



## **Serving, Giving, and Leading: Philanthropic Commitment in Lions Clubs International Executive Summary**

**January 2012**

Among the first international surveys to focus on philanthropic engagement of service club members, this study reveals that members of Lions Clubs International (LCI) are highly engaged in philanthropy both in the U.S. and abroad. Based on survey data collected from Lions clubs members in 12 countries, this study provides new insights on members' voluntary service, charitable giving, leadership, and social trust.

### **Key Findings**

- Lions clubs members surveyed are highly likely to volunteer and to give to charity, and they give and volunteer at significantly higher rates than the general population in all 12 countries.
  - Worldwide, 92 percent of Lions clubs members surveyed donated to charitable causes and 86 percent volunteered over 12 months.
  - In the U.S., 97 percent of Lions clubs members surveyed made charitable contributions and 97 percent volunteered over 12 months. In comparison, nationwide about 65 percent of American households donated \$25 or more to charities in 2008 based on findings from 2009 Center on Philanthropy Panel Study, and 26 percent of Americans volunteered in 2010 according to data from the Corporation for National and Community Service.
- Service and giving occurred both through Lions clubs initiatives and outside of club activities.
- Women are leaders in Lions Clubs internationally.
- Lions clubs members in most countries surveyed were greatly more trusting of family, people belonging to other religions, and people of other nationalities than the general population.

## Serving

- **Lions clubs members are highly likely to volunteer:** In all 12 countries, Lions clubs members surveyed were more likely to volunteer than the general population. The total number of hours that Lions clubs members volunteered ranged from an average of 105 hours a year in Japan to an average of 367 hours a year in India, roughly two-thirds of which were done through organized club activities in most countries. In the U.S., Lions clubs members volunteered an average of 192 hours over 12 months, compared to the national average of 33.9 hours volunteered per resident in 2010.
- **Volunteering for charitable causes:** Volunteering for “community and environmental services” was among the top three causes for which Lions clubs members volunteered in all 12 countries surveyed except France. “Health and wellness,” “opportunities for youth and children,” and “sight-related or blindness prevention” were also commonly cited volunteer activities.
- **Motivations for participating in LCI:** “Making a difference in my local community,” “making the world a better place,” and “concern about those less fortunate” were among the top three motivations for participation in LCI identified by Lions clubs members surveyed in most countries.

## Giving

- **Lions clubs members are highly likely to donate to charity:** Lions clubs members surveyed were more likely to give to charitable causes than the general public in all 12 countries. Overall, women and men were equally likely to make charitable donations in almost all countries.
- **Lions clubs members donated to all types of charitable causes.** Lions clubs members surveyed in countries including Australia, Brazil, China, Japan, and Philippines were most likely to support “disaster preparedness and relief.” Meeting basic needs, such as food and housing and shelter, was the cause most likely to be supported by Lions clubs members surveyed in France, Mexico, Nigeria, and the U.S.
  - **Giving to disaster relief and other international causes by U.S. Lions clubs members.** About 35 percent of U.S. members donated for “disaster preparedness and relief,” and they gave \$118 on average. Around 16 percent of U.S. members reported charitable giving to other international causes, and the average gift size was \$212. By comparison, 6 percent of American households donated for international causes and the average amount given was \$272.
- **Lions clubs members supported charitable causes both through LCI and outside Lions initiatives.** Between 33 and 60 percent of survey respondents in each country made all or most of their charitable giving through their Lions clubs’ involvement. About one-

third of members in most countries donated primarily through other channels outside of their Lions clubs.

- **Motivations for charitable giving:** In most countries, “giving back to the community” was the leading motivation for donating to charity. “Helping individuals meet their basic needs” was another strong motivation behind charitable giving.

## Leading

- **Gender composition of Lions clubs leaders:** Overall, more than half of Lions clubs members surveyed reported that they belonged to clubs where women and men participate equally in club leadership.
- **Women in leadership positions:** In eight of the 12 countries surveyed, over 80 percent of respondents indicated that women previously held leadership positions in their clubs, including serving on a club board or committee.
- **Perceptions of leadership opportunities** (questions not fielded in one country): More than 60 percent (ranging from 60 percent to 93 percent) of Lions clubs members in 11 of the 12 countries agreed that men and women were equally considered for leadership roles. Over half (between 58 percent and 91 percent) of members surveyed agreed that gender did not limit their ability to advance as leaders.

## Social Trust

- **Lions clubs members surveyed reported higher levels of social trust than the general population:** Lions clubs members in most countries surveyed were greatly more trusting of family, people belonging to other religions, and people of other nationalities when compared to the general population. For instance,
  - In the U.S., 93 percent of Lions clubs members surveyed reported that they trust in their family completely, while 73 percent of Americans said so according to 2006 U.S./World Values Survey.
  - Moreover, 26 percent and 23 percent of U.S. Lions clubs members indicated that they trust in people of another religion and those of another nationality completely, respectively. In comparison, in the 2006 U.S./World Values Survey, only 6 percent and 4 percent of U.S. general population reported so, respectively.

## Methodology

This study analyzed survey data collected from Lions Clubs International members in 12 countries. An online survey, translated into five languages other than English, was sent to a random sample of over 24,000 Lions clubs members in 14 countries between late February and April in 2011. The survey asked respondents about volunteering, charitable giving, social trust, and leadership opportunities, in addition to individual and club characteristics. Over 3,100 members from all countries surveyed responded, with an average response rate of 13 percent. The final sample in the study consists of 2,767 responses from 12 countries. These countries are from five regions, ranging from developed countries to developing ones: North America (including United States and Canada), Latin America (including Brazil and Mexico), Europe (including France and Turkey), Asia-Pacific (including Australia, China, India, Japan and Philippines), and Africa (including Nigeria). Please refer to the Methodology section in the full reports for details.

The study is sponsored by Lions Clubs International and CCS, and researched and written by the Center on Philanthropy at Indiana University. Read the full reports, ***Serving, Giving, and Leading Globally*** and ***Serving, Giving, and Leading in the United States*** at:

- Lions Clubs International's website ([http://www.lcif.org/EN/files/pdfs/Global\\_Report\\_Study.pdf](http://www.lcif.org/EN/files/pdfs/Global_Report_Study.pdf); [http://www.lcif.org/EN/files/pdfs/US\\_Report\\_Study.pdf](http://www.lcif.org/EN/files/pdfs/US_Report_Study.pdf)),
- CCS's website (<http://ccsfundraising.com/images/stories/pdf/LCIGlobalReport.pdf>; <http://ccsfundraising.com/images/stories/pdf/LCIUSReport.pdf>), or
- The Center on Philanthropy's website ([http://philanthropy.iupui.edu/Research/giving\\_fundraising\\_research.aspx#LionsClub](http://philanthropy.iupui.edu/Research/giving_fundraising_research.aspx#LionsClub)).