunteering in 2010 (the most recent data available, from the Corporation for National and Community Service). This finding is true among both male and female Lions clubs members in the survey, with 97 percent of female Lions reporting volunteer activity (compared with 29 percent of the female population as a whole). The difference among men is even greater, with 99 percent of Lions volunteering, compared with only 23 percent of the general male population.

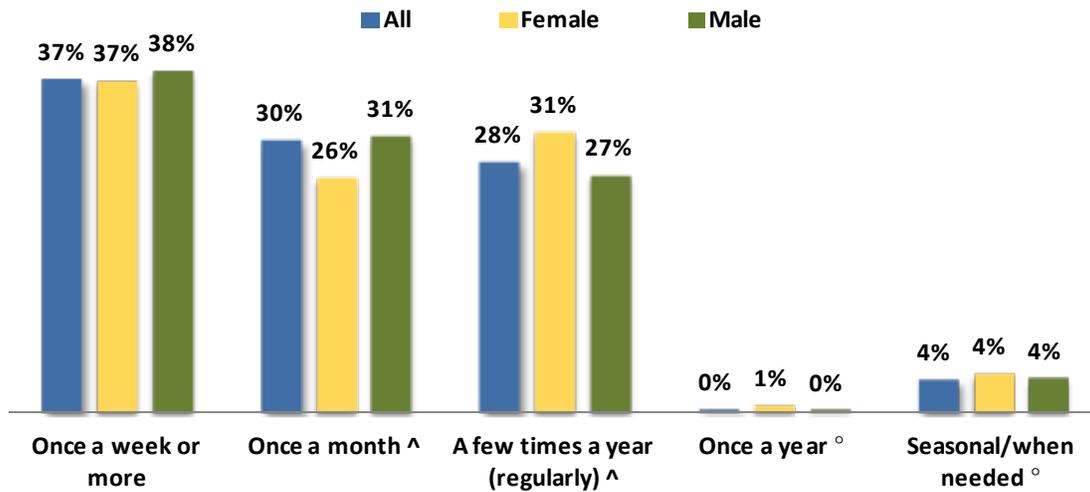
#### Incidence of U.S. Lions clubs members volunteering, by gender



Sources: Center on Philanthropy, 2011 Lions Clubs International Study; 2010 General population data from the Corporation for National and Community Service

In addition to having higher rates of volunteering than the general population, U.S. Lions clubs members surveyed are also high-frequency volunteers, and there are few differences between male and female members surveyed. The graph below shows how often U.S. members volunteered. The greatest portion of respondents (37 percent overall) reported volunteering at least once a week. A slightly smaller percentage of women (26 percent) reported volunteering once a month compared with men who volunteered with this frequency (31 percent), and a larger share of women (31 percent) reported volunteering regularly but less than once a month, compared with 27 percent of male respondents. A very small percentage of respondents reported volunteering seasonally or once a year.

### Frequency of U.S. Lions clubs members volunteering, by gender



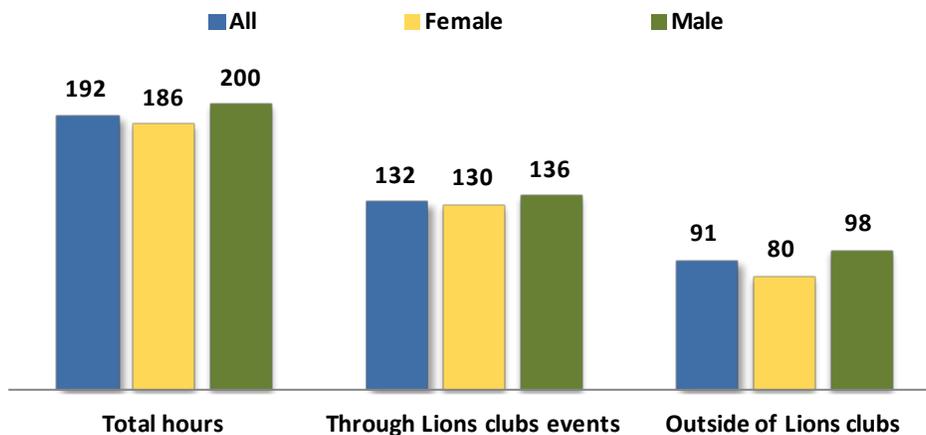
Source: Center on Philanthropy, 2011 Lions Clubs International Study

° Sample size less than 50.

^ Sample size for Female less than 50.

Overall, U.S. Lions clubs members in the survey volunteered an average of 192 hours over 12 months, equivalent to 24 eight-hour work days. In comparison, nationwide, an individual served 33.9 hours on average in 2010, approximately four 8-hour work days. Further, U.S. Lions clubs members surveyed reported volunteering for Lions clubs events for an average of 132 hours, and an average of 91 hours outside of Lions clubs. Both male and female members reported contributing more volunteer hours through Lions clubs events than outside of Lions clubs. The gender differences in the average number of hours contributed were small. Male members reported volunteering for an average of 18 hours more than female members outside of Lions clubs and 6 hours more in Lions clubs activities.

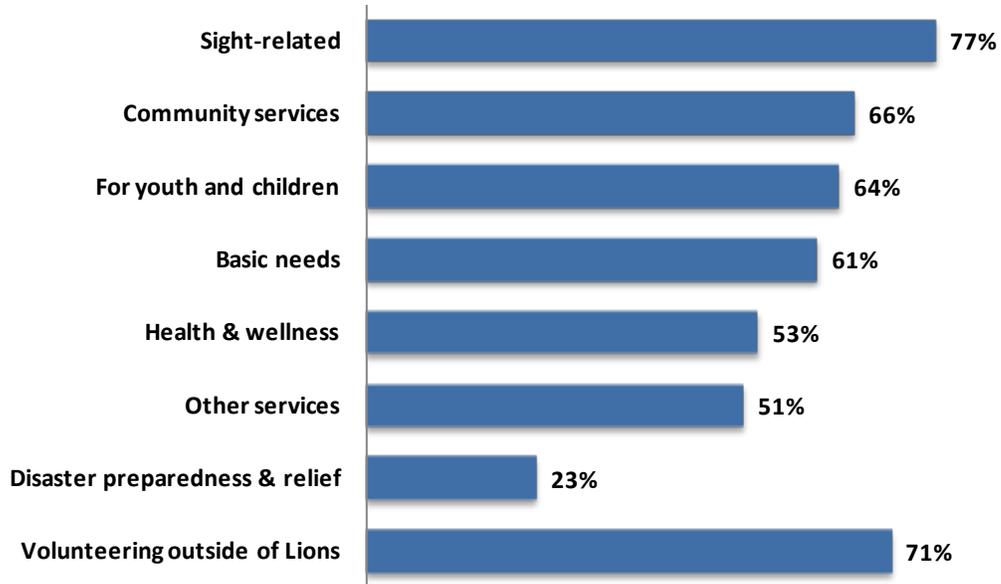
### Average hours volunteered through and outside Lions clubs, by gender



Source: Center on Philanthropy, 2011 Lions Clubs International Study

According to the survey results, U.S. Lions clubs members contributed their time volunteering for a variety of causes. Respondents were most likely to volunteer for “sight-related” activities, with 77 percent reporting volunteering for this cause. More than half of respondents reported volunteering for every cause except “disaster preparedness and relief,” which received volunteer support from less than a quarter of respondents. This represents a much smaller percentage of volunteer supporters than any other category. In addition to substantial volunteering for Lions-related causes, nearly three-quarters (71 percent) of respondents reported volunteering outside of Lions clubs.

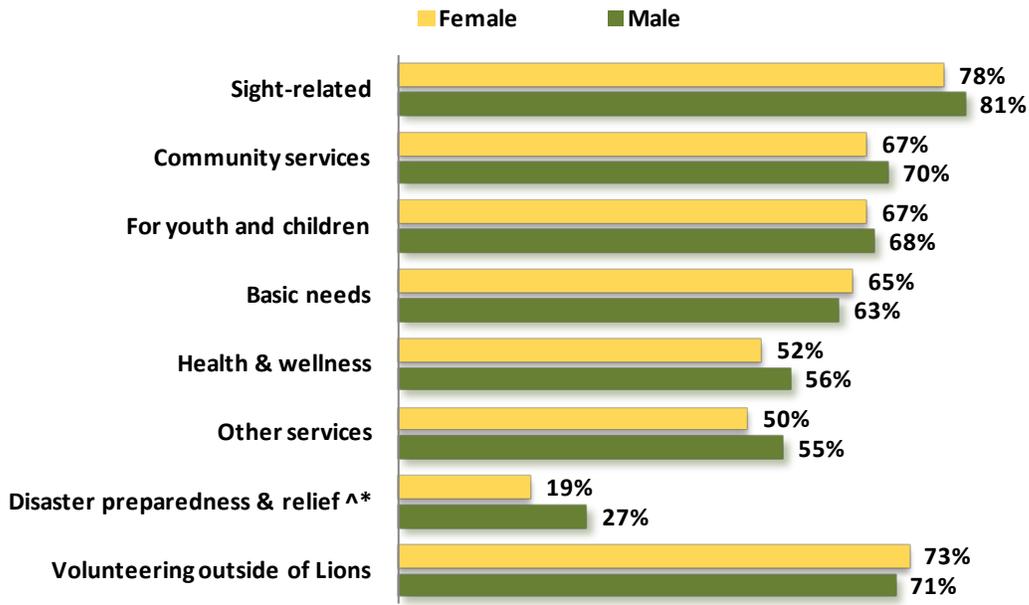
**Incidence of U.S. Lions clubs members volunteering, by cause**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

In the survey, female and male U.S. Lions clubs members reported volunteering for various causes at similar rates, both through LCI-related causes and outside of their LCI membership. Only for “disaster preparedness and relief” were men slightly more likely to volunteer than women, where 27 percent of men volunteered, compared with 19 percent of women.

**Incidence of U.S. Lions clubs members volunteering for different causes, by gender**



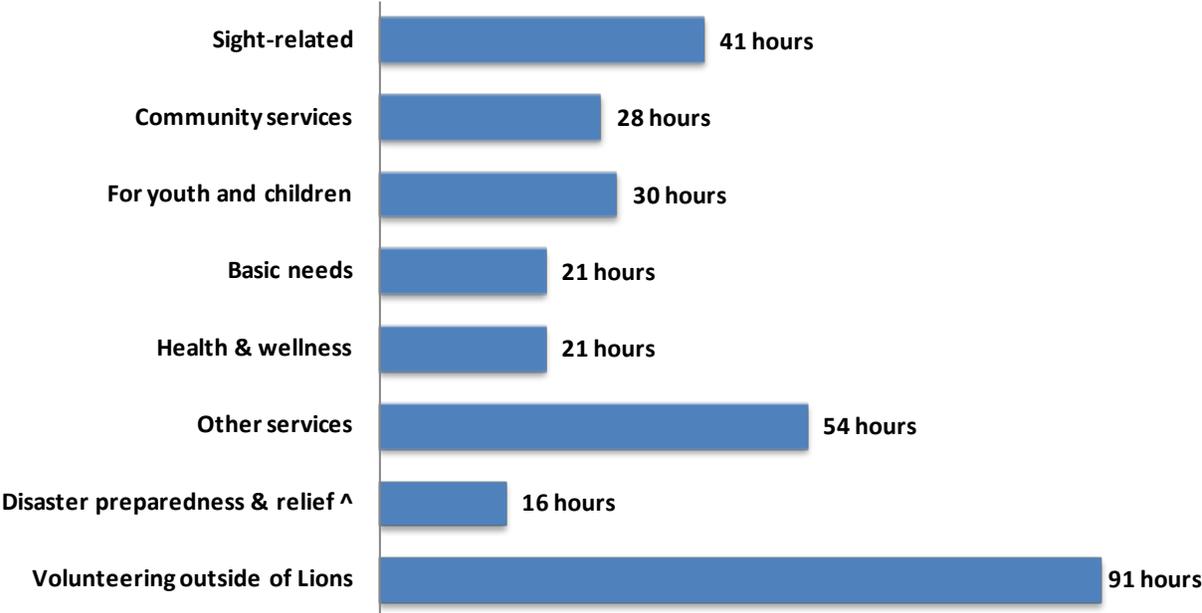
Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Gender difference was found to be statistically significant.

^ Sample size for Female less than 50.

Despite the finding that “sight-related” causes received the greatest incidence of volunteering among U.S. Lions clubs members surveyed, this category ranked third in the average number of hours that members contributed per year (41 hours). The category receiving the greatest average number of hours contributed was non-Lions club volunteering, with 91 hours per year on average. The category with the next highest average number of hours served was the “other services” category, with 54 hours on average per year. “Disaster relief and preparedness,” which received the lowest incidence of volunteering, also had the smallest average number of hours volunteered of any category, with 16 hours. On average, female and male members volunteered a similar number of hours for each cause.

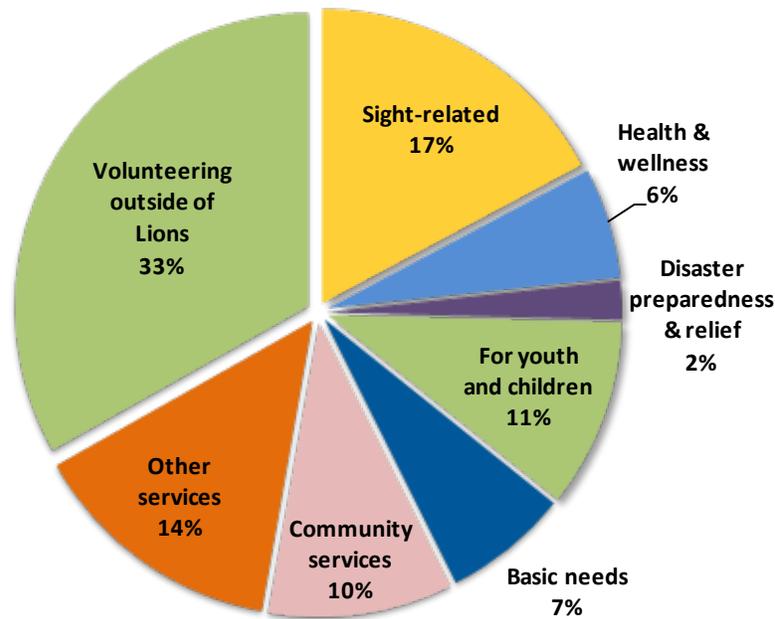
**Average hours volunteered, by cause**



Source: Center on Philanthropy, 2011 Lions Clubs International Study  
 ^ Sample size for Female less than 50.

In addition to the volunteer hours that Lions contributed directly through Lions clubs, they also reported a significant amount of volunteering via other avenues. One-third of the total number of hours that Lions clubs members reported volunteering was done outside of Lions clubs. Among direct Lions clubs activities, “sight-related” causes received the largest share (17 percent) of total volunteer hours. Other activities that received more than 10 percent of total volunteer hours were “other services” (14 percent) and youth and children-related activities (11 percent). “Disaster preparedness and relief” received the smallest share of total volunteer hours, with only two percent. Female and male members contributed similar shares of their volunteer hours to each cause (For instance, both women and men spent about one-third of all volunteer hours for causes outside of their Lions club).

**Percentage of total hours volunteered to all causes**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

**Percentage of total hours volunteered to all causes, by gender**

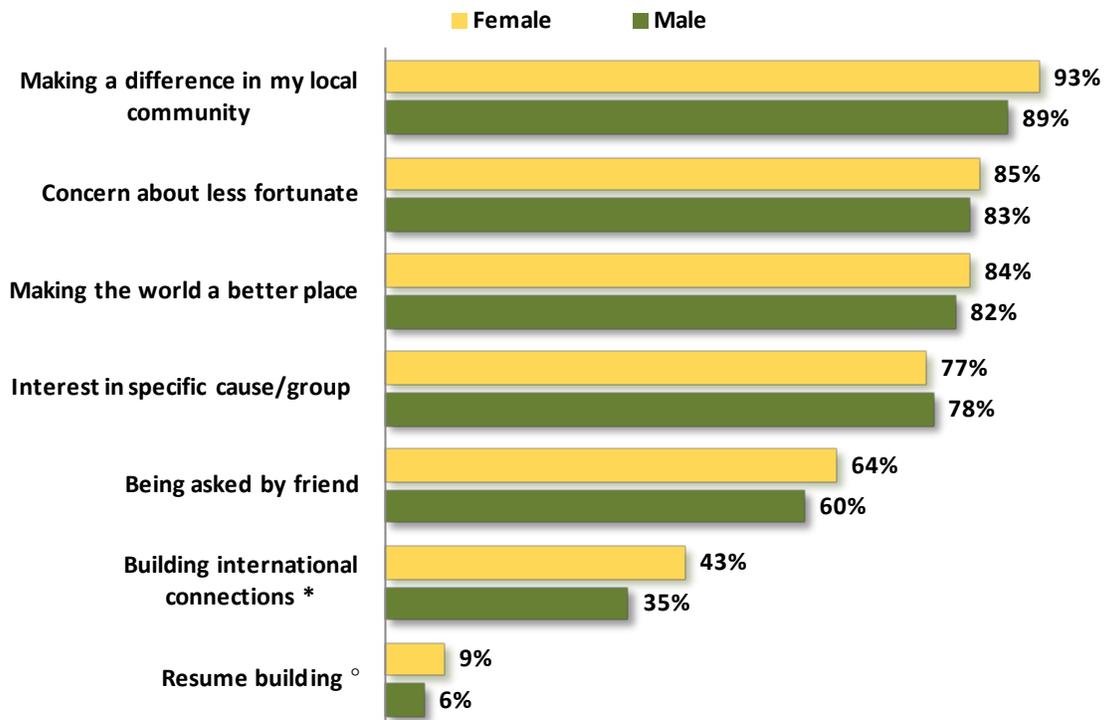
| Charitable Cause               | Share of Volunteering to Each Cause |                             |
|--------------------------------|-------------------------------------|-----------------------------|
|                                | Female<br>Lions Clubs Members       | Male<br>Lions Clubs Members |
| Sight-related                  | 19%                                 | 16%                         |
| Health & wellness              | 6%                                  | 6%                          |
| Disaster preparedness & relief | 2%                                  | 2%                          |
| For youth and children         | 12%                                 | 10%                         |
| Basic needs                    | 7%                                  | 7%                          |
| Community services             | 9%                                  | 10%                         |
| Other services                 | 14%                                 | 14%                         |
| Volunteering outside of Lions  | 32%                                 | 34%                         |

Source: Center on Philanthropy, 2011 Lions Clubs International Study

## Motivations for Participating in LCI

The 2011 Lions Clubs International Study further asks respondents about the factors motivating their participation in their Lions clubs. The top three motivations identified by U.S. Lions clubs members surveyed are “making a difference in my local community,” “concern about those less fortunate than myself,” and “giving back to make the world a better place.” Female members were slightly more likely than male members to identify almost all factors as strong motivation, as shown in the figure below.

### Motivations for participating in LCI, by gender



Source: Center on Philanthropy, 2011 Lions Clubs International Study

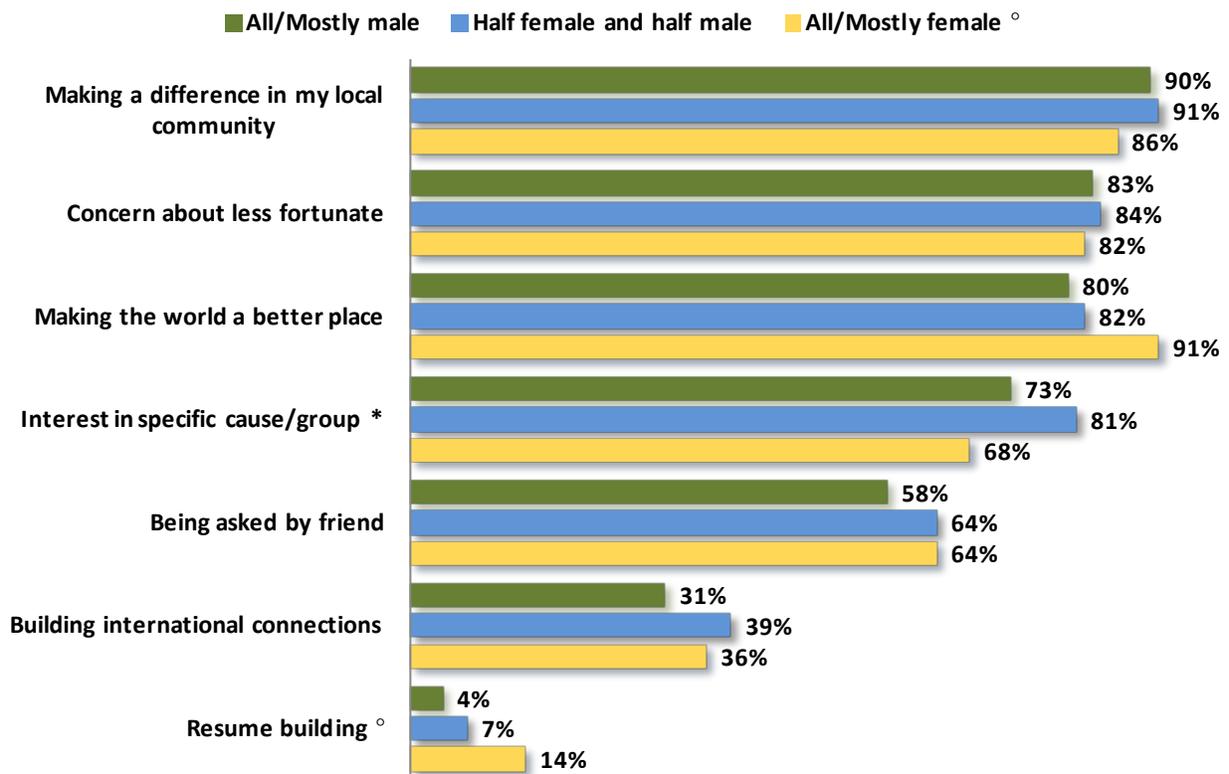
\* Gender difference was found to be statistically significant.

° Sample size less than 50.

## Motivational Differences by Club Leadership Gender Composition

The chart below illustrates the differences in the motivation for participation among U.S. Lions clubs members from clubs with different leadership gender composition. “Making a difference in my local community” remains the top motivating factor for members from clubs with a majority of male leaders and those from clubs with gender-balanced leadership. For survey respondents from clubs with all or most leadership positions held by female members, “giving back to make the world a better place” is the top motivation. Moreover, members from clubs with gender-balanced leadership (81 percent) were more likely to cite “concern about a particular cause or a particular group I serve” as an important factor encouraging their participation.

### Motivations for participating in LCI, by club leadership gender composition



Source: Center on Philanthropy, 2011 Lions Clubs International Study

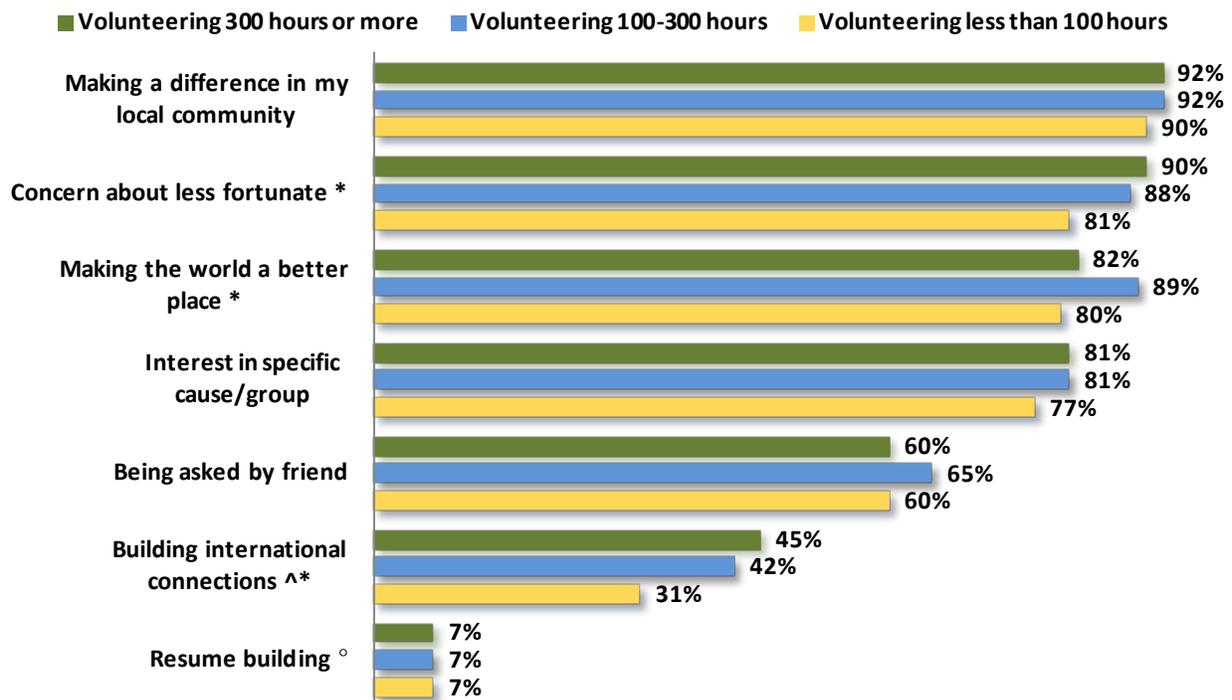
\*Difference between groups was found to be statistically significant.

° Sample size less than 50.

## Motivational Differences by Level of Volunteering

According to the survey, U.S. Lions clubs members with different levels of volunteering also cited different reasons for participating in Lions clubs. “Making a difference in my local community” remains the top motivation for all members. Those who volunteered at least 100 hours during the past 12 months were more likely than others to indicate “concern about those less fortunate than myself” and “concern about a particular cause or a particular group I serve” as strong motivation for their participation. Members who volunteered 100-300 hours were much more likely than others to report “giving back to make the world a better place” (89 percent) and “being asked by a friend, associate, co-worker or other person who I know personally” (65 percent) as important motivating factors.

### Motivations for charitable giving, by level of volunteering



Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Difference between groups was found to be statistically significant.

° Sample size less than 50. ^ Sample size for "Volunteering 300 hours or more" less than 50.

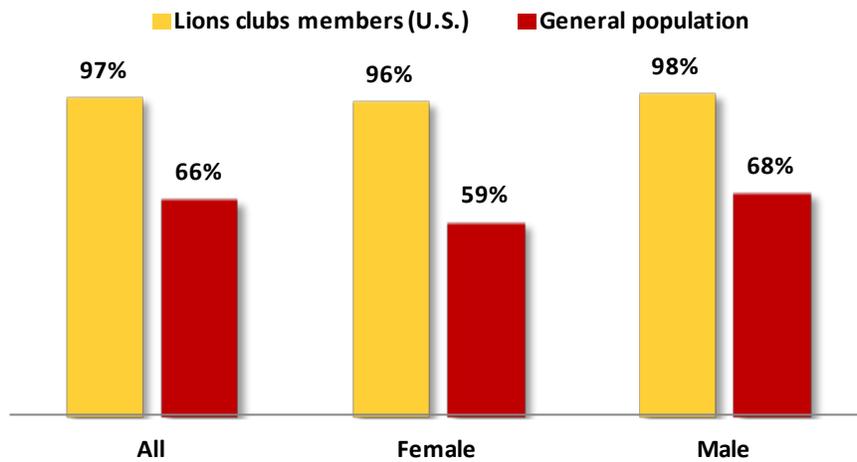
## Giving

The spirit of philanthropy is embedded in a variety of LCI programs serving communities around the world. This section of the report explores charitable giving behaviors of U.S. Lions clubs members and the factors motivating their giving. Gender and generational differences are also discussed here.

### Overall Giving to Charity and LCIF

The survey reveals that giving rates among Lions clubs members are higher than the giving rates among the general U.S. population. The vast majority of respondents (97 percent) in the survey said that they or their households made charitable contributions during the past 12 months prior to the survey, and about 79 percent reported a donation amount of \$25 or more. According to data from the Center on Philanthropy Panel Study, approximately 66 percent of American households contributed at least \$25 in 2006 (the most recent data available).

#### Incidence of household charitable giving over 12 months, by gender

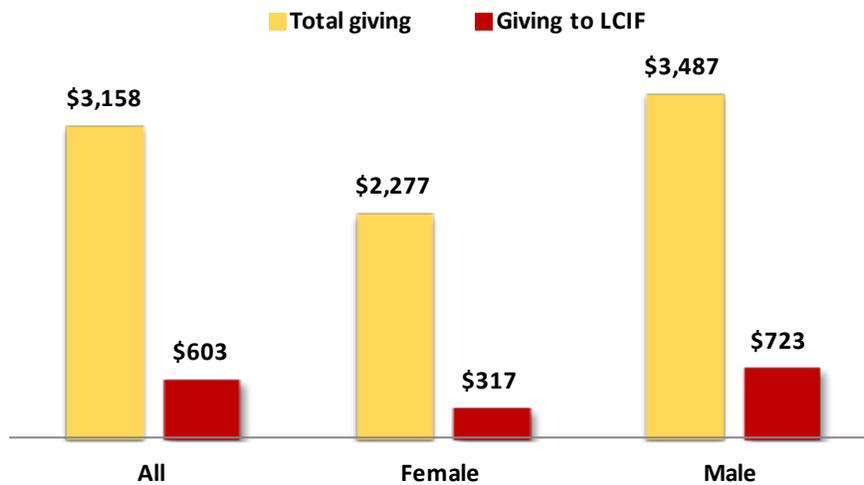


Sources: Center on Philanthropy, 2011 Lions Clubs International Study; General population data from 2007 Center on Philanthropy Panel Study

In the survey, U.S. Lions clubs members donated an average of \$3,158 to charities over the 12 months prior to the survey (with a median amount of \$1,693). Male members gave \$3,487 on average, which is significantly higher than the average amount donated by female members (\$2,277) without controlling for income, education, and other factors. When these controls are added, there is no statistically significant gender difference in the amount donated. The median amount of total giving by male and female members was \$1,880 and \$1,100, respectively.

The survey also asked respondents about their household charitable giving to Lions Clubs International Foundation (LCIF) in the past 12 months prior to the survey. As the official charitable organization of LCI, LCIF supports Lions' compassionate work by providing grant funding for their local and global humanitarian efforts in four focus areas: saving sight, serving youth, providing disaster relief, and meeting humanitarian needs. Overall, nearly half (48 percent) of U.S. respondents made charitable contributions directly to LCIF, and they donated \$603 on average (with a median amount of \$100).

#### Average amount donated over 12 months, by gender

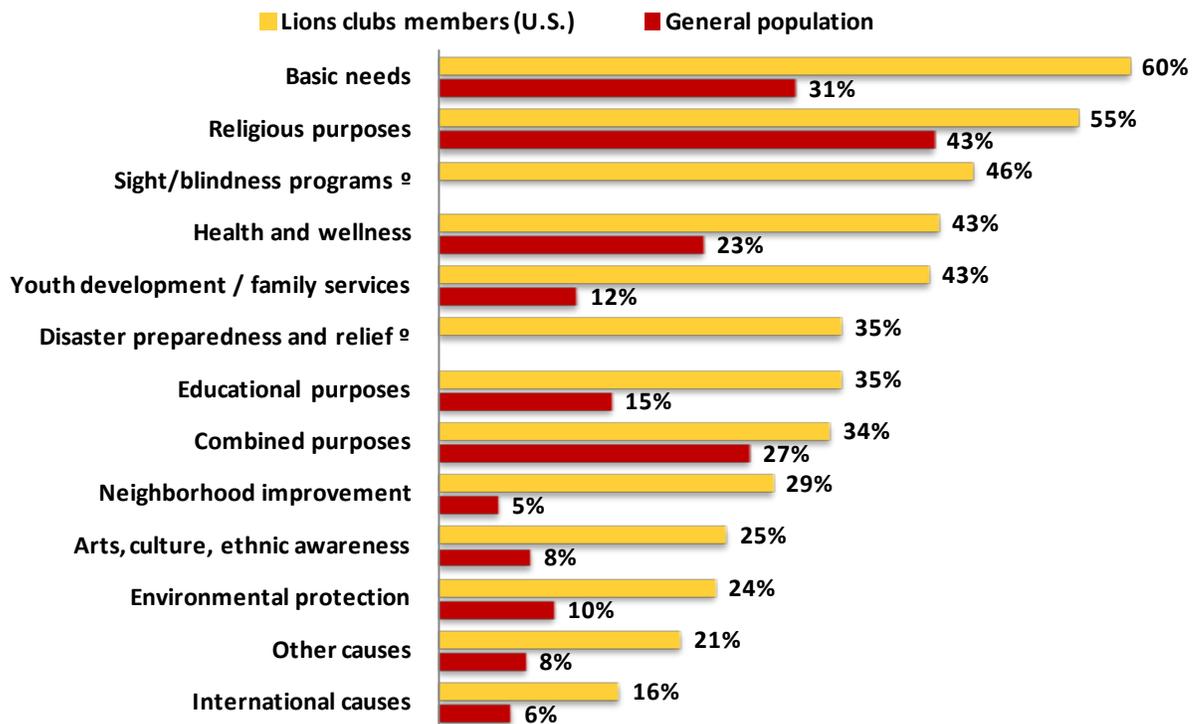


Source: Center on Philanthropy, 2011 Lions Clubs International Study  
Gender difference in total giving was found to be statistically significant.

## Giving to Charitable Causes

Compared to the general population, a higher percentage of U.S. Lions clubs members donated to all types of causes listed below. Contributions from Lions clubs members are tied closely with LCI’s mission and priorities. Members surveyed were more likely to support “basic necessities for needy people in local country” (such as food, or housing/shelter) (60 percent), “religious purposes” (55 percent), and “sight/blindness programs” (46 percent). By contrast, charitable causes such as “environmental protection” and “international causes (not disaster-related)” received lower levels of support from members surveyed, with donation rates ranging from 24 percent to 16 percent.

### Incidence of household charitable giving over 12 months, by type of charitable causes

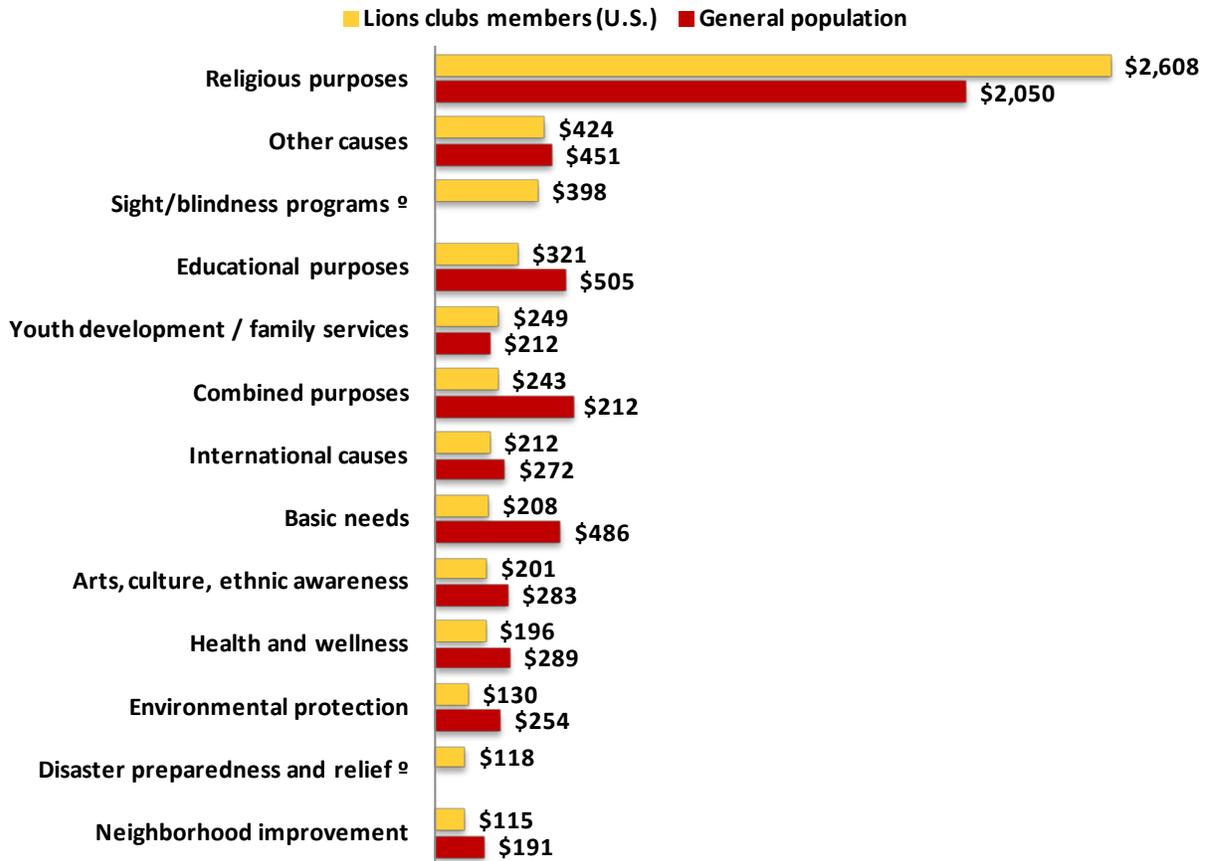


Sources: Center on Philanthropy, 2011 Lions Clubs International Study; General population data from 2007 Center on Philanthropy Panel Study

<sup>¶</sup> In Center on Philanthropy Panel Study, "Sight/blindness programs" is included in "Health and wellness", and "Disaster preparedness and relief" is included in "International causes".

When looking at the average amount donated to each type of charitable causes during the 12 months prior to the survey, “religious purposes” received the highest average amount of charitable donations among U.S. Lions clubs members surveyed (\$2,608). Giving to “sight/blindness programs” ranked third at an average of nearly \$400, followed by “educational purposes” with an average of \$321. Compared to the general population, Lions clubs members donated approximately \$600 more on average to “religious purposes,” but less to most of other causes.

**Average amount donated over 12 months, by type of charitable causes**

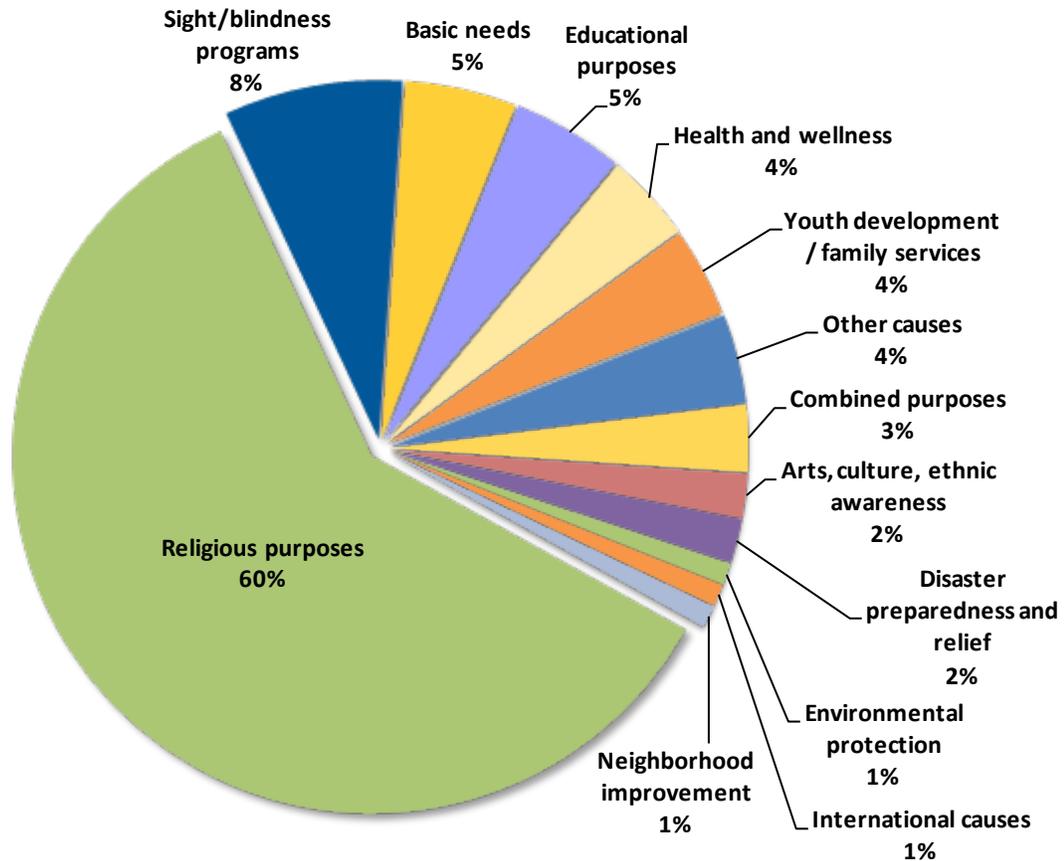


Sources: Center on Philanthropy, 2011 Lions Clubs International Study; General population data from 2007 Center on Philanthropy Panel Study

<sup>o</sup> In Center on Philanthropy Panel Study, "Sight/blindness programs" is included in "Health and wellness," and "Disaster preparedness and relief" is included in "International causes."

According to the survey results, the largest share of household charitable giving by U.S. Lions clubs members went to religious organizations, accounting for 60 percent of the total amount given over 12 months. "Sight/blindness programs" received the second largest share of giving (eight percent), followed by basic needs (five percent) and education purposes (five percent). The smallest share of giving went to "neighborhoods and community improvement," "international causes," and "environmental protection" (one percent for each).

**Percentage of household charitable giving donated to each type of causes**



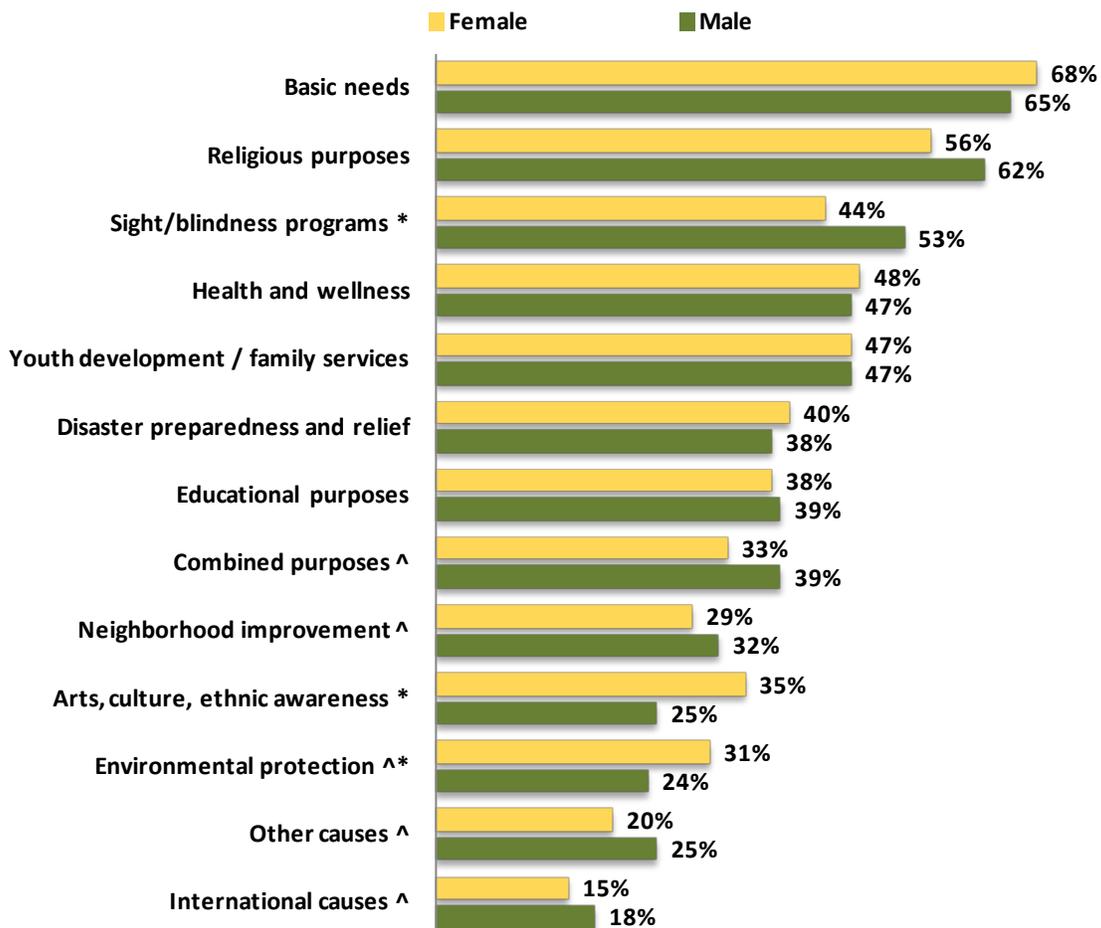
Source: Center on Philanthropy, 2011 Lions Clubs International Study

## Gender Differences in Giving

As shown in the chart below, female and male Lions clubs members in the U.S. tended to have different priorities when choosing charitable causes to support (without controlling for differences in income and education). Basic needs and “religious purposes” were the top two causes supported by both female and male members in the survey, while female members were slightly more likely to donate to charities serving people’s basic needs (68 percent of female members vs. 65 percent of male members), and male members were more likely to give to religious organizations (62 percent of male members vs. 56 percent of female members).

This gender difference appeared to be statistically significant in three types of causes: “sight/blindness programs,” “arts, culture, ethnic awareness, or culture preservation,” and “environmental protection.” Male members (53 percent) were significantly more likely than female members (44 percent) to give to “sight/blindness programs,” while female members were significantly more likely to support the other two types of causes.

**Incidence of household charitable giving to each type of causes over 12 months, by gender**



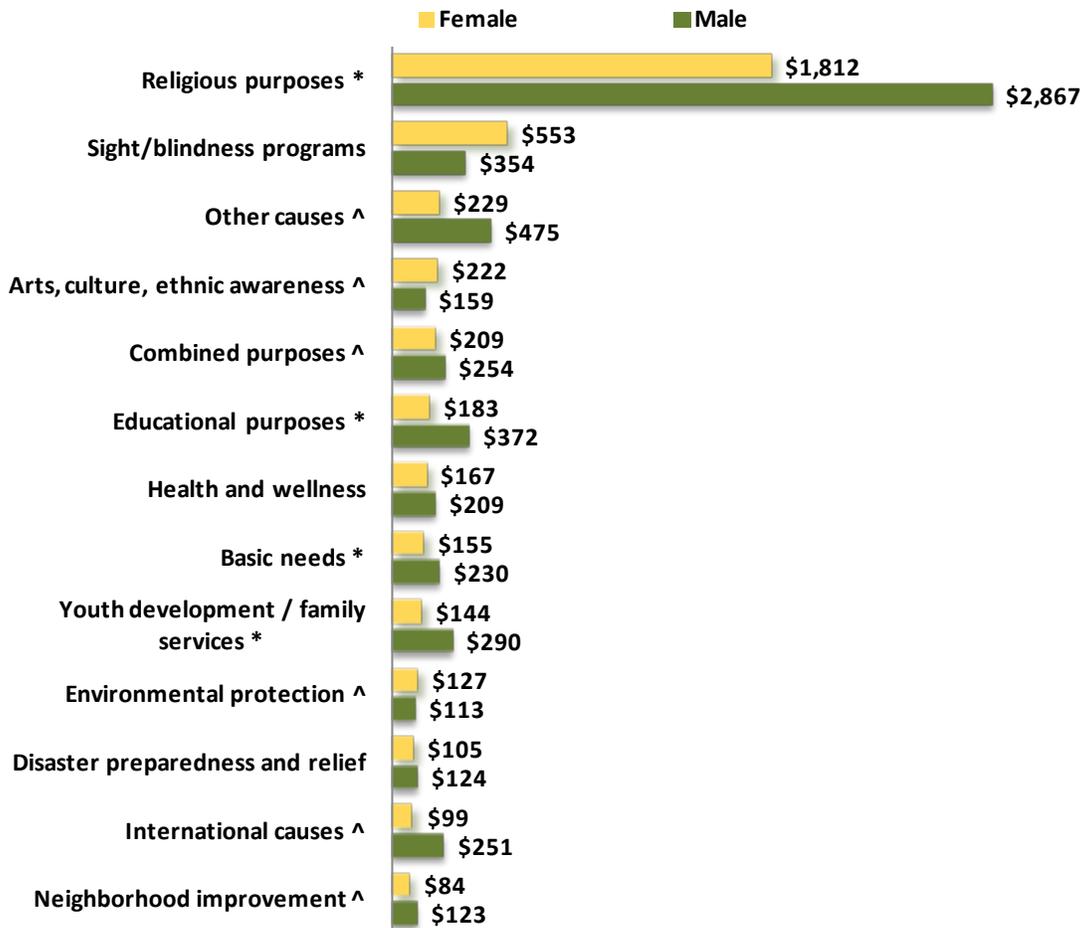
Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Gender difference was found to be statistically significant.

^ Sample size for Female less than 50.

Without controlling for individual characteristics, some gender differences also existed when looking at the average amount donated by female and male Lions clubs members surveyed in the U.S. Female members contributed an average of \$553 to “sight/blindness programs,” about \$200 more than the average amount given by male members. By contrast, male members gave over \$2,800 on average to “religious purposes,” more than \$1,000 higher than the average giving to religion by female members. Male members also donated statistically significantly more to support “educational purposes,” basic needs, and “youth development programs or family services.”

**Average amount donated to each type of causes over 12 months, by gender**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Gender difference was found to be statistically significant.

^ Sample size for Female less than 50.

In terms of the distribution of charitable giving, female and male Lions clubs members surveyed in the U.S. exhibited more similarities than differences. Large gender differences (without controlling for differences in other factors) were only observed with two types of causes: “religious purposes,” and “sight/blindness programs.”

**Percentage of household charitable giving donated to each type of causes over 12 months, by gender**

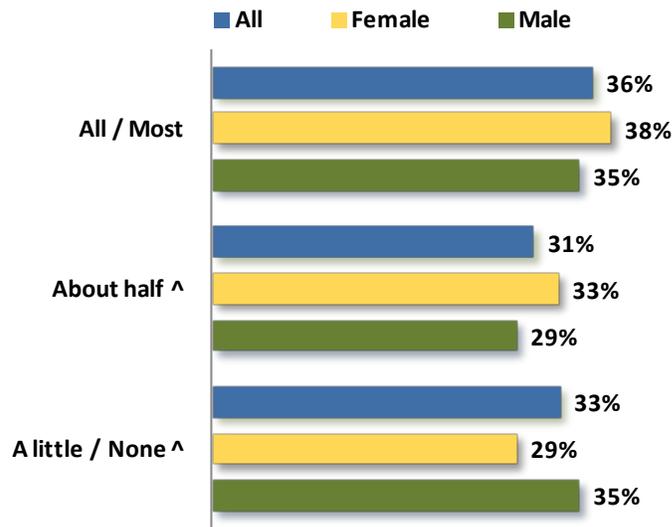
| Charitable Cause                    | Share of Giving to Each Cause |                             |
|-------------------------------------|-------------------------------|-----------------------------|
|                                     | Female<br>Lions Clubs Members | Male<br>Lions Clubs Members |
| Religious purposes                  | 54%                           | 61%                         |
| Sight/blindness programs            | 13%                           | 6%                          |
| Basic needs                         | 6%                            | 5%                          |
| Educational purposes                | 4%                            | 5%                          |
| Youth development / family services | 4%                            | 5%                          |
| Combined purposes                   | 4%                            | 3%                          |
| Health and wellness                 | 4%                            | 3%                          |
| Arts, culture, ethnic awareness     | 3%                            | 2%                          |
| Other causes                        | 2%                            | 4%                          |
| Disaster preparedness and relief    | 2%                            | 2%                          |
| Environmental protection            | 2%                            | 1%                          |
| Neighborhood improvement            | 1%                            | 1%                          |
| International causes                | 1%                            | 1%                          |

Source: Center on Philanthropy, 2011 Lions Clubs International Study

### Giving through Lions Clubs

More than one-third (36 percent) of U.S. Lions clubs members surveyed responded that they gave all or most of their charitable contributions through their involvement with Lions clubs. Approximately 31 percent made about half of their donations through Lions clubs, and the remaining one-third (33 percent) gave a little or none through Lions clubs. There was no statistically significant gender difference. As the figure below shows, female members were slightly more likely than male members to give at least half of their charitable money through Lions clubs.

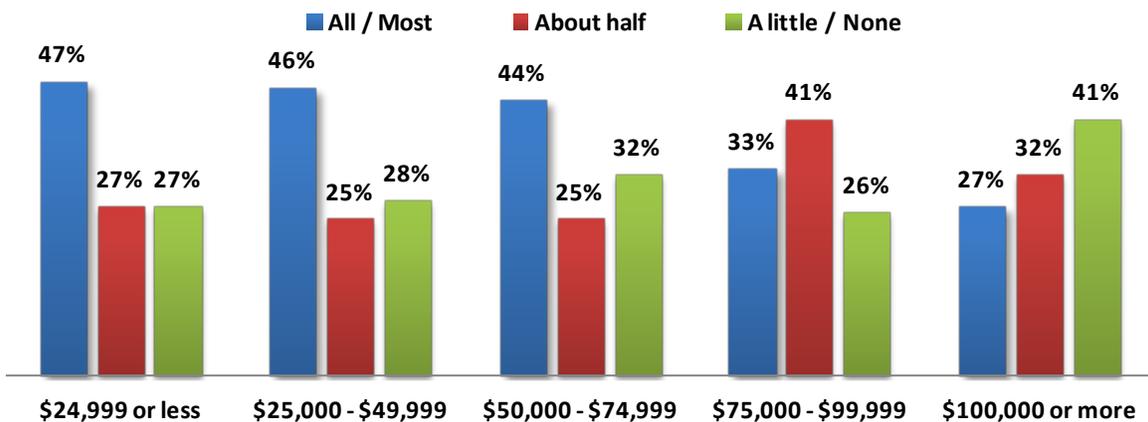
### Share of household charitable giving through Lions clubs, by gender



Source: Center on Philanthropy, 2011 Lions Clubs International Study  
 ^ Sample size for Female less than 50.

When looking at the annual household income of respondents in the survey, U.S. Lions clubs members with higher household income were found to be significantly more likely to make donations through other channels outside of Lions clubs. Nearly half (47 percent) of members with an annual household income less than \$25,000 gave all or most of their charitable contributions through Lions clubs, while only 27 percent of members with an annual household income of \$100,000 or more did so. Moreover, 41 percent of members with an annual household income between \$75,000 and \$100,000 gave about half of their charitable money through Lions clubs.

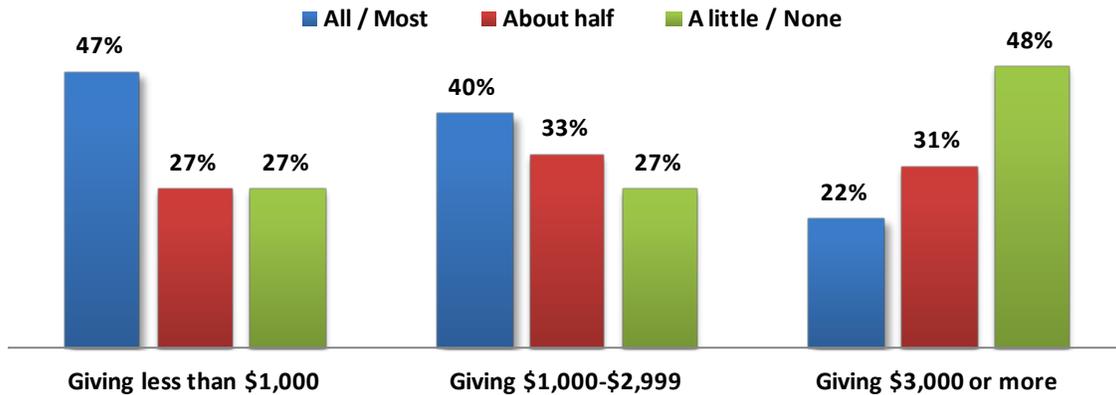
### Share of household charitable giving through Lions clubs, by annual household income



Source: Center on Philanthropy, 2011 Lions Clubs International Study  
 Differences across income levels were found to be statistically significant.  
 Sample size for each category less than 60.

In addition, as the total amount of household charitable giving increases, the likelihood of giving through other channels outside of Lions clubs goes up. In the survey, U.S. Lions clubs members with total household giving of \$3,000 or more over 12 months were found to be significantly more likely than others to give elsewhere.

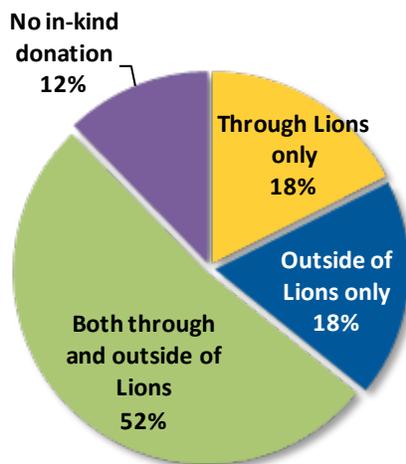
**Share of household charitable giving through Lions clubs, by level of total giving over 12 months**



Source: Center on Philanthropy, 2011 Lions Clubs International Study  
 Differences between groups were found to be statistically significant.  
 Sample size for each category less than 100.

The survey also asked respondents about the share of their in-kind donations made through Lions clubs. Over half (52 percent) of U.S. Lions clubs members surveyed made in-kind contributions both through and outside of their Lions club affiliations. Approximately 18 percent donated through Lions clubs only, and another 18 percent did so outside of their affiliations only.

**Share of in-kind donations through Lions clubs**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

## Motivations Behind Charitable Giving

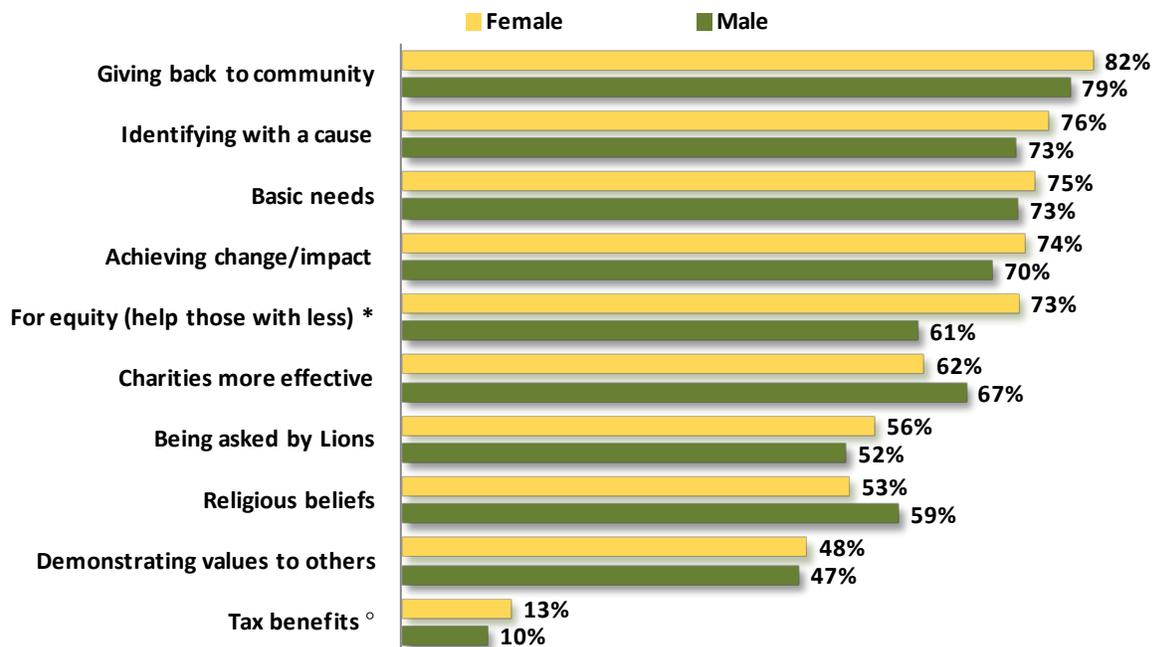
A variety of factors may encourage people to make contributions to charities. Often, no single factor can fully explain such philanthropic behavior. One purpose of the 2011 Lions Clubs International Study is to investigate the motivating factors behind charitable behaviors of Lions clubs members. Respondents were given several motivating factors for giving, and then were asked to identify each factor as very strong, strong, moderate, weak, or no motivation at all. In the graphs below, the percentages of respondents who reported “very strong” and “strong” for each motivation are combined.

### Motivational Differences by Gender

The figure below illustrates what motivates female and male Lions clubs members in the U.S. to give, respectively. In the survey, the four most frequently cited motivations for both female and male members were “giving back to community,” “identifying with a certain cause,” “helping individuals meet their basic needs,” and “a belief that my giving can achieve change or bring about a desired impact.”

Female members were more likely than male members to indicate almost all factors given as a “strong” (or “very strong”) motive for giving. In particular, 73 percent of female members surveyed responded that “for equity” (i.e. “a feeling that those who have more should help those with less”) was a major motive for their giving, whereas 61 percent of male members said so. By contrast, male members were only more likely than female members to cite two factors as strong motivation for giving: “charities more effective” (i.e. “a belief that charities can provide public services more effectively than government or private businesses can”), and “religious beliefs.”

### Motivations for charitable giving, by gender



Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Gender difference was found to be statistically significant. ° Sample size less than 50.

Furthermore, the study finds that motivations for charitable giving differ by the gender composition of leaders at a club. Survey respondents from clubs with all or most leadership positions held by male members (82 percent) were more likely than others to cite “giving back to community” as a strong motive (78 percent for respondents from clubs with gender-balanced leadership, and 76 percent for those from clubs with females holding all or most leadership positions). By contrast, respondents from clubs with a majority of male leaders (37 percent) were significantly less likely than those from clubs with gender-balanced leadership (52 percent) to identify “demonstrating my values and priorities to others” as a strong motivating factor for giving.

### Motivational Differences by Generation

Motivations for giving also often vary across people from different generations. This study looks at two generational groups particularly: Baby Boomers (aged 45-64 years old) and the Silent Generation (aged 65-79 years old). The top four motivations remain the same for these two groups. U.S. Lions clubs members from the Boomer Generation were more likely than those from the Silent Generation to indicate all factors, except for three, as strong motivation for giving (see the table below). This generational difference appeared to be more salient for two factors particularly: “identifying with a certain cause,” and “demonstrating my values and priorities to others.” The three motivations that members from the Silent Generation were more likely to identify as “strong” (or “very strong”) include: “charities more effective,” “religious beliefs,” and “receiving tax benefits.”

#### Motivations for charitable giving, by generation

| Motivation for Charitable Giving         | Boomer Generation<br>(aged 45-64 years old) | Silent Generation<br>(aged 65-79 years old) | Difference<br>between<br>Generations |
|--|---|---|--------------------------------------|
| <b>Giving back to community</b>          | 84%   | 77%   | 7%                                   |
| <b>Identifying with a cause *</b>        | 80%   | 68%   | <b>12%</b>                           |
| <b>Basic needs</b>                       | 76%   | 72%   | 4%                                   |
| <b>Achieving change/impact</b>           | 74%   | 70%   | 4%                                   |
| <b>For equity (help those with less)</b> | 66%   | 65%   | 1%                                   |
| <b>Charities more effective</b>          | 63%   | 71%   | - 8%                                 |
| <b>Being asked by Lions</b>              | 57%   | 54%   | 3%                                   |
| <b>Religious beliefs</b>                 | 55%   | 62%   | - 7%                                 |
| <b>Demonstrating values to others</b>    | 55%   | 42%   | <b>13%</b>                           |
| <b>Tax benefits °</b>                    | 10%   | 12%   | - 2%                                 |

Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Generational difference was found to be statistically significant. ° Sample size less than 50.

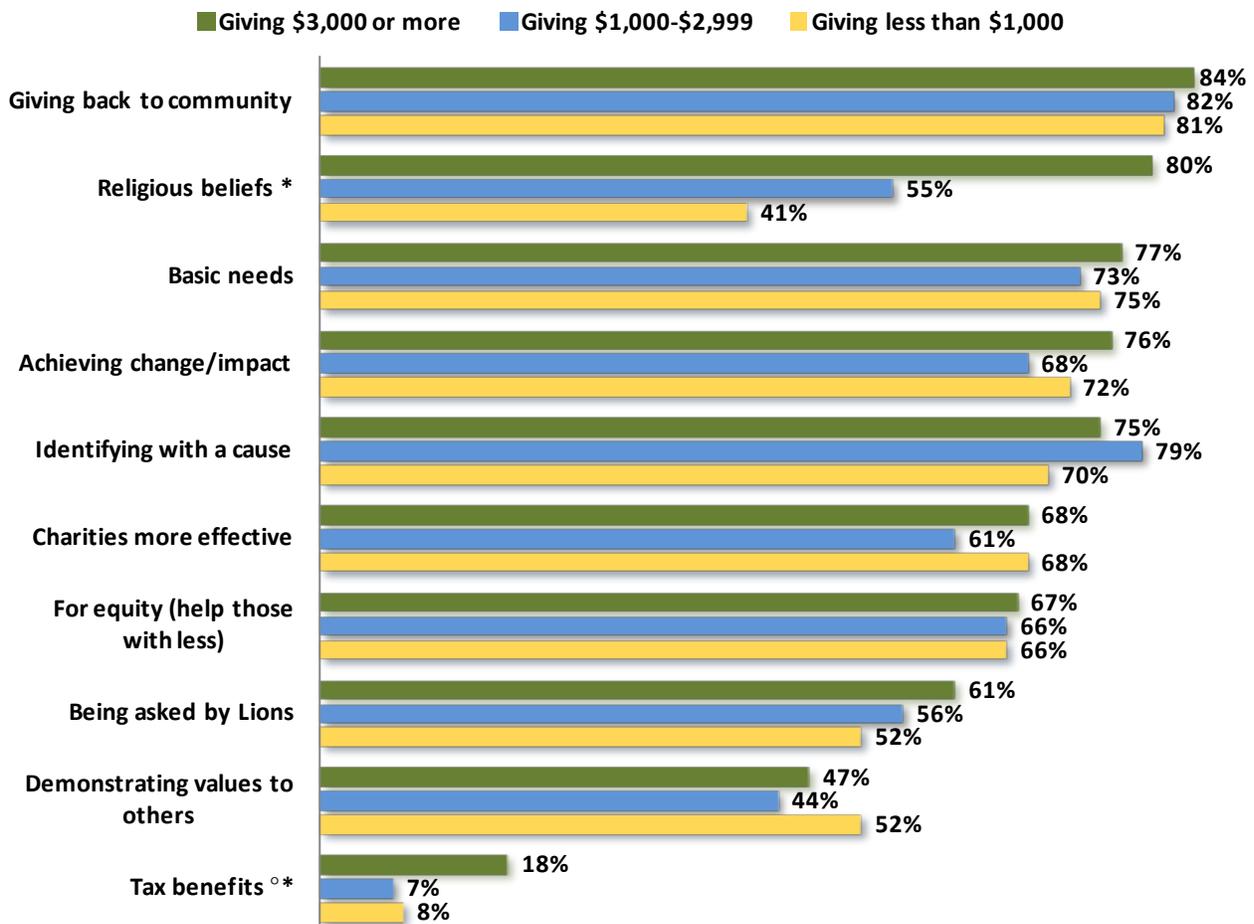
### Motivational Differences by Gift Level

It is often assumed that donors with different levels of contributions may be encouraged by different factors when they make giving decisions. This study examines this assumption and reveals interesting findings. The following graph illustrates the variation in motivation among U.S. Lions clubs members surveyed with different levels of household charitable donations.

The most prominent difference in motivation between members surveyed is “religious beliefs.” In the survey, about 80 percent of U.S. Lions clubs members who donated \$3,000 or more indicated “religious beliefs” as strong motivation for their giving, while about half (55 percent) of members with contribution between \$1,000 and \$3,000 and 41 percent of members with donation less than \$1,000 said so. Members with a higher level of giving were also more likely than others to identify “being asked by a fellow Lions clubs member or Lions leader” as a strong motivational factor.

On the other hand, members with charitable gifts of less than \$1,000 were more likely than others to report “demonstrating my values and priorities to others” and “charities more effective” as strong factors encouraging giving. Furthermore, members who gave between \$1,000 and \$3,000 were more likely to choose “identifying with a certain cause” as important motivation, but were less likely to cite “achieving change or a desired impact” as strong motivating factor.

**Motivations for charitable giving, by level of total giving**



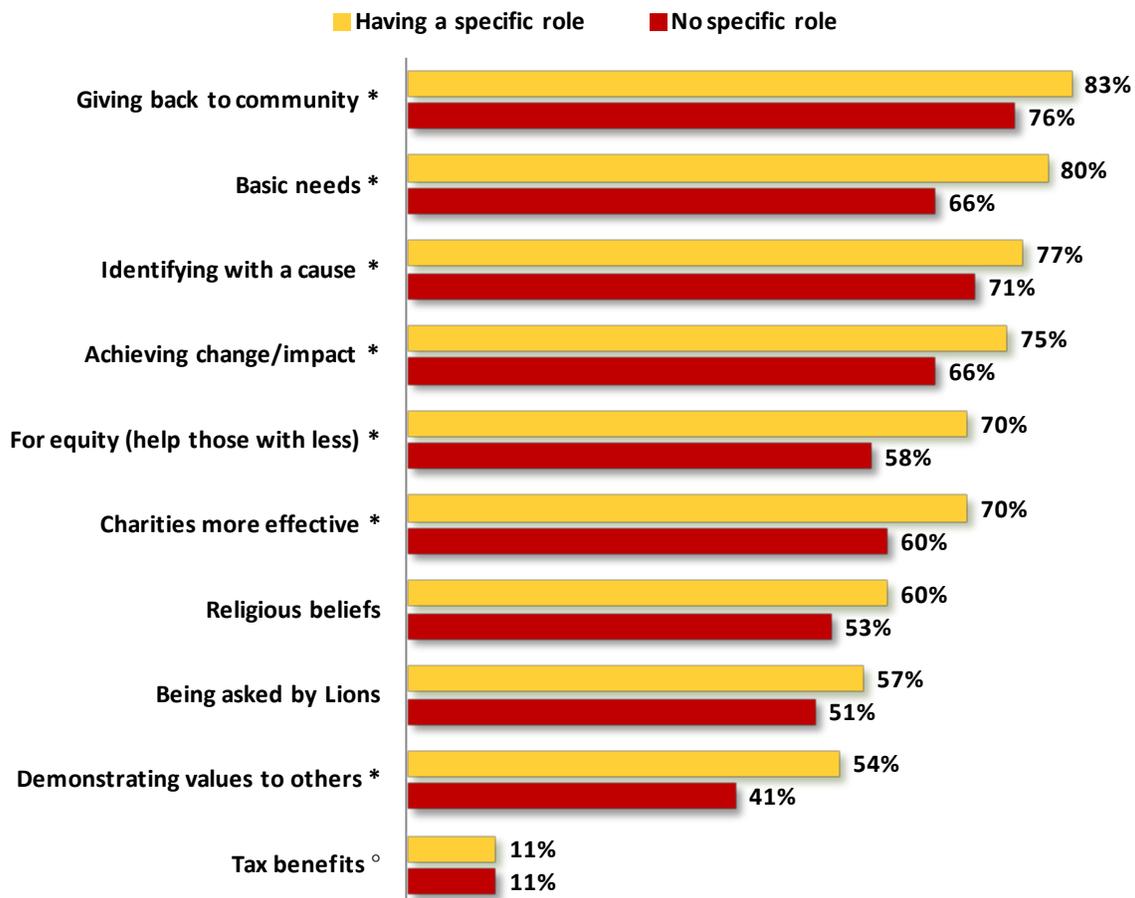
Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Difference between groups was found to be statistically significant. ° Sample size less than 50.

## Motivational Differences by Leadership Role

The study further explores whether motivations for charitable giving are associated with the current leadership role that a U.S. Lions clubs member occupies (for example, serving as Multiple District Council Chairperson, District Governor, Vice District Governor, or Family and Women’s membership Chairperson). Holding a leadership role usually involves a larger time commitment in voluntary services than that for regular club members who does not hold such positions. As shown in the graph below, U.S. Lions clubs members who currently occupy leadership roles were more likely than members with no specific roles to report all factors as strong motivation for giving. Moreover, among members holding a leadership position, “basic needs” ranked as the second most frequent motivation (80 percent), slightly higher than “identifying with a certain cause” (77 percent).

### Motivations for charitable giving, by current leadership role



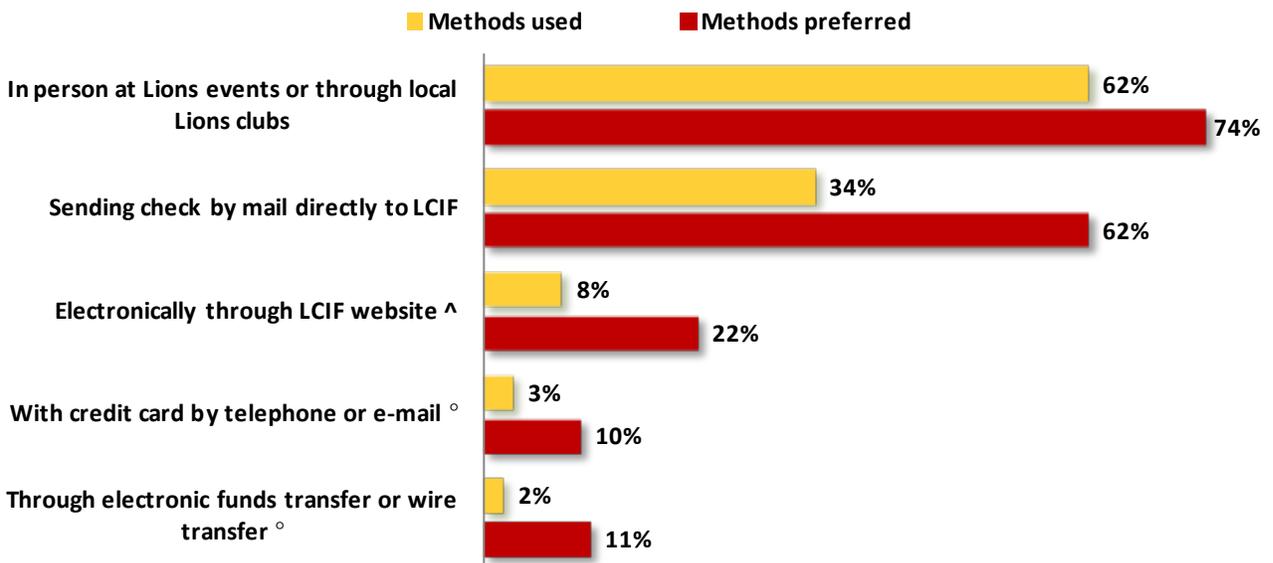
Source: Center on Philanthropy, 2011 Lions Clubs International Study

\* Difference between groups was found to be statistically significant. ° Sample size less than 50.

## Giving Methods

In the survey, respondents were also asked about the methods they used to make contributions to Lions Clubs International Foundation (LCIF), as well as the methods they would prefer. Giving in person at Lions events or through local clubs is most frequently used by U.S. Lions clubs members surveyed (62 percent). This is also the most preferred giving approach for them (74 percent). In addition, more than one-third (34 percent) of members made donations by sending a check via mail directly to LCIF, while over 60 percent actually would prefer this method. The other three giving approaches were much less frequently used by U.S. members surveyed, and were also less preferred.

### Methods used to donate to Lions Clubs International Foundation



Source: Center on Philanthropy, 2011 Lions Clubs International Study

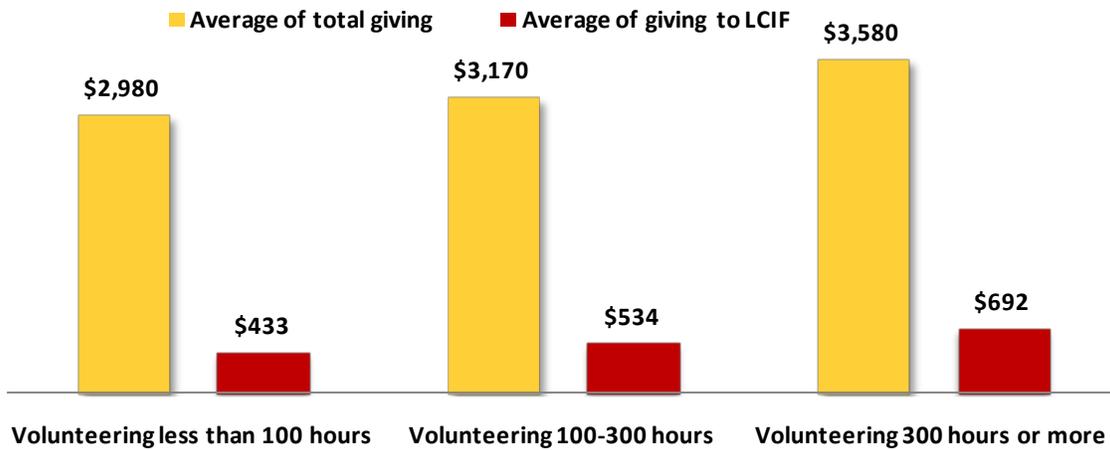
° Sample size for both categories less than 50. ^ Sample size for "Methods used" less than 50.

There were some variations by gender in the use and preference of giving methods. Giving in person was particularly popular among female members surveyed in the U.S. Around 73 percent of them (vs. 57 percent of male members) made donations through this method, and nearly 80 percent (vs. 72 percent of male members) preferred this way. By contrast, approximately 40 percent of male members donated by sending check via mail, whereas only 24 percent of female members did so. Similarly, slightly fewer female members (56 percent) preferred using this way to make contributions, compared to 63 percent of male members who preferred it.

## Giving and Volunteering

A higher level of volunteering is often associated with a higher level of charitable giving. This correlation is confirmed in this study. According to the survey data, U.S. Lions clubs members who volunteered more hours made a higher level of contributions on average, as shown in the figure below. Specifically, members who volunteered less than 100 hours over 12 months donated nearly \$3,000 on average, while members who volunteered 300 hours or more gave over \$3,500 on average. Similarly, those who volunteered more also donated more to LCIF.

### Average amount donated over 12 months, by hour volunteered



Source: Center on Philanthropy, 2011 Lions Clubs International Study

# Leading

The leaders of Lions clubs at the local, state, and national level play an important role in promoting philanthropy and making an impact in the community and beyond. In this section of the report, we examine the role of women in leadership positions and the perceptions of Lions clubs members about gender and leadership opportunities. At LCI, the number of female members in the U.S. has grown dramatically since 1987 and today they represent 26 percent of total membership in the U.S.

## Leadership and Gender in LCI

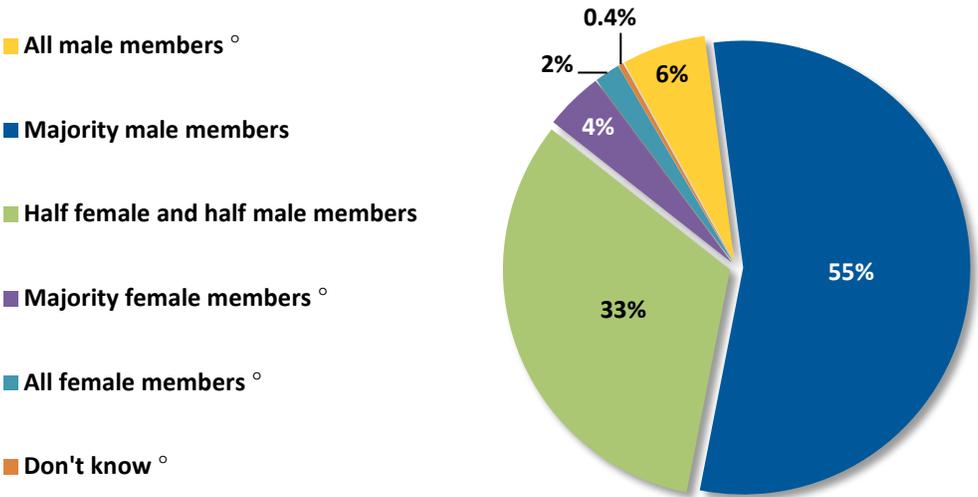
Overall, 88 percent of U.S. Lions clubs members surveyed reported that women previously held leadership positions in their club, including serving on a club board or committee.

### U.S. Lions clubs with women previously holding Lions leadership positions, reported by survey respondents

|   | Percentage of Respondents | Number of Respondents |
|---|---------------------------|-----------------------|
| <b>Yes, women were Lions leaders</b>    | 88%                       | 452                   |
| <b>No, women were not Lions leaders</b> | 10%                       | 51                    |
| <b>I don't know</b>                     | 2%                        | 11                    |

When looking at the gender composition of club members in the U.S., 55 percent of respondents indicated that they belonged to a club with mostly male members. One-third of members belong to clubs with an equal number of male and female members. Relatively few respondents are part of clubs with mostly female members (four percent), all female members (two percent), or all male members (six percent).

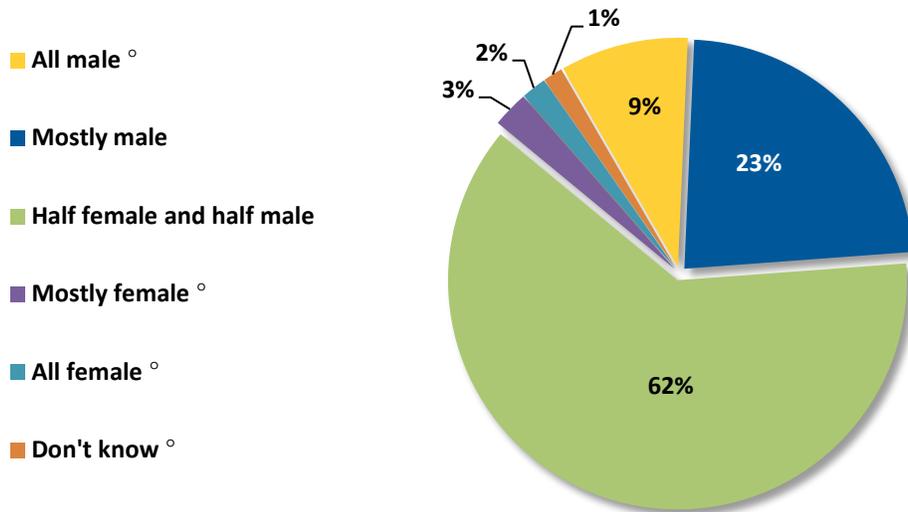
### Gender composition of U.S. Lions clubs members, reported by survey respondents (percentage)



Source: Center on Philanthropy, 2011 Lions Clubs International Study  
 ° Sample size less than 50.

Although over half of respondents said that their clubs had a majority of male members, women appeared to be holding substantial leadership roles at individual clubs. Of the U.S. Lions clubs members surveyed, more than 60 percent reported that leadership positions were held evenly between male and female members at their clubs. Further, about one-third (32 percent) of respondents said that male members held all or most leadership positions at their clubs, and five percent of respondents indicated that female members held all or most club leadership roles.

**Gender composition of U.S. Lions clubs leaders, reported by survey respondents (percentage)**

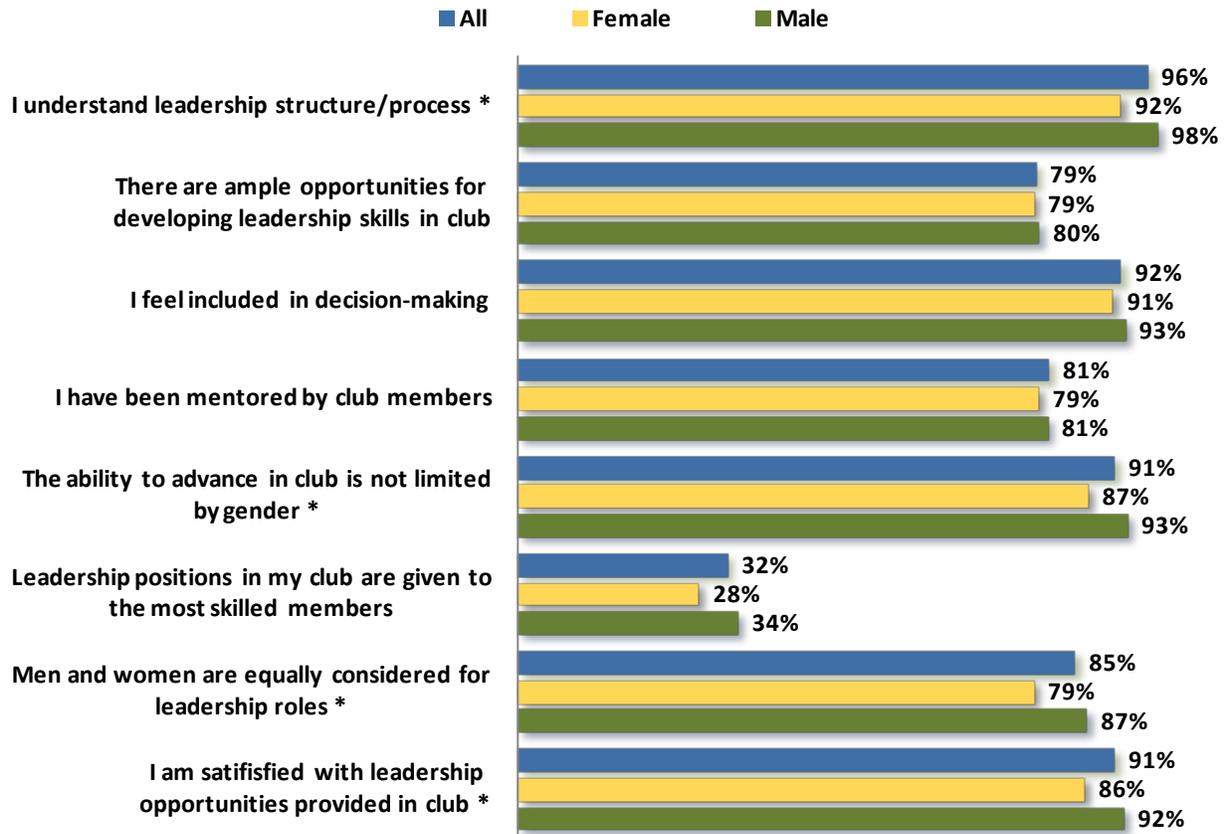


Source: Center on Philanthropy, 2011 Lions Clubs International Study  
 ° Sample size less than 50.

### Perceptions of Leadership in LCI

The figure below shows a variety of statements about leadership in Lions clubs, addressing key areas such as decision-making, mentoring, advancement, and satisfaction. Among all U.S. Lions clubs members in the survey, more than 90 percent agreed that they understood the leadership structure and process of becoming a leader (96 percent), and that they felt included in their club’s decision-making (92 percent). Approximately 80 percent of members surveyed agreed that “my club offers ample opportunities for members to develop leadership, communication, or planning/organizational skills,” or “I have been mentored by Lions club members to reach my desired potential within Lions.” About one-third (32 percent) of respondents agreed that club leadership positions are held by “those who are most skilled and have the most knowledge.” The percentages of respondents who “agreed” and “strongly agreed” were combined in the graph.

**Percentage of U.S. Lions clubs members surveyed who agreed with leadership statements, by gender**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

\*Gender difference was found to be statistically significant.

**Perceptions by Gender of U.S. Lions Clubs Members**

As shown in the graph above, in most cases, female and male respondents equally agreed with each leadership statement, but there are still some gender differences present in responses. Male members surveyed were slightly more likely than female members to agree that they understand the leader structure and process at their club (98 percent vs. 92 percent). Male members were also more likely to agree that they are satisfied with opportunities for club leadership when compared to female members (92 percent vs. 86 percent) and that men and women are equally considered for leadership roles (87 percent vs. 79 percent).

**Perceptions by Gender Composition of Club Members**

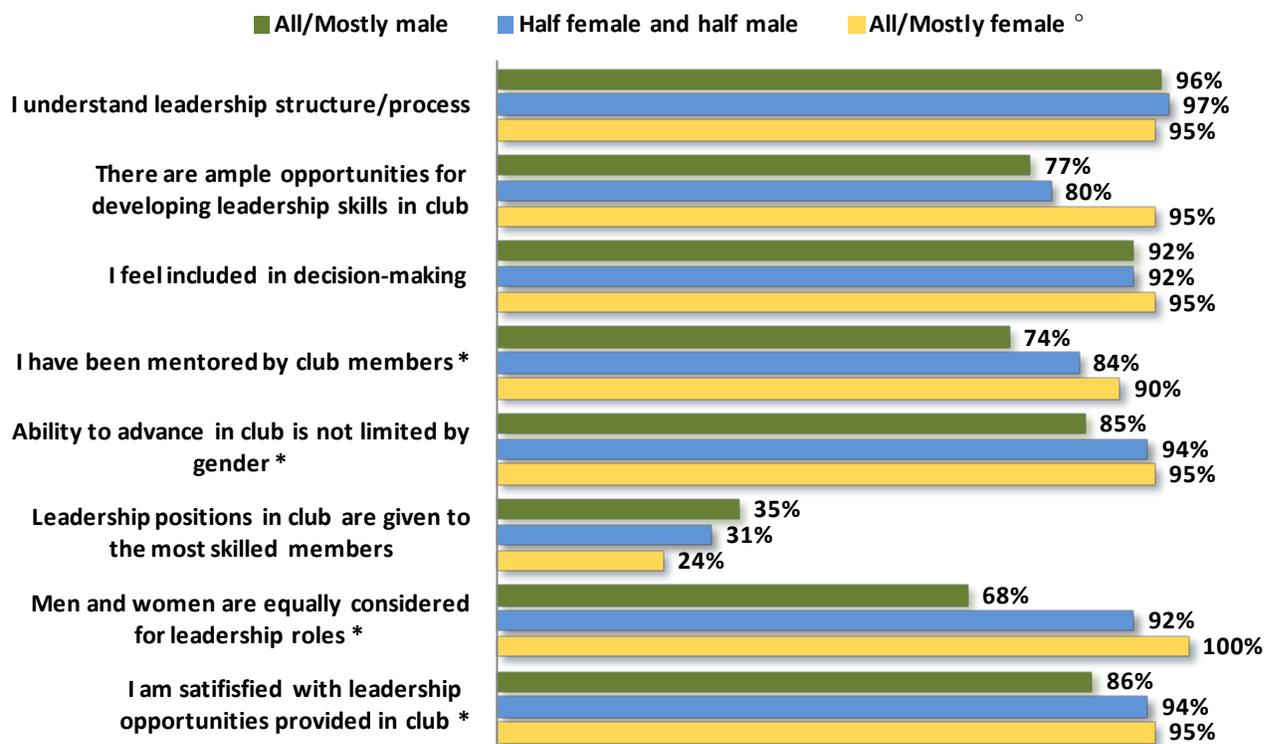
When examining these statements by the gender composition of a respondent’s club, very few differences exist between all or mostly male clubs, half female/half male clubs, and all or mostly female clubs, with one exception. Respondents from clubs with all or a majority of male members (82 percent) were statistically significantly less likely than others to agree that “men and women are equally considered for leadership roles in Lions” (90 percent for both respondents from clubs with gender-balanced membership and those from all or mostly female clubs).

## Perceptions by Gender Composition of Club Leadership

Though a club’s gender composition had little effect on statement outcomes, the gender composition of a club’s leaders does appear to be closely correlated with responses.

Respondents in U.S. Lions clubs with all or mostly female leaders were statistically significantly more likely than those from clubs with all or a majority of male leaders to agree that they felt mentored by other club members (90 percent vs. 74 percent), and that “men and women are equally considered for leadership roles in Lions” (100 percent vs. 68 percent). Moreover, members from a majority of male-led clubs were significantly less likely than others to agree that their ability to advance in the club is not limited by gender (85 percent) and that they are satisfied with leadership opportunities in their club (86 percent).

**Percentage of U.S. Lions clubs members surveyed who agreed with leadership statements, by club leadership gender composition**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

\*Difference between groups was found to be statistically significant. ° Sample size less than 50.

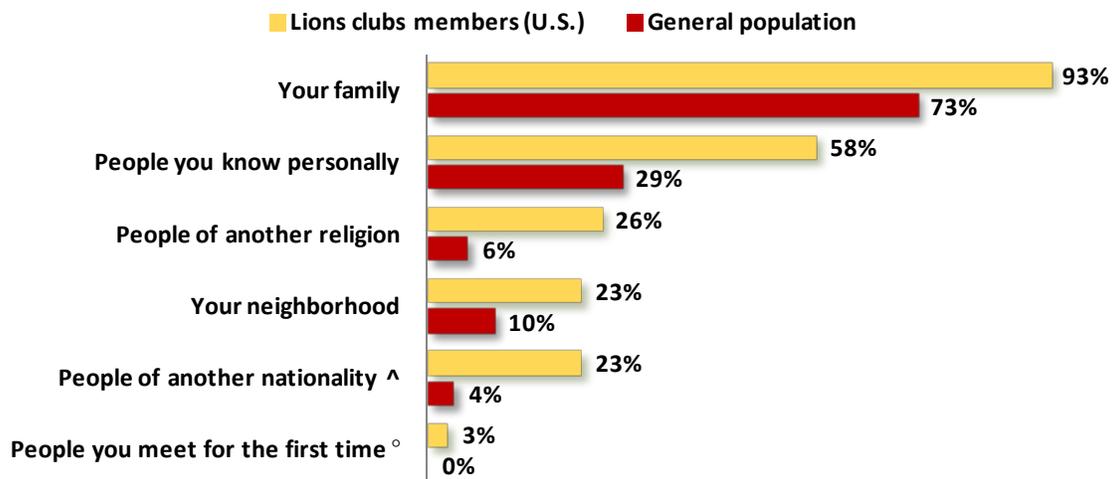
## Social Trust

Social trust is a fundamental component of strengthening civil society, and encourages philanthropic behavior. This section of the report looks at the level of general social trust among U.S. Lions clubs members, and compares it to the level of trust of the general population.

In this section of the survey, Lions clubs members were first asked how much they trust people from various groups listed in the chart below. Compared to the general population, members surveyed in the U.S. exhibited a higher level of trust towards each group. More than 90 percent of members surveyed reported that they trusted their family completely (vs. 73 percent of the general population), and nearly 60 percent said they trusted people they know personally completely (vs. 29 percent of the general population).

Members surveyed also reported a higher level of trust than the general population towards people of another religion (26 percent vs. six percent) and those of another nationality (23 percent vs. four percent). Unlike the general population, among which more people trusted their neighborhood than people of different religion or nationality, U.S. Lions clubs members reported similar levels of trust towards these three groups of people.

### “How much do you trust ... completely?”



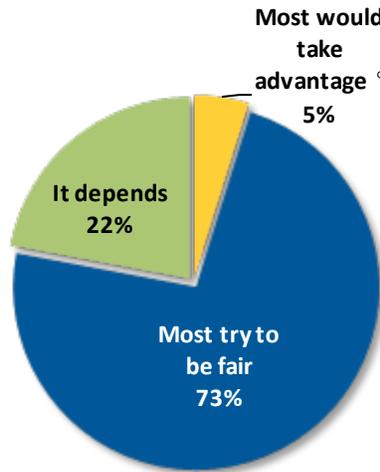
Sources: Center on Philanthropy, 2011 Lions Clubs International Study; General population data from 2006 World Values Survey: United States (the most recent data available)

° Sample size less than 50. ^ Sample size for General population less than 50.

The survey next asked Lions clubs members “Do you think most people would try to take advantage of you if they had an opportunity, or would they try to be fair?” A majority (73 percent) of U.S. members surveyed thought that most people would try to be fair, one-fifth (22 percent) said it depends, and only five percent agreed that most people would take advantage if they had an opportunity.

Compared to the general population, Lions clubs members again exhibited a higher level of social trust. According to a survey of 2,000 American adults (nationally representative) conducted by the Pew Research Center in 2006, 59 percent of people said most people would try to be fair, and 31 percent reported that people would take advantage.

**“Do you think most people would try to take advantage of you if they had an opportunity, or would they try to be fair?”**



Source: Center on Philanthropy, 2011 Lions Clubs International Study  
° Sample size less than 50.

# Methodology

## Survey Questionnaire

The online survey questionnaire consisted of 37 questions distributed to Lions clubs members via email. In addition to questions on individual and club characteristics, the survey asked members about their charitable giving and volunteering, both through and outside of LCI during the past 12 months. Motivations for giving and participation in Lions clubs were also asked. Moreover, the survey included questions on social trust and members’ perception about leadership opportunities at their club.

With adaptations for LCI’s programs and service activities, questions asking respondents about their contributions to each type of charitable causes were modeled after questions from the Center on Philanthropy Panel Study (COPPS), the philanthropy module of the Panel Study on Income Dynamics conducted at the University of Michigan. The modeling was intended to provide comparable national data on household charitable giving in the U.S.

Questions on motivations for giving were modeled after questions asked in regional giving studies conducted by the Center on Philanthropy, and were also adapted to better reflect the values and mission of LCI. Lastly, questions on social trust were modeled after questions asked in the World Values Survey, which has been widely replicated in many other surveys conducted in other countries. This modeling was intended to offer cross-country comparable data on the level of trust.

## Final Dataset and Response Rate

The data analyzed in this report were part of a larger study that surveyed a random sample of Lions clubs members in 14 selected countries. An online survey was sent to nearly 2,700 Lions clubs members in the United States in late February. A total of 575 members completed the survey, and the response rate was about 21 percent.

## Response Rate Summary: U.S. Lions Clubs International Survey

|  | Count |
|--|-------|
| <b>Delivered sample</b>  | 2,696 |
| <b>Final sample size<br/>(excluding responses with 3 questions answered or less)</b> | 575   |
| <b>Response rate</b>   | 21.3% |

## Data Analysis

*Outliers.* Data on dollar amounts donated and hours volunteered sometimes contain extreme values that are apt to highly influence average values. Particularly, if the sample size is relatively small, then including such extreme values, which are often considered as “outliers” in statistical analysis, usually has a profound influence on averages. Therefore, these extreme values were excluded in the analysis of giving amounts and hours volunteered in this study. Identified through statistical methods, two observations were considered outliers when analyzing charitable giving data, and four observations were considered outliers when analyzing volunteering data.

*Coding of string variables.* When analyzing data on charitable giving amounts and volunteer hours, responses given in text without specified numerical values (such as “many,” “numerous,” or “hundreds”) were included in the calculation of giving/volunteering rate, but they were excluded in the analysis of numerical data, for example, average amounts donated or average hours volunteered.

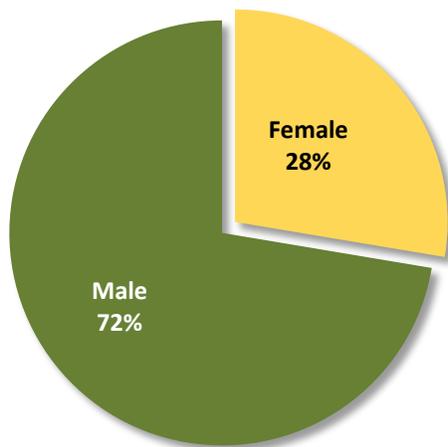
# Appendix A

## United States: Profile of Lions Clubs Members Surveyed

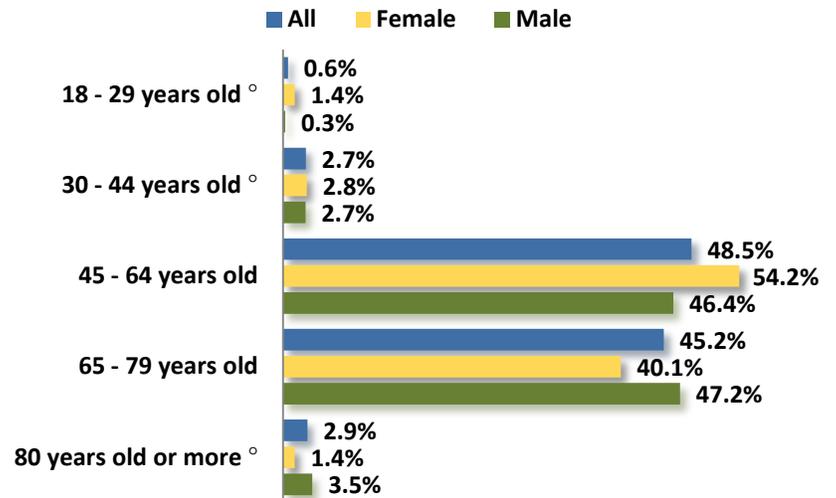
Response rate: **21.3%**    Survey sample size: **2,696**    Number of respondents: **575**

### Demographic Profile of U.S. Lions Clubs Members

**Gender of Respondents**

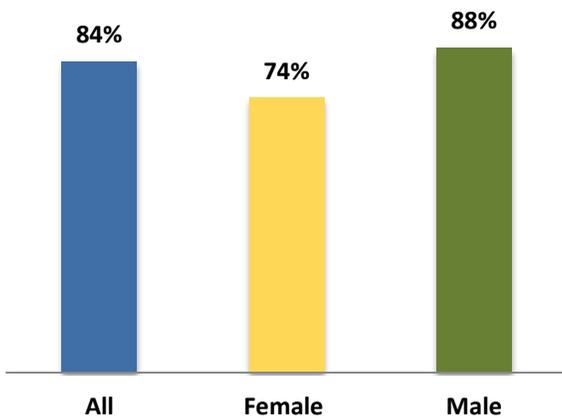


**Age of Respondents, by Gender**

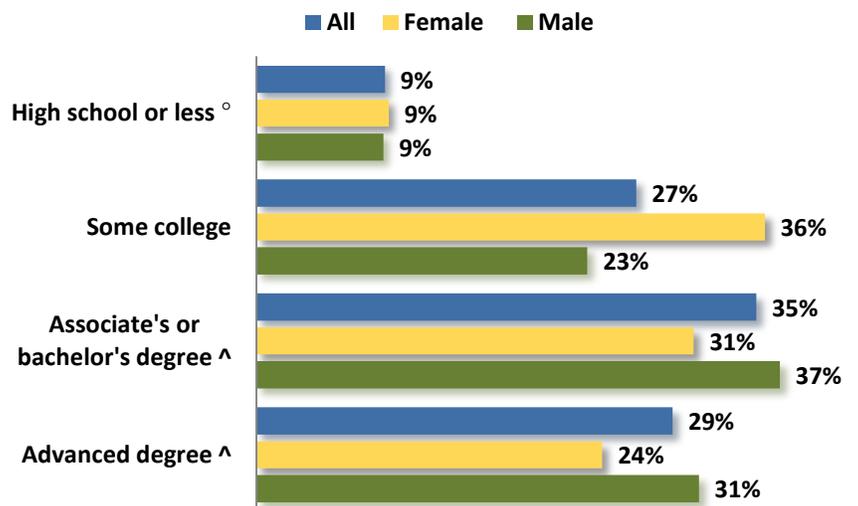


Note: ° Sample size less than 50 (18-29 years old: 3, 30-44 years old: 14, 80 years old or more: 15).

**Percentage of Respondents Who Are Married, by Gender**

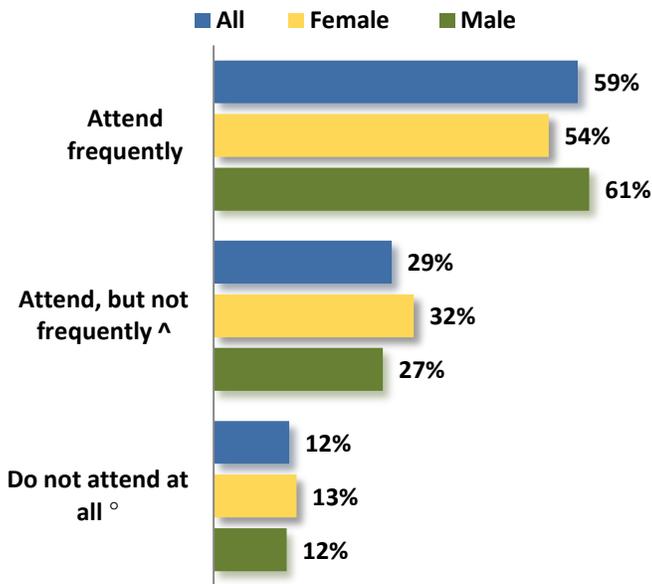


**Educational Level of Respondents, by Gender**



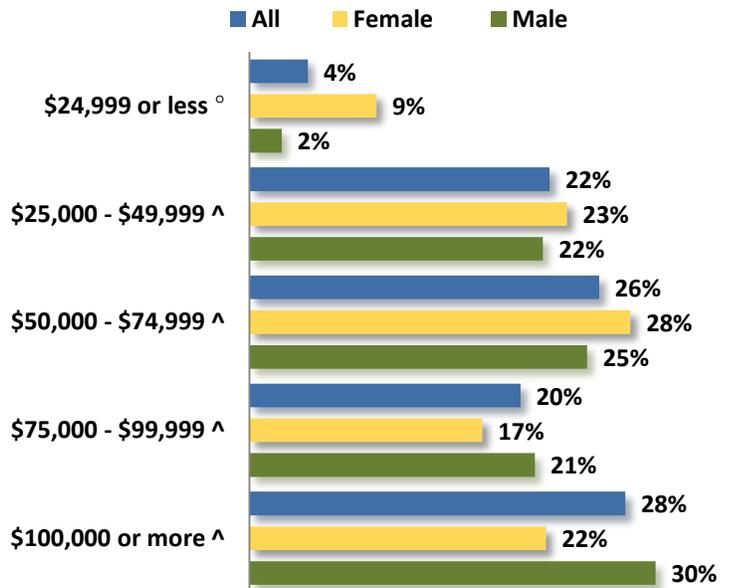
Note: ° Sample size less than 50. ^ Sample size for Female less than 50.

### Religious Attendance of Respondents, by Gender



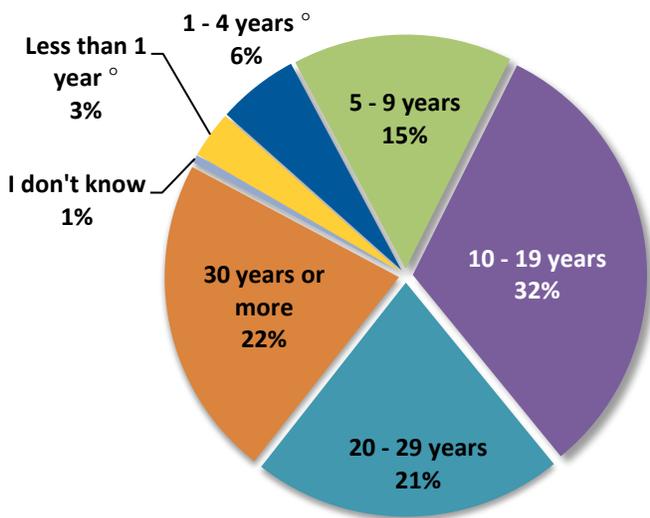
Note: ° Sample size less than 50. ^ Sample size for Female less than 50.

### Annual Household Income of Respondents, by Gender



Note: ° Sample size less than 50. ^ Sample size for Female less than 50.

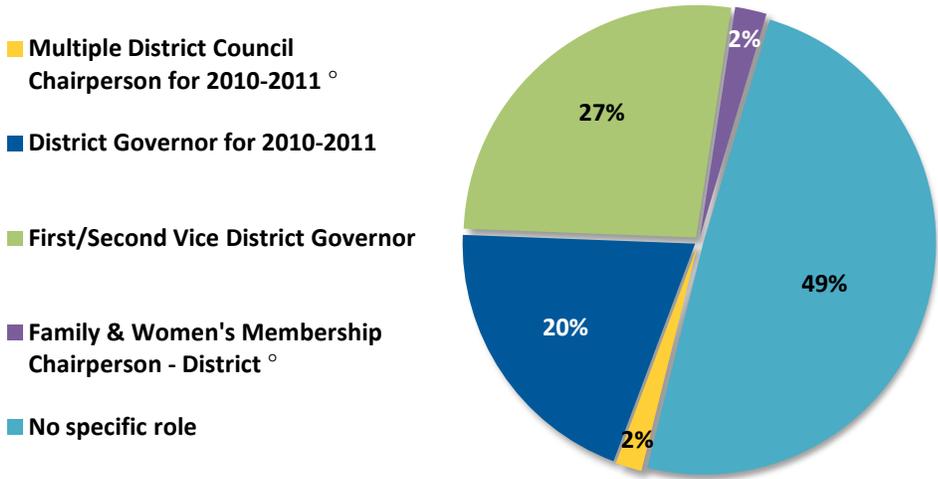
### Years of Membership in LCI



Note: ° Sample size less than 50.

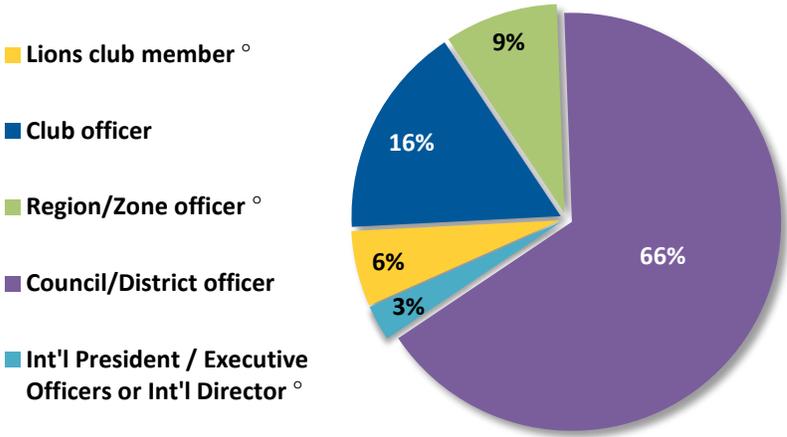
When looking at gender composition within each group, respondents with shorter membership were more gender balanced, while respondents with longer membership tended to be dominated by male members. In the survey, nine percent of respondents had less than five years of membership. Roughly half of them were male and female members, respectively. About 43 percent of respondents had been Lions club members for 20 years or more. Among them, over 80 percent were male members.

### Current Leadership Roles in LCI



Note: ° Sample size less than 50.

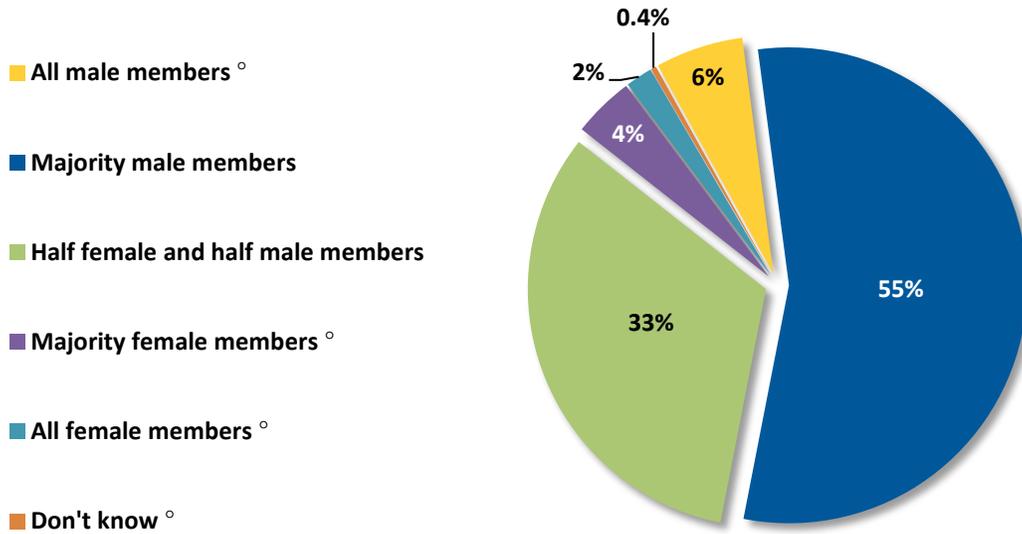
### Highest LCI Leadership Position Held



Note: ° Sample size less than 50.

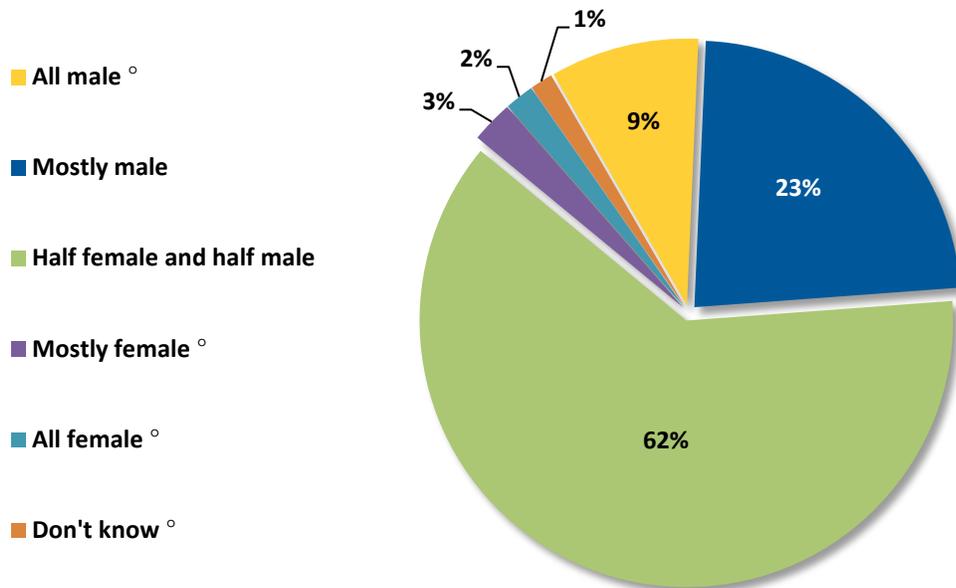
# Characteristics of U.S. Lions Clubs

## Gender Composition of Lions Clubs Members



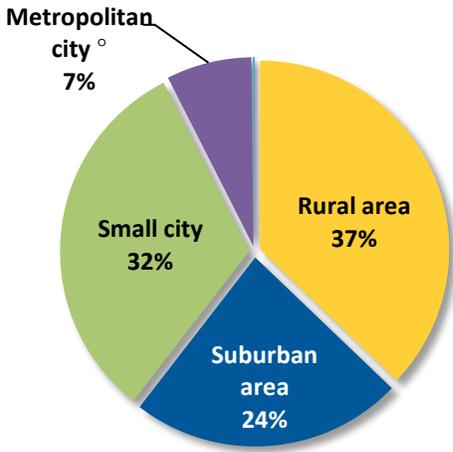
Note: ° Sample size less than 50.

## Gender Composition of Leaders in Lions Clubs



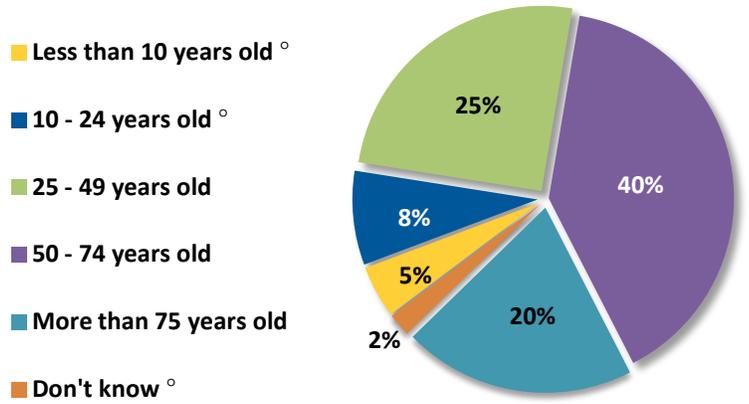
Note: ° Sample size less than 50.

### Location of Lions Clubs



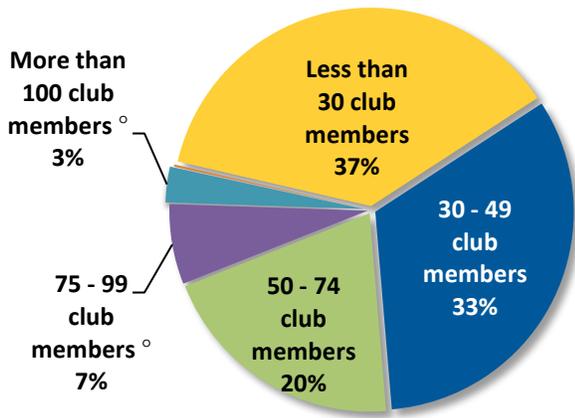
Note: ° Sample size less than 50.

### Age of Lions Clubs



Note: ° Sample size less than 50.

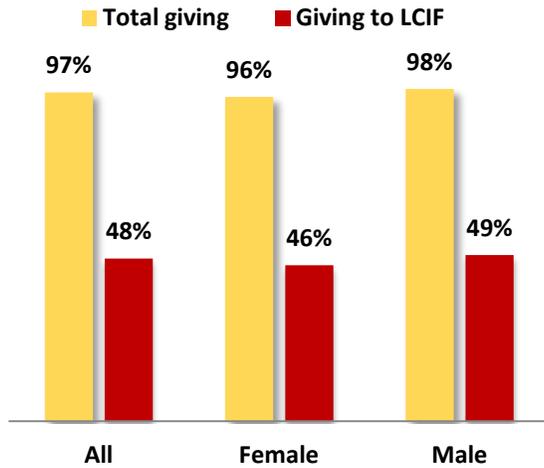
### Number of Members in Lions Clubs



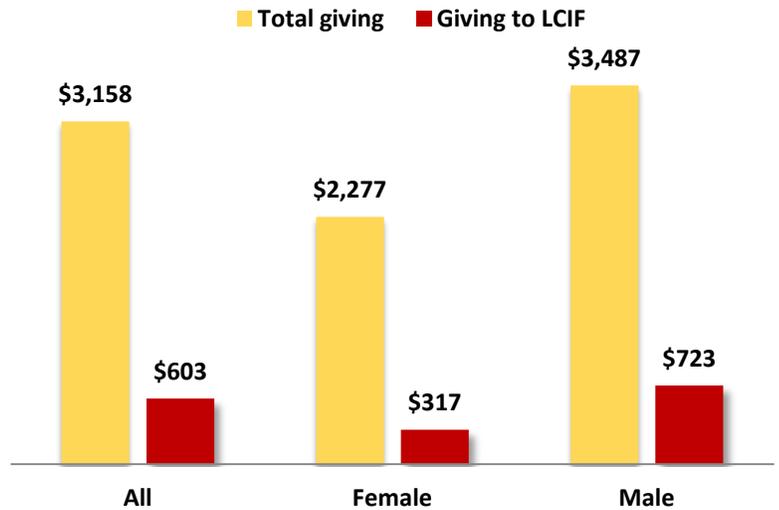
Note: ° Sample size less than 50.

## Charitable Giving of U.S. Lions Clubs Members

**Percentage of Respondents Who Made Charitable Contributions over 12 Months, by Gender**

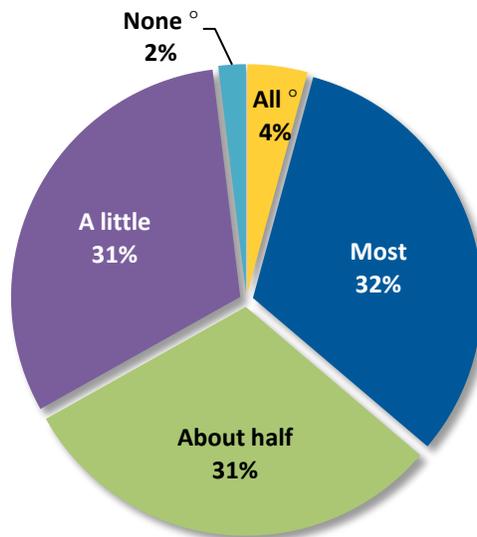


**Average Amount Donated over 12 Months, by Gender**



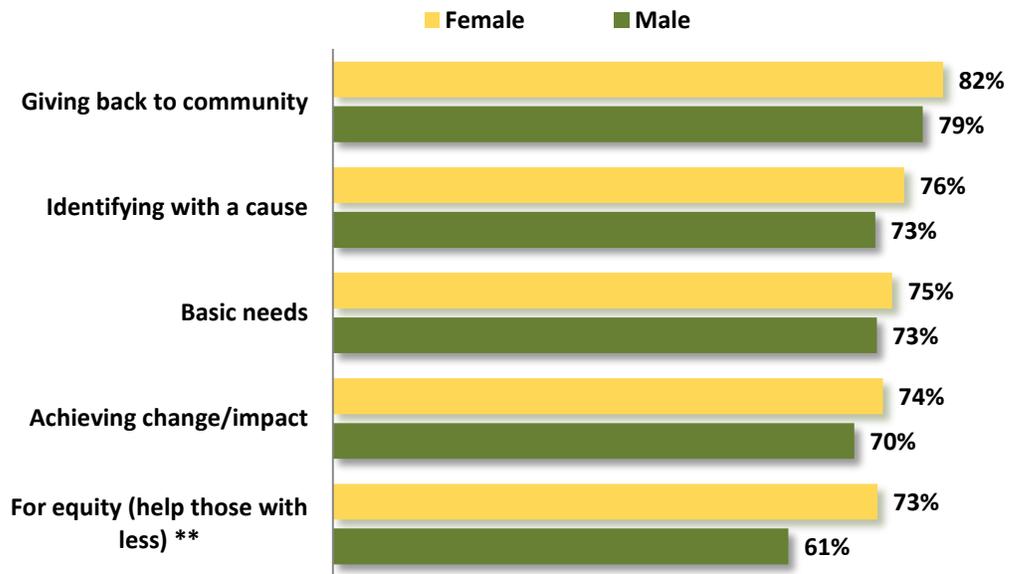
Note: Gender difference in total giving is statistically significant at the 0.01 level.

**Share of Charitable Giving through Lions Clubs**



Note: ° Sample size less than 50.

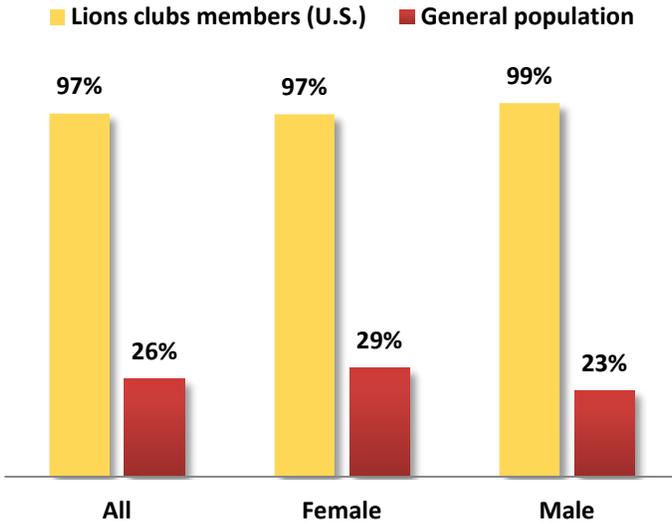
### Top 5 Motivations for Charitable Giving, by Gender



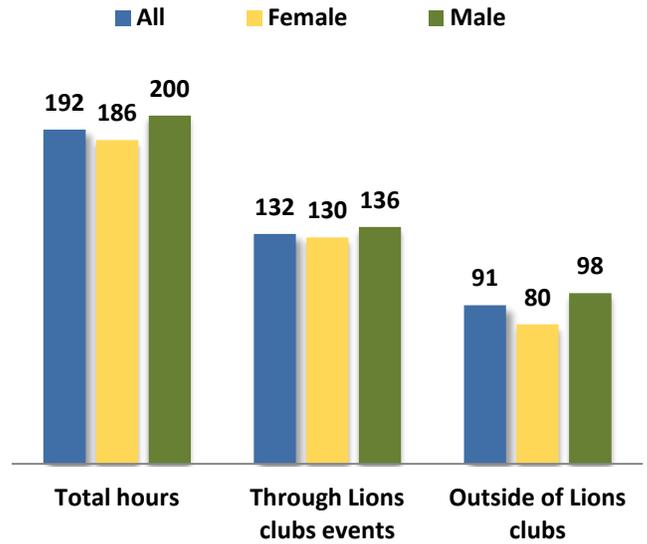
Note: \*\* p < 0.05

# Volunteering of U.S. Lions Clubs Members

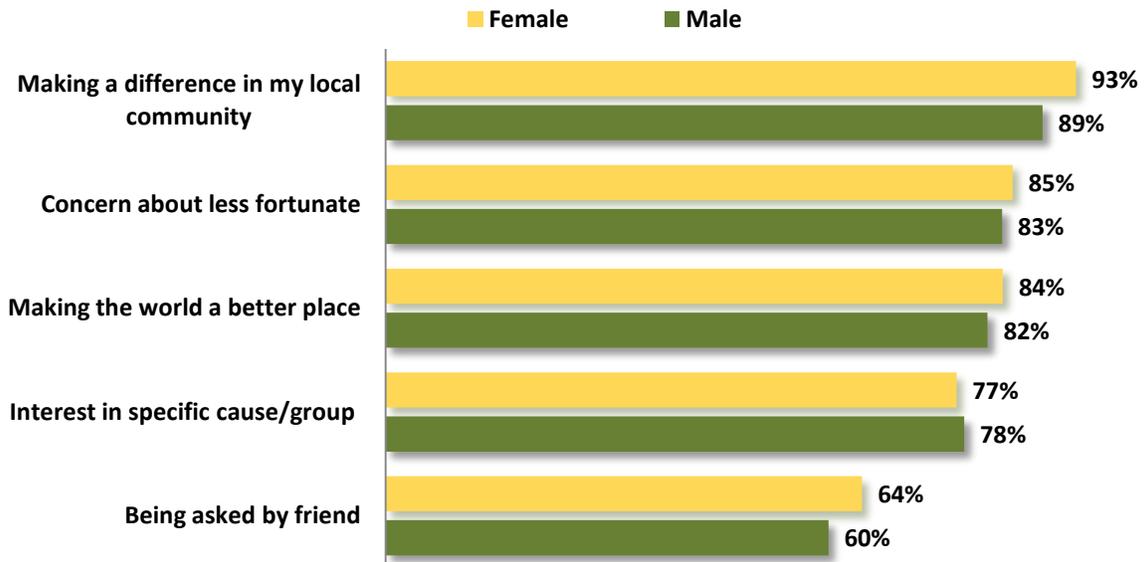
Percentage of Respondents Who Volunteered over 12 Months, by Gender



Average Number of Hours Volunteered over 12 Months, by Gender



Top 5 Motivations for Participation in Lions Clubs, by Gender





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INDIANA UNIVERSITY • PURDUE UNIVERSITY • INDIANAPOLIS

550 West North Street, Suite 301  
Indianapolis, IN 46202  
Phone: (317) 274-4200  
Fax: (317) 684-8900