

Serving, Giving, and Leading Globally:

Philanthropic Commitment in Lions Clubs International

January, 2012

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



Sponsored by



Researched and Written by



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.

The Center on Philanthropy at Indiana University

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
Sarah Nathan and Elizabeth Farris, Research Assistants
Laura Small, Graphic Designer

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

Table of Contents

Introduction	1
Key Findings	2
Serving.....	4
Volunteering by Lions Clubs Members	4
Volunteering to Charitable Causes	6
Motivations for Participating in LCI	7
Giving	8
Overall Giving to Charity	8
Giving to Charitable Causes	11
Giving through Lions Clubs	15
Motivations Behind Charitable Giving	16
Giving Methods.....	17
Giving and Volunteering	18
Leading.....	19
Leadership and Gender in LCI	19
Perceptions of Leadership in LCI.....	23
Social Trust.....	26
Methodology.....	28
Appendix A: Volunteering to Charitable Causes	i
Appendix B: Motivations for Participating in LCI	ii
Appendix C: Giving to Charitable Causes	iii
Appendix D: Motivations for Charitable Giving	iv
Appendix E: Used and Preferred Methods of Giving	v

Introduction

Philanthropy—“voluntary action for the public good”—plays a significant role in strengthening our society.¹ It is an important vehicle people use to realize their “moral imagination” and to shape the “moral agenda” of the society in which they live. The spirit of philanthropy exists in every culture, but the expression of philanthropy is deeply embedded in the particular historical, cultural, political, and moral traditions of each country.

Serving, Giving, and Leading Globally: Philanthropic Commitment in Lions Clubs International aims to explore the dynamics affecting philanthropic engagement and leadership of Lions Clubs International members in 12 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. Approximately 23 percent of all Lions clubs members are women, who now play an increasing role in the growth of LCI membership. Lions clubs members are a unique group not only within the U.S. but also in many other countries, 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.”

It has long been an interest among practitioners and researchers in the nonprofit field to understand philanthropic behaviors across cultures. However, very little data exist allowing for cross-national comparison. Building on survey data from members of a large service organization in 12 countries, this study offers valuable insights into the similarities and differences of charitable behaviors in countries with distinctive features.

Another purpose of this study is to identify the role of gender in LCI and its relationship to leadership, giving, and service in various countries. Members’ perceptions about leadership opportunities at LCI and levels of trust in others are also investigated.

Two reports were produced from the study. The current report discusses cross-country comparison in particular, and another report, ***Serving, Giving, and Leading in the United States***, focuses on the philanthropic engagement of U.S. Lions clubs members. The 12 countries surveyed in the study 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 the Philippines), and Africa (including Nigeria). Full data analyzing the individual and club characteristics of survey respondents from each country surveyed are available upon request.

Surveys were also fielded in Ireland and Kenya; however, full results for these two countries are not included in the report because both countries had less than 50 survey respondents.

¹ Payton, R. L., & Moody, M. P. (2008). *Understanding philanthropy: Its meaning and mission*. Bloomington, IN: Indiana University Press.

Key Findings

Among the first international surveys to focus on philanthropic engagement of service club members, this study reveals that members of Lions Clubs International (LCI) in 12 countries surveyed are highly engaged in philanthropy both in the U.S. and abroad. This survey asked Lions clubs members about their voluntary service, charitable giving, leadership, and social trust.

Of 2,767 survey respondents, 26 percent were women, and more than half belonged to clubs where women and men participate equally in club leadership. Worldwide, 92 percent of Lions clubs members in the survey donated to charitable causes and 86 percent volunteered during the 12 months prior to the survey. Service and giving occurred both through Lions clubs initiatives and outside of club activities. Further, women are leaders in Lions clubs globally. Moreover, Lions clubs members surveyed reported higher levels of social trust 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 public.
 - **Volunteering through LCI:** 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.
- **Volunteering for charitable causes:** Volunteering for “community and environmental services” was among the top three causes for volunteering by Lions clubs members 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 population in all 12 countries.
 - **By gender:** Only in the Philippines were female members significantly more likely to donate to charity than male members (without controlling for the impact of other factors): 98 percent of female members gave compared with 86 percent of male members in the survey. In the other 11 countries, women and men were equally likely to make charitable contributions.
- **Support of charitable causes:** Lions clubs members surveyed donated to all types of charitable causes.
 - Lions clubs members surveyed in countries including Australia, Brazil, China, Japan, and the Philippines were most likely to support “disaster preparedness and relief.”

- Meeting basic needs, such as food and housing/shelter, was the cause most likely to be supported by Lions clubs members surveyed in France, Mexico, Nigeria, and the United States.
- **Charitable contributions to Lions Clubs International Foundation (LCIF):** In the survey, giving to the Lions Clubs International Foundation (LCIF) reported by Lions clubs members widely varied by country. The percentage of members giving to LCIF ranged from 13 percent in Australia to 52 percent in Japan.
 - **Giving methods:** Giving in person through Lions events was both the most common method for donating to LCIF and the most preferred.
- **Giving through Lions clubs:** In all countries, Lions clubs members surveyed supported charitable causes both through LCI and outside Lions initiatives. Between one-third and three-fifth of survey respondents in each country made all or most of their charitable giving through their Lions club involvement.
- **Motivations for charitable giving:** Lions clubs members surveyed in most countries reported that “giving back to the community” was the leading motivation for donating to charity. “Helping individuals meet their basic needs” was another strong motivation behind giving.

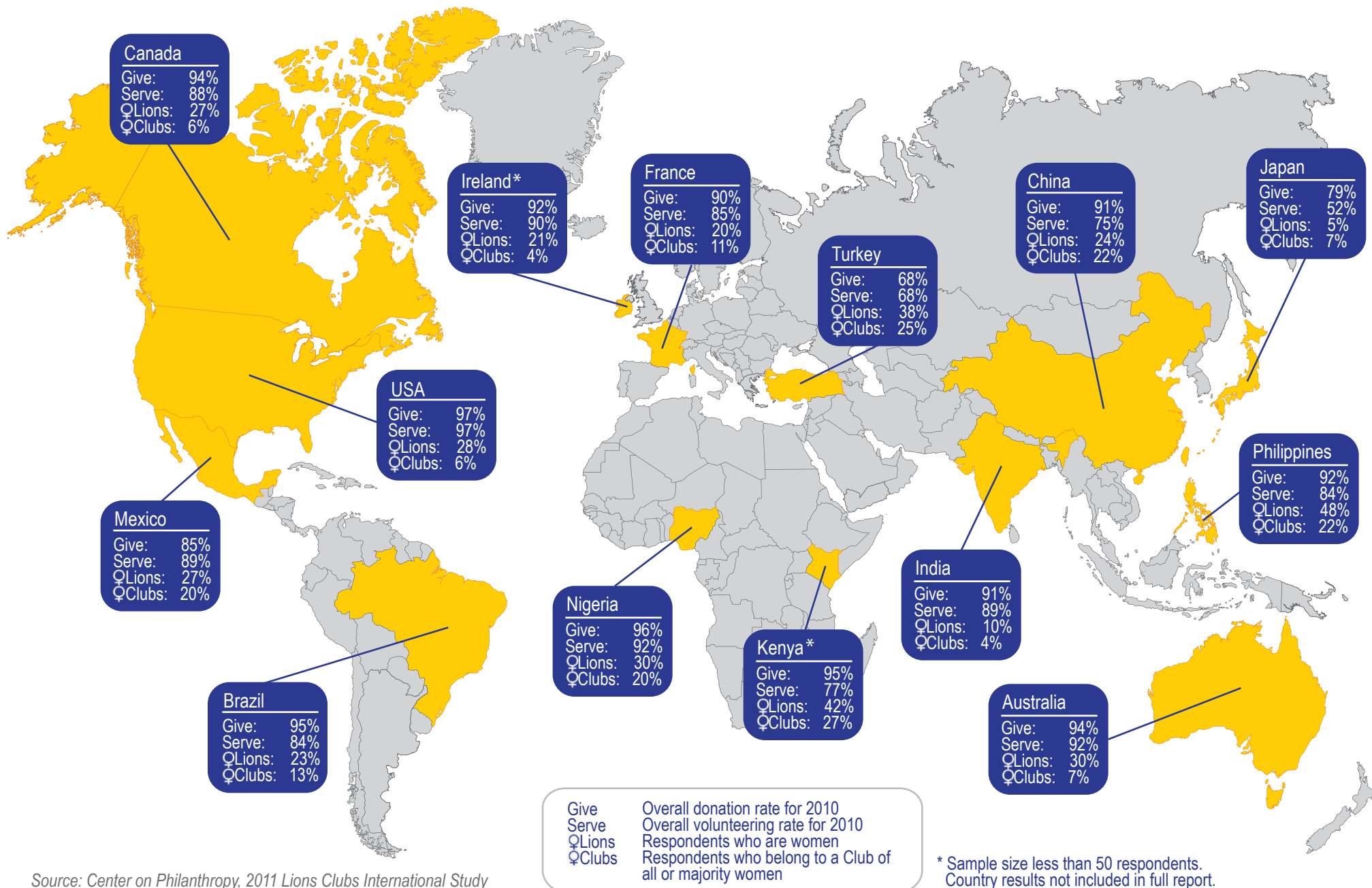
Leading

- **Gender composition of Lions clubs leaders:** In the survey, 56 percent of Lions clubs members reported that leadership roles were held evenly between male and female members at their clubs.
- **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:** In 11 of the 12 countries (questions not fielded in one country), more than 60 percent (ranging from 60 percent to 93 percent) of Lions clubs members in the survey agreed that men and women were equally considered for leadership positions. 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.

Lions Survey Highlights by Country



Serving

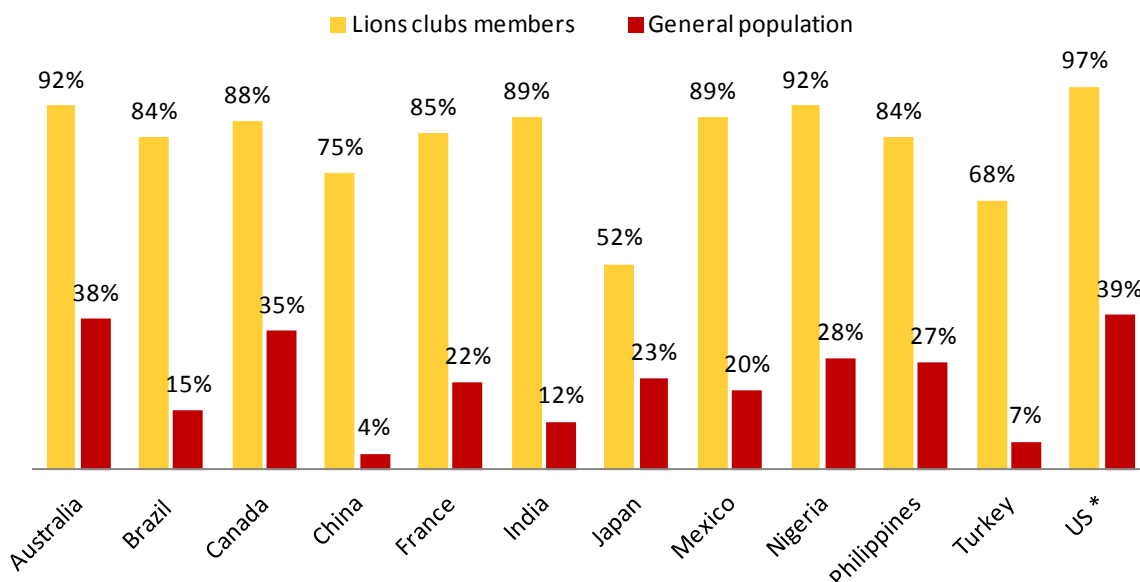
Community service is an integral part of Lions clubs membership. This section of the report examines the volunteer activities of Lions clubs members, including who volunteers, how often, and for what causes. It also compares members' volunteer activities through Lions clubs and volunteering outside of Lions clubs. Lastly, factors that motivate individuals to participate in LCI are examined.

Volunteering by Lions Clubs Members

The survey results showed that Lions clubs members were much more likely than the general population to volunteer in all 12 countries surveyed. The graph below shows the percentage of Lions clubs members who volunteered during the 12 months prior to the survey by country, compared to volunteer rates of the general population from the *World Giving Index 2010*. In every country, at least half of Lions clubs members in the survey volunteered, and in most countries 75 percent or more of Lions volunteered.

Globally, male and female Lions clubs members in the survey volunteered at similar rates. Only in the United States did the survey find a small but significant gender difference: 99 percent of male Lions clubs members volunteered compared to 97 percent of female members.

Incidence of overall volunteering over 12 months, by country



Sources: Center on Philanthropy, 2011 Lions Clubs International Study; General population data from CAF World Giving Index 2010

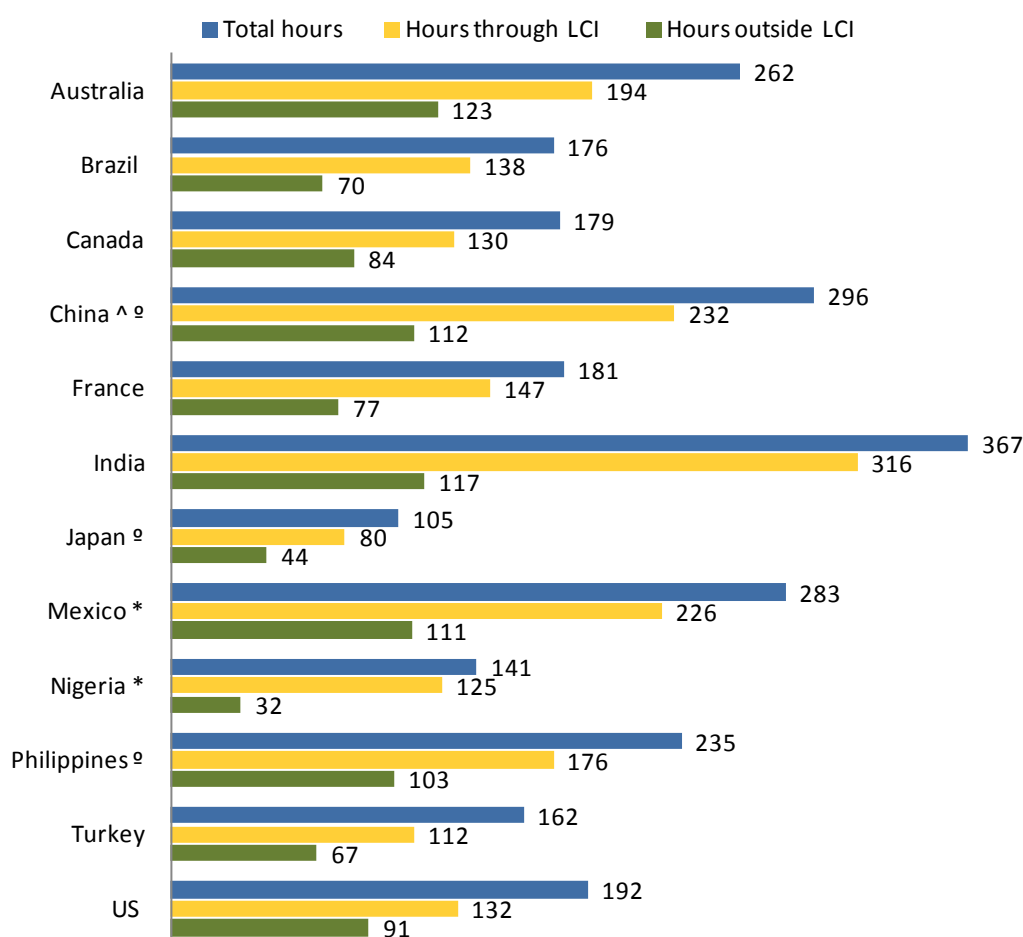
* Gender difference was found to be statistically significant.

Survey results also indicated that members in all surveyed countries volunteered a great number of hours over 12 months. In particular, Lions clubs members in India reported the most hours volunteered (367 hours on average), followed by China (296 hours), and Mexico (283 hours). In most of the 12 countries surveyed, roughly two-thirds of volunteering hours were done through organized Lions clubs activities.

In two countries, results indicated a significant gender difference in the total number of hours volunteered.

- In Mexico, female Lions clubs members volunteered 486 hours on average compared with 228 hours for male members.
- In Nigeria, female members volunteered 349 hours compared with only 86 hours by male members.

Average hours volunteered over 12 months, by country



Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant.

^Sample size less than 50 in hours through LCI. ♀ Sample size less than 50 in hours outside LCI.

Volunteering to Charitable Causes

Lions clubs members contribute their time volunteering for a variety of charitable causes. The chart below shows the top cause supported by Lions clubs members surveyed in each country. Volunteering for “community and environmental services” was most frequently mentioned by Lions clubs members surveyed in all 12 countries. “Health and wellness,” “opportunities for youth and children,” and sight-related causes were also commonly cited for volunteer activities. Appendix A summarizes the top three volunteering causes in each country, along with the average number of hours volunteered within the year prior to the survey.

Top volunteering cause supported by Lions clubs members surveyed, by country

Australia	Community and environmental services: 68%
Brazil	Basic needs: 53%
Canada	Community and environmental services: 55%
China	Opportunities for youth and children: 49%
France	Health and wellness: 53%
India	Health and wellness: 73%
Japan	Community and environmental services: 36%
Mexico	Health and wellness: 61%
Nigeria	Community and environmental services: 67%
Philippines	Sight-related: 63%
Turkey	Opportunities for youth and children: 37%
United States	Sight-related: 77%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

In three of the 12 countries, significant gender differences among survey respondents were found:

- In Japan, 67 percent of male Lions clubs members volunteered for community services, compared with 29 percent of female members.
- In Mexico, 75 percent of male members volunteered for health and wellness causes, compared with 58 percent of female members.
- In the Philippines, 82 percent of female members volunteered for community services (66 percent male members) and 90 percent of female members volunteered for sight-related causes (69 percent male members).

Motivations for Participating in LCI

In the survey, members were asked about their motivations for participating in Lions clubs. The chart below indicates the top motivation for each country. A full list of the top three motivations in each country is found in Appendix B.

In all countries except Japan, “making the world a better place” ranked among the top three motivations. “Making a difference in my local community” was among the top three in all countries except China and “concern about those less fortunate” ranked highly in 10 of the 12 countries.

Top motivation for participating in LCI, by country

Australia	Making a difference in my local community: 89%
Brazil	Making the world a better place: 87%
Canada	Making a difference in my local community: 89%
China	Concern about less fortunate: 70%
France	Making a difference in my local community: 68%
India	Making the world a better place: 75%
Japan	Making a difference in my local community: 55%
Mexico	Concern about less fortunate: 84%
Nigeria	Making the world a better place: 97%
Philippines	Concern about less fortunate: 88%
Turkey	Making the world a better place: 67%
United States	Making a difference in my local community: 90%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

Significant gender differences among survey respondents were found in two countries:

- In Australia, female Lions clubs members cited “making the world a better place” more than male members (86 percent and 73 percent respectively).
- In the Philippines, 88 percent of female members reported “making a difference in my local community” as a motivation, compared with 68 percent of male members.

Giving

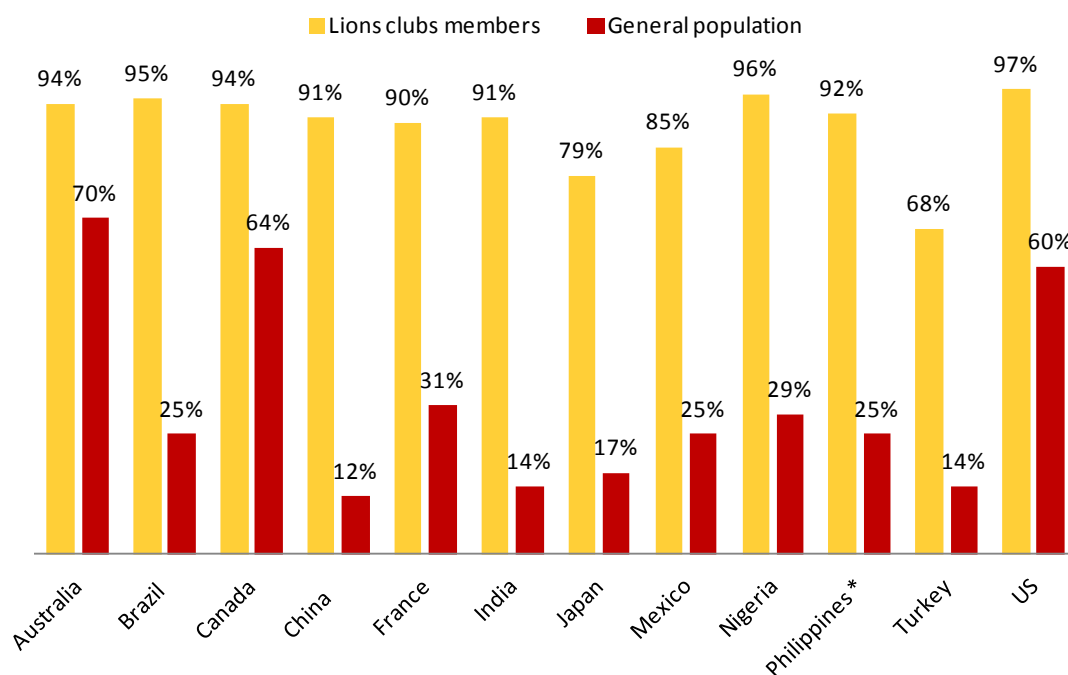
Charitable giving is an important component of Lions' programs and initiatives in communities around the world; however, outside of Lions clubs members' donations to Lions Clubs International Foundation, little information exists on the scale and recipients of donations. In the survey, Lions clubs members were asked about their overall charitable giving, including average amounts, the mechanisms for their giving, and the causes they choose to support. The following section provides an overview of how Lions clubs members surveyed in 12 countries give to charitable causes.

Overall Giving to Charity

Similar to the results for volunteering, Lions clubs members surveyed were more likely to give to charitable causes than the general population in all 12 countries. In the graph below, the percentage of Lions clubs members who donated to charity during the 12 months prior to the survey is compared to percentage of donors in the general population from *The World Giving Index 2010*. This measure of giving includes donations to all types of formal nonprofit organizations, not just Lions-related projects or fundraising campaigns. In all countries, the percentage of Lions clubs members who donated to charitable causes was much higher than the percentage of the general population.

Only in the Philippines did the survey reveal a statistically significant gender difference in the incidence of giving: 98 percent of female members in the Philippines gave compared with 86 percent of male members.

Incidence of overall charitable giving over 12 months, by country



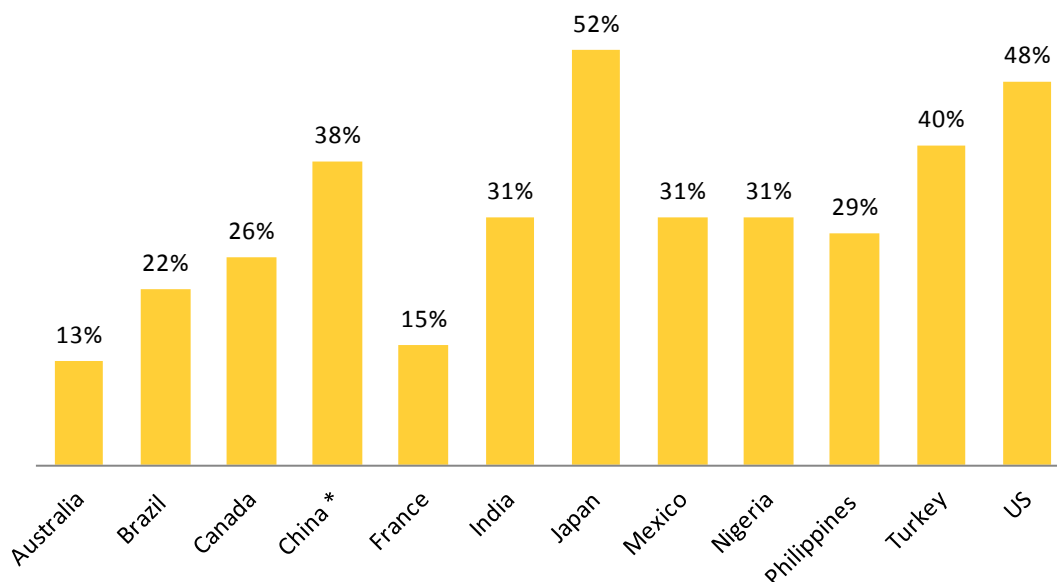
Sources: Center on Philanthropy, 2011 Lions Clubs International Study; General population data from CAF World Giving Index 2010

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

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. As the graph below shows, Lions clubs members' giving to LCIF varied widely by country, with Australia at the lowest end (13 percent of members contributed) and Japan with the most member contributions (52 percent).

In all countries except China, male and female Lions clubs members contributed to LCIF at a similar rate. In China, 89 percent of female members gave to LCIF, compared to only 25 percent of male members.

Incidence of charitable giving to LCIF over 12 months, by country



Source: Center on Philanthropy, 2011 Lions Clubs International Study

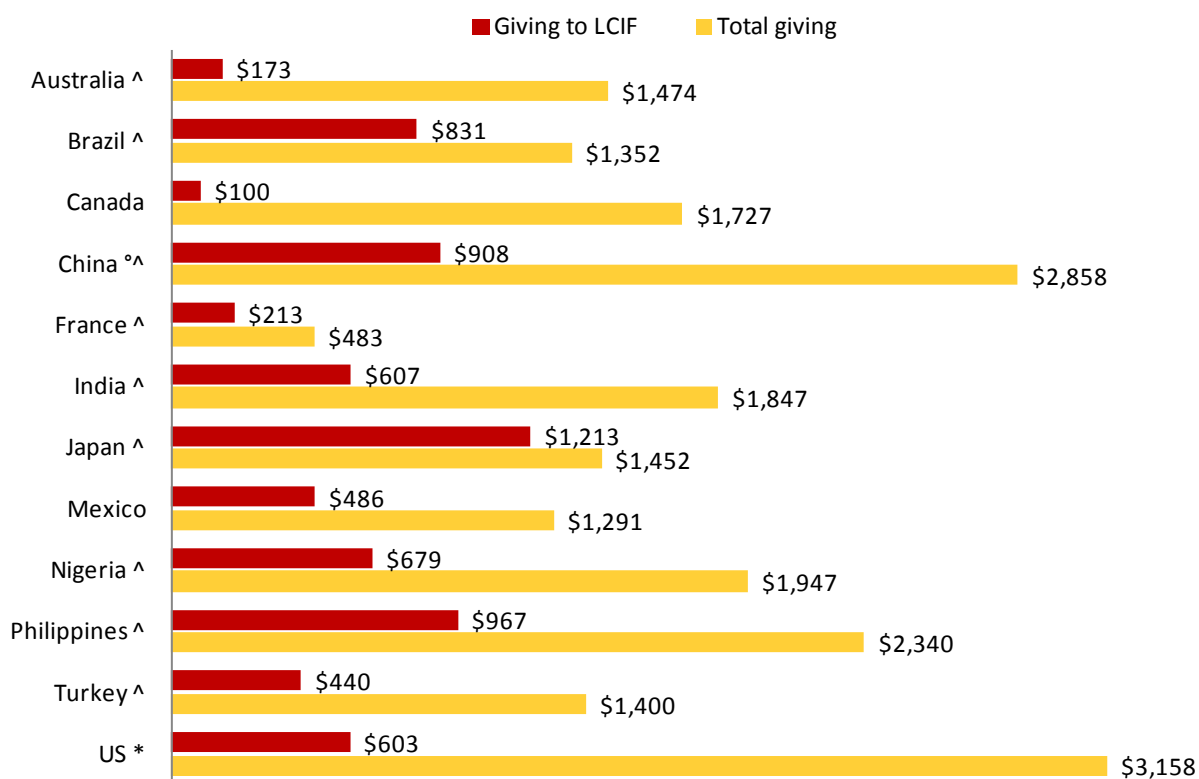
* Gender difference was found to be statistically significant.

Sample size less than 50 in all countries except Canada, Mexico, and the U.S.

Lions clubs members made charitable contributions at a rate much higher than the general population and also gave significant contributions. The graph below shows the average total amount Lions clubs members donated to charity over 12 months, and the amount given directly to LCIF. Average giving amounts are reported for donors only and were converted to US dollars from each country's local currency.

In the United States, results showed a significant difference in giving between female (average amount donated \$2,179) and male members (average amount donated \$3,377), without controlling for the impact of income, education and other characteristics. In the other countries, there was no significant gender difference in the amount donated.

Average amount donated to charity overall and to LCIF (in U.S. dollars), by country



Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant in total giving.

° Sample size less than 50 in total giving. ^ Sample size less than 50 in giving to LCIF.

Giving to Charitable Causes

The table below identifies the top charitable cause supported by Lions clubs members surveyed in each country. Members in several countries (Australia, Brazil, China, Japan, and the Philippines) were most likely to support “disaster preparedness and emergency relief.” Meeting basic needs, such as food and housing/shelter, was the cause most likely to be supported by Lions in France, Mexico, Nigeria, and the United States. Among the top three causes supported by Lions clubs members, “health and wellness” was also frequently mentioned. Appendix C summarizes the top three causes supported in each country and the average giving to each cause.

Top charitable cause supported by Lions clubs members surveyed, by country

Australia	Disaster preparedness and relief: 54%
Brazil	Disaster preparedness and relief: 22%
Canada	Health and wellness: 46%
China	Disaster preparedness and relief: 33%
France	Basic needs: 36%
India	Educational purposes: 42%
Japan	Disaster preparedness and relief: 18%
Mexico	Basic needs: 33%
Nigeria	Basic needs: 43%
Philippines	Disaster preparedness and relief: 37%
Turkey	Educational purposes: 20%
United States	Basic needs: 60%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

In the survey, some significant gender differences in the incidence of giving were found among Lions clubs members to specific causes:

- In Mexico, male members gave to health and wellness causes at the rate of 34 percent, compared to 17 percent of female members.
- In Turkey, 56 percent of female members gave for educational purposes, while only 29 percent male members gave to this cause.
- Also for Turkey, 44 percent of female members gave for basic needs, compared with 20 percent of male members.

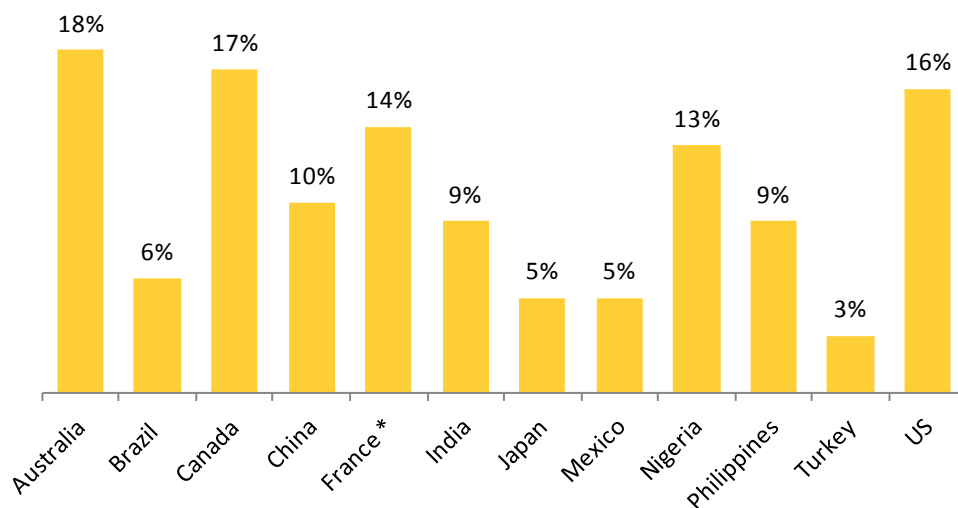
Significant gender differences in the amounts donated were also found among Lions clubs members surveyed for some charitable causes:

- In Australia, female members gave \$709 on average for disaster preparedness, compared to \$348 by male members.
- In France, female members gave more to youth development/family services (\$403), than did male members (\$116).
- In Nigeria, female members gave significantly more to religious causes (\$3,353), compared to male members (\$887).
- In the United States, male members gave \$2,867 on average for religious purposes, and female members donated \$1,812 on average.

Looking specifically at giving to international causes, such as international children's funds, world peace initiatives, refugees, and human rights (but not disaster relief), the incidence of charitable giving by Lions clubs members surveyed ranges from three percent in Turkey to a high of 18 percent in Australia. A significant gender difference was found only in France where 22 percent of male members and eight percent of female members supported international causes.

General population comparative data is only available for the United States. According to data from the 2007 Center on Philanthropy Panel Study, approximately five percent of the general population supported international causes, compared with 16 percent of U.S. Lions clubs members surveyed.

Incidence of charitable giving to international causes, by country

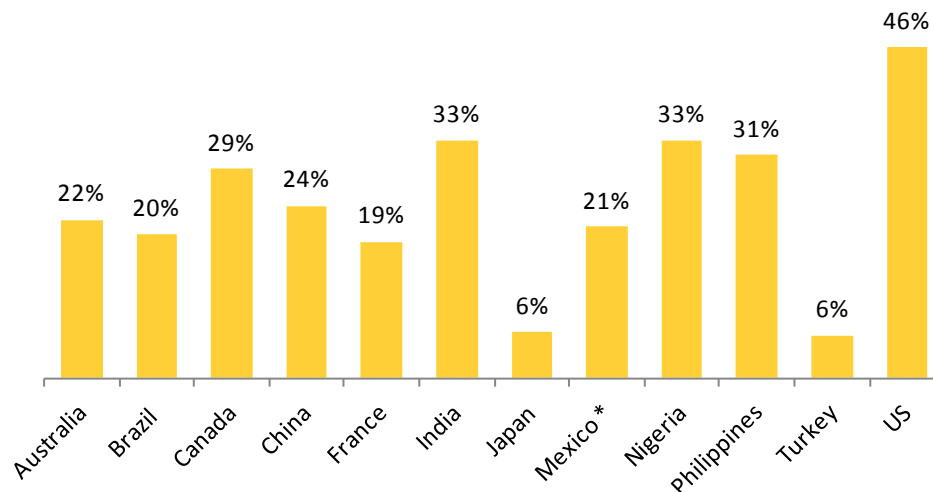


Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant.

Lions Clubs International is well known for its support of sight and blindness programs. This survey found that the incidence of charitable giving to sight/blindness-related causes varied widely among countries, from a low of six percent in Japan and Turkey to a high of 46 percent in the United States. Nine of the 12 countries surveyed had an incidence of giving to sight/blindness programs of at least 20 percent. The only country with a statistically significant gender difference in giving to this cause was Mexico, where 29 percent of male members gave, compared with 15 percent of female members.

Incidence of charitable giving to sight/blindness programs, by country



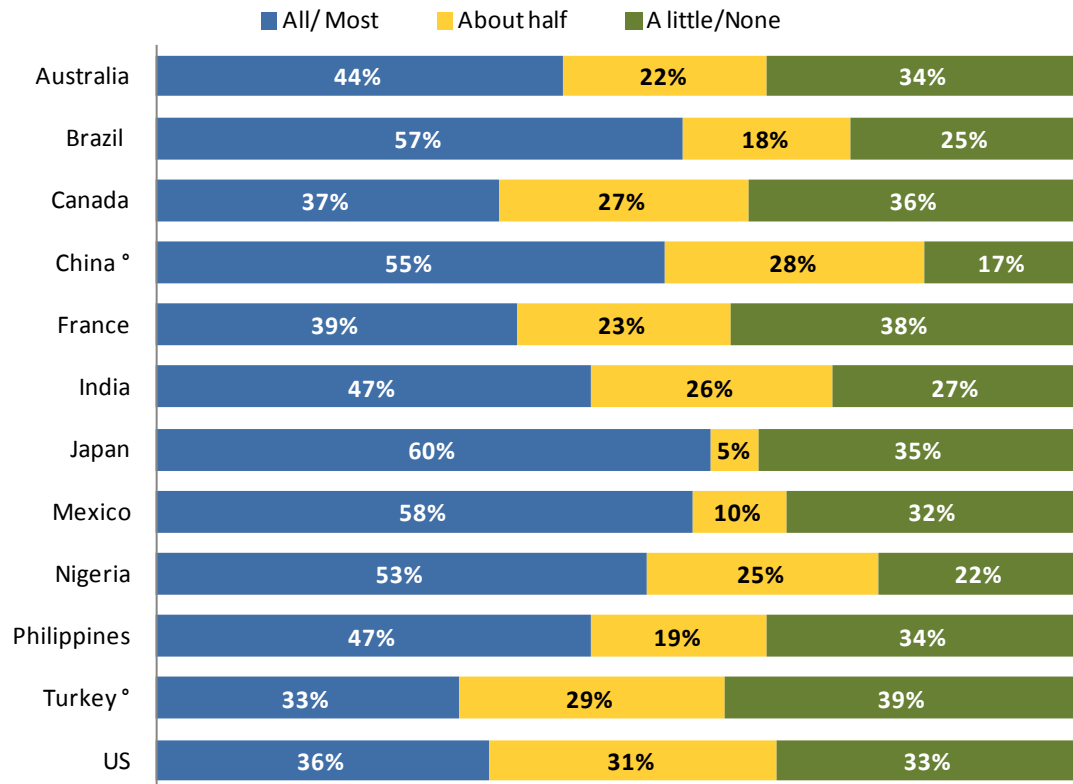
Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant.

Giving through Lions Clubs

In all 12 countries, Lions clubs members surveyed supported charitable causes both through LCI and outside Lions initiatives. Survey results showed that many Lions made all or most of their charitable giving through their Lions club involvement in the form of club fundraisers or other club projects. This was especially common in Brazil, China, Japan, Mexico, and Nigeria. About one-third of members surveyed in most countries donated primarily through other channels outside of their Lions clubs.

Share of charitable giving donated through Lions clubs, by country



Source: Center on Philanthropy, 2011 Lions Clubs International Study

° Sample size less than 50.

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 this study was to investigate the motivating factors behind charitable behaviors of LCI members.

In most countries surveyed, “giving back to the community” was the top motivation noted by Lions clubs members in the survey for donating to charity. “Helping individuals meet their basic needs” was also a strong motivation for donating, cited most by survey respondents in Brazil, Mexico, and Turkey. The chart below provides a breakdown of the top motivation for giving by country and Appendix D summarizes the top three motivations for each country surveyed.

In three cases, the survey found statistically significant gender differences in giving motivations:

- In Australia, 84 percent of female members cited “giving back to the community” as their top motivation, compared with 72 percent of male members.
- In Canada, “giving back to the community” also was more likely to be cited by female members (84 percent) than by male members (71 percent).
- In the Philippines, 82 percent of female members were motivated by “helping individuals meet their basic needs”, compared to 63 percent of male members.

Top motivation for charitable giving by Lions clubs members surveyed, by country

Australia	Giving back to the community: 76%
Brazil	Basic needs: 79%
Canada	Giving back to the community: 74%
China	Giving back to the community: 72%
France	Identifying with a cause: 55%
India	Giving back to the community: 74%
Japan	Giving back to the community: 44%
Mexico	Basic needs: 84%
Nigeria	Giving back to the community: 95%
Philippines	Charities are more effective than government: 79%
Turkey	Basic needs: 56%
United States	Giving back to the community: 82%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

Giving Methods

Results from the survey indicated that giving in person through Lions events was the most common method for donating to LCIF. In seven out of the 12 countries surveyed, at least 70 percent of Lions clubs members giving to LCIF reported that they gave through this method, and only in Japan did less than half (39 percent) of members say so. Giving in person was also the most preferred giving method indicated by members surveyed in all countries.

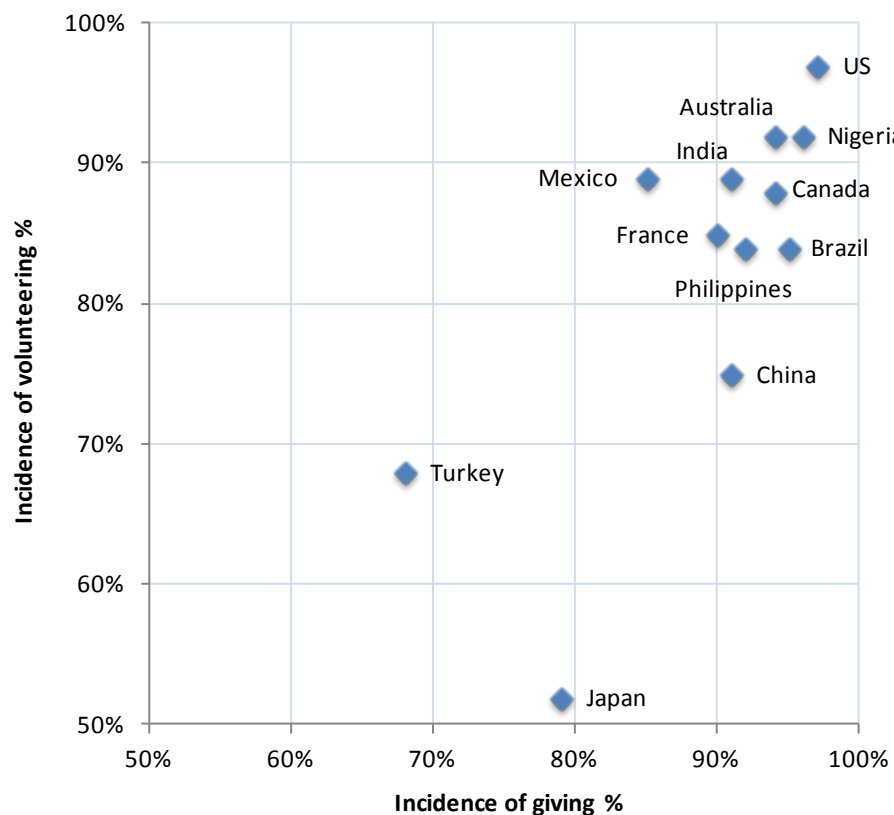
After giving in person, Lions clubs members in various countries differed in their other preferred methods to give. Lions in most countries (Australia, Brazil, Japan, Mexico, Nigeria, the Philippines, and Turkey) identified a secondary preference for donating through an electronic funds transfer. Sending a check by mail was the second most preferred donation method for Lions in Canada, France, India, and the United States.

In most countries surveyed, the methods used most frequently were also most preferred by Lions clubs members, with a few exceptions. Full results for the top three used and preferred methods of giving for each country are provided in Appendix E.

Giving and Volunteering

Charitable giving and volunteering are often strongly related. Individuals who give are likely to be volunteers, and vice versa. This correlation is confirmed in most of the 12 countries surveyed with a few exceptions. The graph below illustrates the incidence of giving and volunteering for Lions clubs members surveyed in each country. Comparatively, Lions clubs members in most countries had roughly the same rates of giving and volunteering. Among members surveyed in all 12 countries, U.S. members were highly engaged in both giving and volunteering (both at 97 percent), and members in Turkey reported lower rates for both (both at 68 percent). Members in China and Japan demonstrated higher participation rates in giving (91 percent for giving and 75 percent for volunteering in China, and 79 percent for giving and 52 percent for volunteering in Japan). Further, members in Brazil and the Philippines were slightly more involved in giving; while those in Mexico were slightly more service-focused.

Philanthropic engagement of Lions clubs members surveyed in giving and volunteering, by country



Source: Center on Philanthropy, 2011 Lions Clubs International Study

Leading

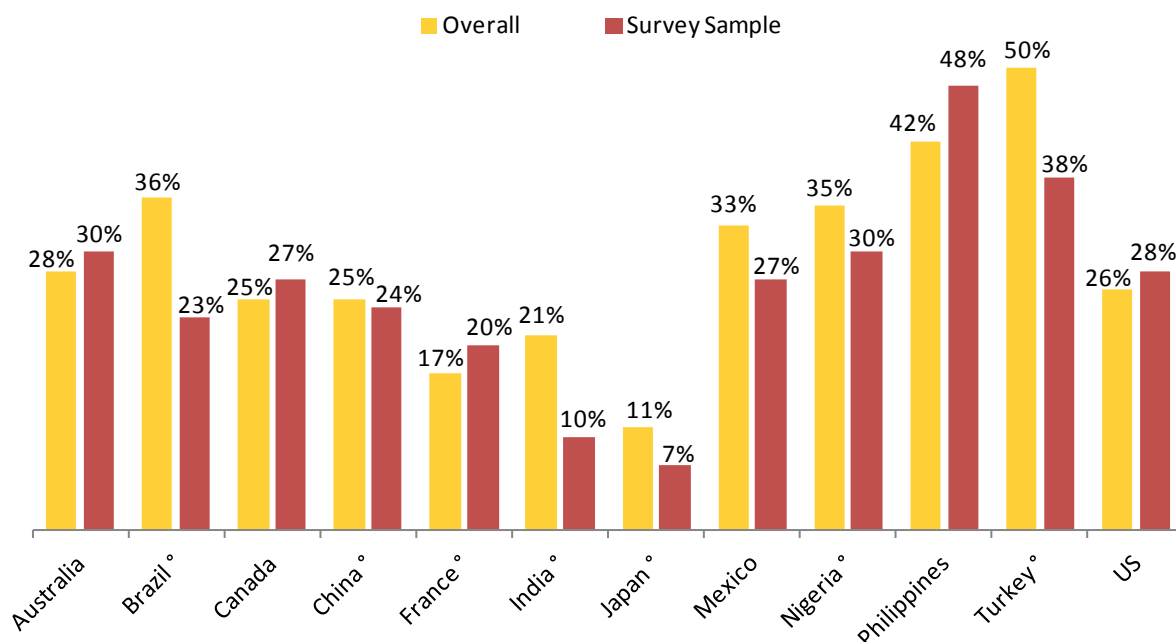
The leaders of Lions clubs at the local, state, and national level actively participate in voluntary service and charitable giving. They play an important role in promoting philanthropy and making a greater impact in the community. In this section of the report, we pay a particular attention to the role of women in leadership positions and the perceptions of club members about gender and leadership opportunities.

Leadership and Gender in LCI

Since 1987, when service clubs in the U.S. started to officially accept women as full-fledged members, female membership at LCI has grown steadily both within and outside the U.S., and today female members comprise 23 percent of LCI membership worldwide.

The graph below shows the percentage of female Lions clubs members in each country overall and in the survey sample, respectively. Among survey respondents, the percentage of female members ranges from a high of 48 percent in the Philippines to a low of seven percent in Japan. Several countries (Brazil, China, France, India, Japan, Nigeria, and Turkey) had a small sample of female members in the survey.

Percentage of female members in Lions Clubs International, by country

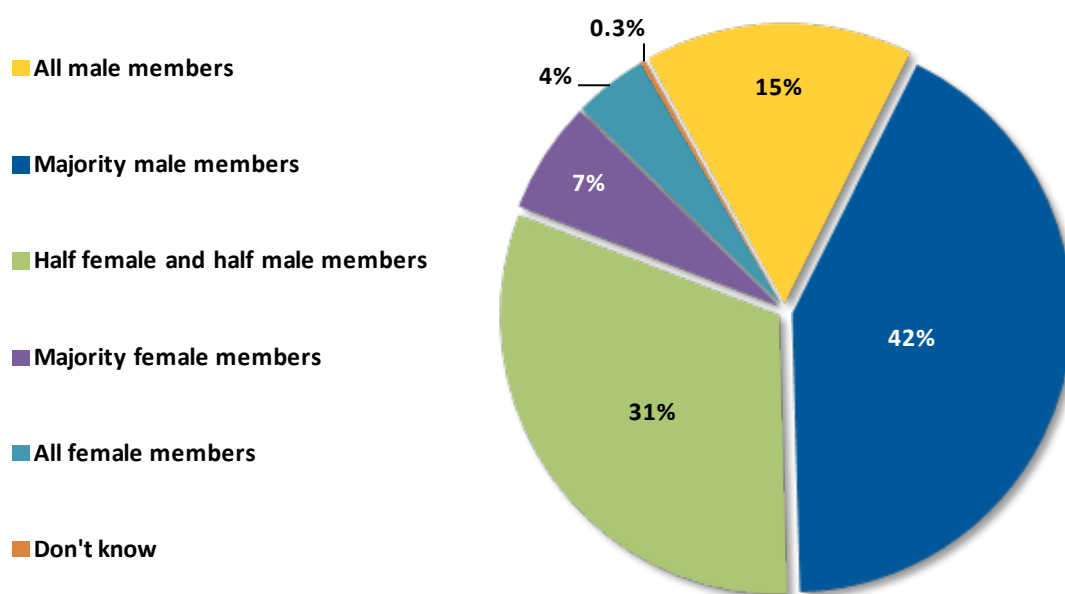


Source: Center on Philanthropy, 2011 Lions Clubs International Study

° Sample size of female Lions clubs members in the survey less than 50.

Among survey respondents from all 12 countries, 57 percent indicated that all or most members at their club were male (see graph below). About one-third (31 percent) of respondents reported that their club had an approximately equal number of male and female members, and a smaller percentage (11 percent) said that their club was composed of mostly or all female members. The higher incidence of respondents from male-dominated clubs is partly attributed to the sample's gender composition of 74 percent male survey respondents.

Gender composition of Lions clubs members in 12 countries, reported by survey respondents (percentage)



Source: Center on Philanthropy, 2011 Lions Clubs International Study

When examined by country, respondents most commonly reported that their club had all or a majority of male members. In most countries, about one-third of respondents said that genders were equally represented in their club, and in five out of 12 countries—China, Mexico, Nigeria, the Philippines, and Turkey—around one-fifth respondents were from female-dominated clubs.

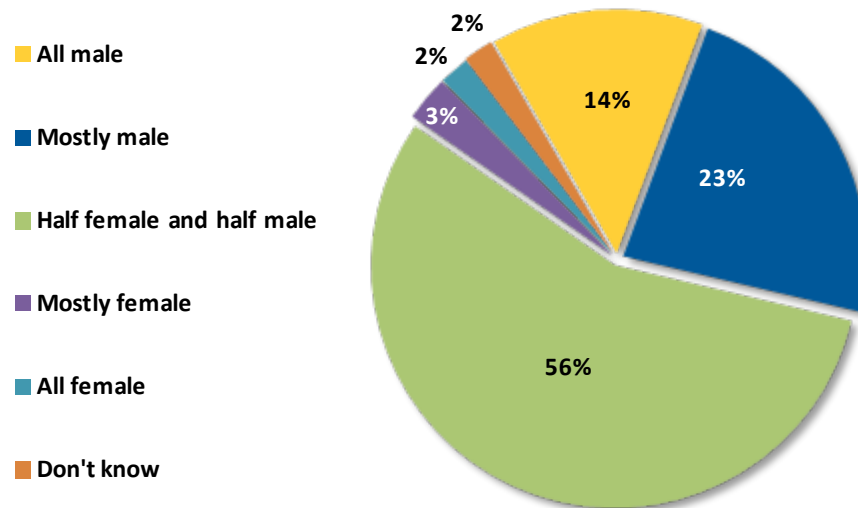
Gender composition of Lions clubs members by country, reported by survey respondents (percentage)

Country	All/Majority male members	Half female and half male members	All/Majority female members
Australia	54%	39%	7%
Brazil	46%	41%	13%
Canada	57%	38%	5%
China	45%	33%	22%
France	72%	16%	12%
India	72%	25%	3%
Japan	93%	2%	5%
Mexico	49%	31%	20%
Nigeria	57%	23%	20%
Philippines	40%	38%	22%
Turkey	45%	30%	25%
US	61%	33%	6%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

The survey further asked respondents about their perception of the gender composition of club leadership positions, including club president and individuals serving on the club board or club committees. Despite the prevalence of male members in the survey, leadership positions were fairly evenly distributed between men and women in most countries. Overall, 56 percent of survey respondents reported that leadership was divided equally among men and women at their club. More than one-third (37 percent) said that leadership positions were mostly or entirely held by men at their club. A smaller number of respondents indicated that their club leadership positions were mostly or all held by females. When examined by country, similar variation exists in most countries.

Gender composition of Lions clubs leaders in 12 countries, reported by survey respondents (percentage)



Source: Center on Philanthropy, 2011 Lions Clubs International Study

Gender composition of Lions clubs leaders by country, reported by survey respondents (percentage)

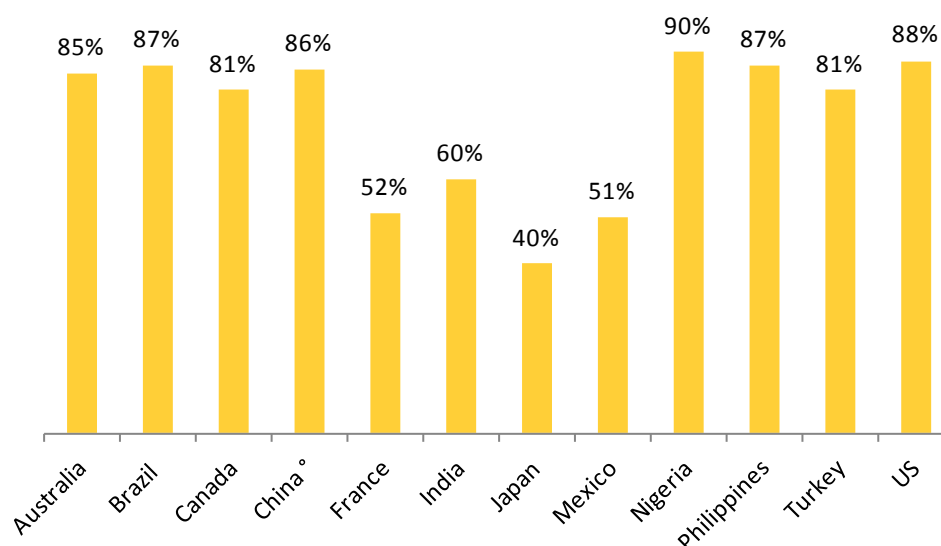
Country	All/Majority male leaders	Half female and half male leaders	All/Majority female leaders
Australia	33%	65%	2%
Brazil	39%	55%	6%
Canada	33%	64%	3%
China °	35%	60%	5%
France	54%	39%	7%
India	58%	40%	2%
Japan	59%	38%	3%
Mexico	48%	42%	10%
Nigeria	31%	57%	12%
Philippines	23%	71%	6%
Turkey	29%	55%	16%
US	33%	63%	4%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

° Less than 50 Lions clubs members responded to this question.

When asking about whether female members had previously held any leadership positions in their club, more than 80 percent of survey respondents in eight countries responded positively (see chart below).

Percentage of female members who had held leadership positions in Lions Clubs International, by country



Source: Center on Philanthropy, 2011 Lions Clubs International Study

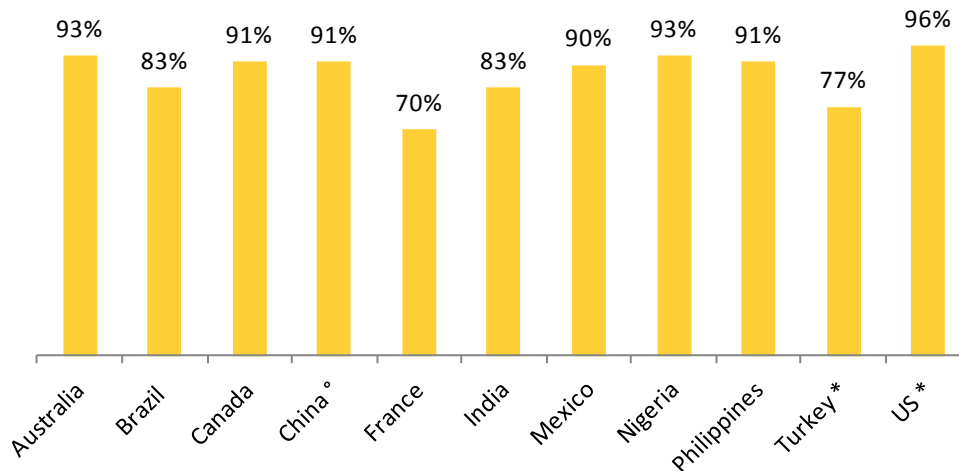
° Less than 50 Lions clubs members responded to this question.

Perceptions of Leadership in LCI

Next, the survey asked respondents about their perceptions of leadership and gender in their Lions club. Understanding how members perceive leadership roles and the process of participating in such roles may provide insight into attitude changes among members. A variety of statements addressing different key areas of leadership were given in the survey. Overall, most Lions clubs members surveyed responded positively to all statements. Responses to the three statements of key interest are reported here for each country.

Among all countries, most respondents indicated that they understood the processes and structures involved in Lions clubs leadership, though the level of agreement varied somewhat by country (see the chart below). In two countries, a significant gender difference was found: 90 percent of female members and 69 percent of male members surveyed in Turkey agreed; and, in the United States, 92 percent of female members and 98 percent of male members agreed.

Percentage of Lions clubs members surveyed who agreed with the following statement, by country:
“I understand the leadership structure and the process involved in how to become a leader in my club.”



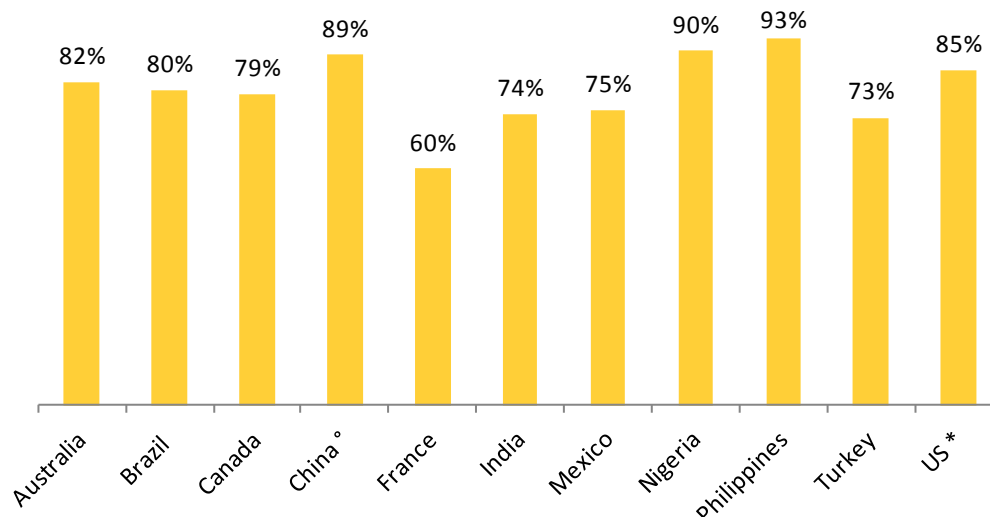
Source: Center on Philanthropy, 2011 Lions Clubs International Study

^{*} Gender difference was found to be statistically significant. [°] Sample size less than 50.

[^] Question not fielded in Japan survey.

In all survey countries, 60 percent or more of respondents agreed that men and women are equally considered for leadership positions. Lions clubs members surveyed in France were least likely to agree with this statement (60 percent) and Lions in the Philippines were most likely to agree (93 percent). A statistically significant gender difference among respondents in the United States was found, where 87 percent of female members in the survey agreed with that statement compared with 79 percent of male members. In other countries, no significant differences were found between responses of male and female Lions without controlling for the impact of other factors.

**Percentage of Lions clubs members surveyed who agreed with the following statement, by country:
“I feel that men and women are equally considered for leadership roles in Lions.”**



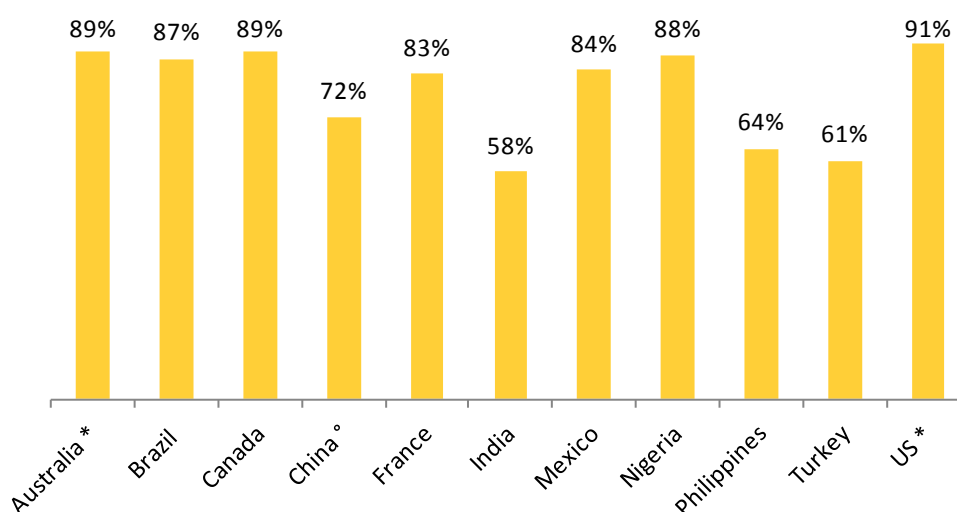
Source: Center on Philanthropy, 2011 Lions Clubs International Study

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

^ Question not fielded in Japan survey.

Among all countries, respondents generally agreed that their ability to advance into club leadership positions is not limited by gender. In two countries, Australia and the United States, male members surveyed were significantly more likely to agree than were female members surveyed. In Australia, 92 percent of men agreed compared with 83 percent of women; and in the United States, 93 percent of men and 87 percent of women agreed.

**Percentage of Lions clubs members surveyed who agreed with the following statement, by country:
I feel that my ability to advance in my Lions club is not limited by my gender.**



Source: Center on Philanthropy, 2011 Lions Clubs International Study

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

^ Question not fielded in Japan survey.

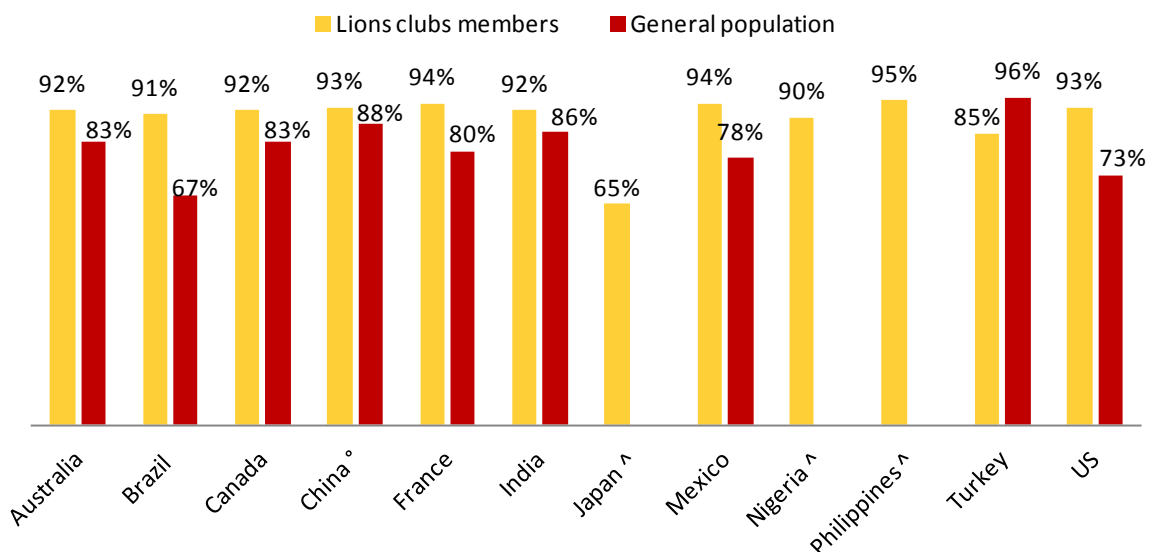
Social Trust

Trust is a fundamental component of strengthening civil society and has been found to encourage philanthropic behavior. This section of the report looks at the level of general social trust among Lions clubs members, and compares trust levels to the general population in each country where data are available.

In the survey, Lions clubs members were asked how much trust they have in specific groups, such as their family, people of another religion, and people of another nationality. The graphs below show the percentage of Lions with complete trust in each group. A comparison to the general population of each country (where available) is noted using data from the fifth wave of the World Values Survey (2005-2008).

As the graphs below show, Lions clubs members surveyed in almost all countries (with available data) were significantly more trusting of family, people belonging to other religions, and people of other nationalities when compared to the general population. When comparing respondents from different countries, members from most of the 12 countries reported complete trust in their family. Members from Japan were more likely (43 percent) than those from other countries to indicate that they trust in people of another religion completely, followed by members surveyed in India (28 percent), and those in the U.S. (26 percent). Further, members surveyed in France (33 percent) were more likely than others to report that they trust in people of another nationality completely.

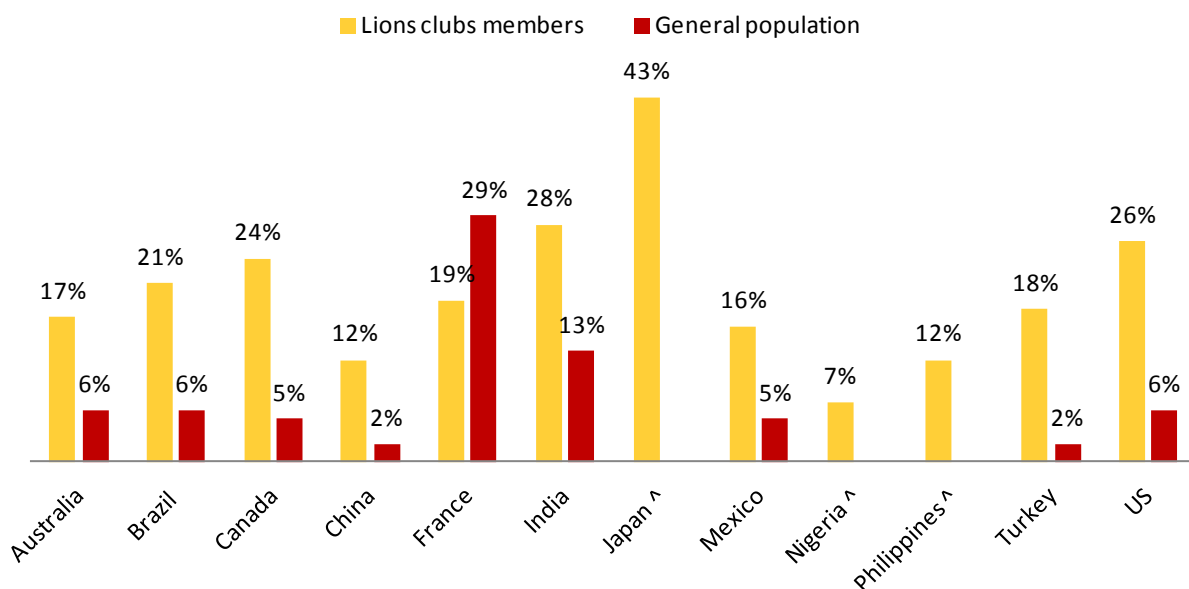
Percentage of Lions clubs members surveyed with complete trust in their family, by country



Sources: Center on Philanthropy, 2011 Lions Clubs International Study; 2005-2008 World Values Survey

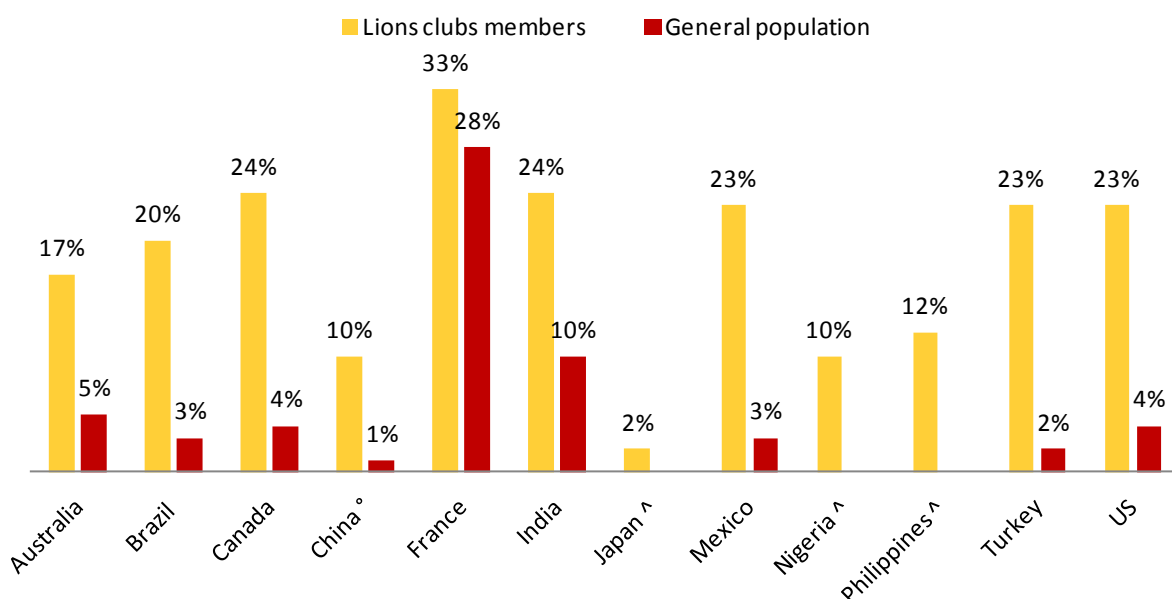
° Sample size less than 50. ^ Question not fielded in the World Values Survey.

Percentage of Lions clubs members surveyed with complete trust in people of another religion, by country



Sources: Center on Philanthropy, 2011 Lions Clubs International Study; 2005-2008 World Values Survey
 ° Sample size less than 50. ^ Question not fielded in the World Values Survey.

Percentage of Lions clubs members surveyed with complete trust in people of another nationality, by country



Sources: Center on Philanthropy, 2011 Lions Clubs International Study; 2005-2008 World Values Survey
 ° Sample size less than 50. ^ Question not fielded in the World Values Survey.

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 data on household charitable giving in the United States.

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

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 early March in 2011, except for the survey in China which was launched in April. Two to three follow-up reminder e-mails were sent to each country except for Japan. The survey in Japan was launched on March 7, 2011, and four days later a strong earthquake struck Japan's northeastern coast. Considering this special situation, the survey remained open until late April.

A total of over 3,100 Lions clubs members responded to the survey in all 14 countries, with an average response rate of 12.9 percent. Survey data from Ireland and Kenya are not included in the final analysis because both countries had less than 50 survey respondents. The final sample in the study consists of 2,767 responses from the rest of 12 countries surveyed, after excluding responses with 3 questions answered or less. These 12 countries are located in 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 the Philippines), and Africa (including Nigeria).

Response Rate Summary: Lions Clubs International Survey

Country	Delivered Sample	Final Sample Size *	Response Rate
Australia	1,921	321	16.7%
Brazil	2,357	228	9.7%
Canada	2,817	385	13.7%
China	1,072	83	7.7%
France	2,206	261	11.8%
India	2,275	186	8.2%
Ireland	200	27	13.5%
Japan	1,382	110	8.0%
Kenya	550	26	4.7%
Mexico	2,200	246	11.2%
Nigeria	848	89	10.5%
Philippines	1,645	179	10.9%
Turkey	2,103	104	5.0%
United States	2,696	575	21.3%

Note: * Responses with 3 questions answered or less were excluded from the final sample.

Data Analysis

Outliers. Data on 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.

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.

Currency conversion. In the analysis, all data on amounts donated were converted to 2010 U.S. dollars from the local currency of the other 12 countries/regions. Currency rates used in the analysis are listed below.

Currency Rate Summary: Lions Clubs International Survey

Country	Exchange Rate (Currency: US Dollar)
Australia	0.98
Brazil	1.67
Canada	1.00
China (Mainland)	6.62
China (Hong Kong)	7.78
France	1.33
India	45.73
Japan	81.50
Mexico	12.36
Nigeria	150.30
Philippines	45.11
Turkey	1.54

Source: Economist Intelligence Unit

Appendix A: Volunteering to Charitable Causes

Top 3 volunteering causes supported by Lions clubs members surveyed, by country

Country	Top 3 volunteering causes (by % volunteering)	Average service hours/year
Australia	1. Community and environmental services: 68%	56
	2. Opportunities for youth and children: 60%	50
	3. Disaster preparedness and relief: 51%	55
Brazil	1. Basic needs: 53%	25
	2. Community and environmental services: 53%	20
	3. Health and wellness: 52%	41
Canada	1. Community and environmental services: 55%	36
	2. Sight-related: 52%	20
	3. Opportunities for youth and children: 50%	30
China	1. Opportunities for youth and children: 49%	74
	2. Community and environmental services: 37%	52
	3. Health and wellness: 35%	36
France	1. Health and wellness: 53%	52
	2. Sight-related: 47%	56
	3. Opportunities for youth and children: 46%	42
India	1. Health and wellness: 73%	61
	2. Community and environmental services: 71%	43
	3. Sight-related: 70%	64
Japan	1. Community and environmental services: 36% *	17
	2. Opportunities for youth and children: 32%	37
	3. Health and wellness: 20%	30
Mexico	1. Health and wellness: 61% *	50
	2. Sight-related: 60%	73
	3. Community and environmental services: 57%	46
Nigeria	1. Community and environmental services: 67%	14
	2. Sight-related: 66%	49
	3. Health and wellness: 66%	49
Philippines	1. Sight-related: 63% *	54
	2. Health and wellness: 61%	34
	3. Community and environmental services: 58% *	26
Turkey	1. Opportunities for youth and children: 37%	39
	2. Community and environmental services: 34%	32
	3. Health and wellness: 33%	21
United States	1. Sight-related: 77%	41
	2. Community and environmental services: 66%	28
	3. Opportunities for youth and children: 64%	29

Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant.

Appendix B: Motivations for Participating in LCI

Top 3 motivations for participating in LCI, by country

Country	Top three motivations for participating in LCI
Australia	<ol style="list-style-type: none"> 1. Making a difference in my local community: 89% 2. Concern about less fortunate: 79% 3. Making the world a better place: 78% *
Brazil	<ol style="list-style-type: none"> 1. Making the world a better place: 87% 2. Concern about less fortunate: 76% 3. Making a difference in my local community: 75%
Canada	<ol style="list-style-type: none"> 1. Making a difference in my local community: 89% 2. Making the world a better place: 76% 3. Concern about less fortunate: 76%
China	<ol style="list-style-type: none"> 1. Concern about less fortunate: 70% 2. Making the world a better place: 67% 3. Interest in specific cause/group : 62%
France	<ol style="list-style-type: none"> 1. Making a difference in my local community: 68% 2. Interest in specific cause/group : 63% 3. Making the world a better place: 49%
India	<ol style="list-style-type: none"> 1. Making the world a better place: 75% 2. Making a difference in my local community: 70% 3. Concern about less fortunate: 65%
Japan	<ol style="list-style-type: none"> 1. Making a difference in my local community: 55% 2. Interest in specific cause/group : 50% 3. Being asked by friend: 45%
Mexico	<ol style="list-style-type: none"> 1. Concern about less fortunate: 84% 2. Making a difference in my local community: 83% 3. Making the world a better place: 81%
Nigeria	<ol style="list-style-type: none"> 1. Making the world a better place: 97% 2. Making a difference in my local community: 95% 3. Concern about less fortunate: 95%
Philippines	<ol style="list-style-type: none"> 1. Concern about less fortunate: 88% 2. Making the world a better place: 87% 3. Making a difference in my local community: 77% *
Turkey	<ol style="list-style-type: none"> 1. Making the world a better place: 67% 2. Making a difference in my local community: 64% 3. Concern about less fortunate: 47%
United States	<ol style="list-style-type: none"> 1. Making a difference in my local community: 90% 2. Concern about less fortunate: 84% 3. Making the world a better place: 83%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant.

Appendix C: Giving to Charitable Causes

Top 3 charitable causes supported and average amount donated, by country

Country	Top 3 charitable causes (by % supporting)	Average amount donated
Australia	1. Disaster preparedness and relief: 54% ^	\$445
	2. Health and wellness: 37%	\$284
	3. Basic needs: 25%	\$250
Brazil	1. Disaster preparedness and relief: 22%	\$186
	2. Health and wellness: 22%	\$627
	3. Religious purposes: 21%	\$296
Canada	1. Health and wellness: 46%	\$300
	2. Basic needs: 44%	\$294
	3. Religious purposes: 32%	\$850
China	1. Disaster preparedness and relief: 33%	\$1,798
	2. Youth development / family services: 30%	\$766
	3. Educational purposes: 29%	\$1,161
France	1. Basic needs: 36%	\$92
	2. Health and wellness: 32%	\$149
	3. Youth development / family services : 21% ^	\$161
India	1. Educational purposes: 42%	\$394
	2. Health and wellness: 40%	\$333
	3. Basic needs: 34%	\$226
Japan	1. Disaster preparedness and relief: 18% *	\$131
	2. Youth development / family services: 12%	\$330
	3. Neighborhood improvement: 9%	\$196
Mexico	1. Basic needs: 33%	\$458
	2. Health and wellness: 22% *	\$291
	3. Youth development / family services: 21%	\$159
Nigeria	1. Basic needs: 43%	\$551
	2. Youth development / family services: 40%	\$308
	3. Religious purposes: 39% ^	\$1,387
Philippines	1. Disaster preparedness and relief: 37%	\$333
	2. Basic needs: 35%	\$240
	3. Religious purposes: 34%	\$357
Turkey	1. Educational purposes: 20% *	\$579
	2. Basic needs: 14% *	\$490
	3. Environmental protection: 12%	\$143
United States	1. Basic needs: 60%	\$208
	2. Religious purposes: 55% ^	\$2,608
	3. Sight/Blindness Programs: 46%	\$398

Source: Center on Philanthropy, 2011 Lions Clubs International Study

* Gender difference was found to be statistically significant in percentage supporting the top 3 charitable causes.

^ Gender difference was found to be statistically significant in amount donated to the top 3 charitable causes.

Appendix D: Motivations for Charitable Giving

Top 3 motivations for giving, by country

Country	Top 3 motivations for giving (by % citing)
Australia	1. Giving back to the community: 76% * 2. Achieving change/impact: 64% 3. Identifying with a cause: 64%
Brazil	1. Basic needs: 79% 2. Identifying with a cause: 71% 3. Achieving change/impact: 68%
Canada	1. Giving back to the community: 74% * 2. Basic needs: 71% 3. Identifying with a cause: 69%
China °	1. Giving back to the community: 72% 2. Achieving change/impact: 65% 3. Charities more effective: 58%
France	1. Identifying with a cause: 55% 2. Basic needs: 55% 3. Achieving change/impact: 40%
India	1. Giving back to the community: 74% 2. Charities more effective: 68% 3. For equity (help those with less): 64%
Japan	1. Giving back to the community: 44% 2. Being asked by Lions: 42% 3. Identifying with a cause: 32%
Mexico	1. Basic needs: 84% 2. Achieving change/impact: 76% 3. Giving back to the community: 70%
Nigeria	1. Giving back to the community: 95% 2. Charities more effective: 92% 3. Achieving change/impact: 92%
Philippines	1. Charities more effective: 79% 2. Giving back to the community: 73% 3. Basic needs: 72% *
Turkey	1. Basic needs: 56% 2. Charities more effective: 47% 3. Being asked by Lions/Giving back: 44%
United States	1. Giving back to the community: 82% 2. Identifying with a cause: 76% 3. Basic needs: 75%

Source: Center on Philanthropy, 2011 Lions Clubs International Study

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

Appendix E: Used and Preferred Methods of Giving

Top 3 methods used or preferred to donate to Lions Clubs International Foundation, by country

Country	Top 3 methods <u>used</u> to donate (by % giving to LCIF)	Top 3 methods <u>preferred</u> to donate (by % giving to LCIF)
Australia	1. In person at Lions events: 79% 2. Electronic funds transfer: 17% 3. Electronically through LCIF website: 3%	1. In person at Lions events: 90% 2. Electronic funds transfer: 21% 3. Electronically through LCIF website: 14%
Brazil	1. In person at Lions events: 54% 2. Electronically through LCIF website: 43% 3. With credit card by phone or e-mail: 7%	1. In person at Lions events: 59% 2. Electronic funds transfer: 31% 3. With credit card by phone or e-mail: 24%
Canada	1. In person at Lions events: 74% 2. Sending check by mail: 25% 3. Electronically through LCIF website: 10%	1. In person at Lions events: 82% 2. Sending check by mail: 38% 3. Electronically through LCIF website: 28%
China	1. In person at Lions events: 94% 2. Electronic funds transfer: 6%	1. In person at Lions events: 82% 2. Electronically through LCIF website: 41% 3. With credit card by phone or e-mail: 7%
France	1. In person at Lions events: 71% 2. Electronic funds transfer: 13% 3. Sending check by mail: 8%	1. In person at Lions events: 74% 2. Sending check by mail: 26% 3. Electronically through LCIF website: 22%
India	1. In person at Lions events: 75% 2. Sending check by mail: 22% 3. Electronic funds transfer: 3%	1. In person at Lions events: 94% 2. Sending check by mail: 34% 3. Electronic funds transfer: 9%
Japan	1. Electronic funds transfer: 48% 2. In person at Lions events: 39% 3. Electronically through LCIF website: 6%	1. In person at Lions events: 80% 2. Electronic funds transfer: 63% 3. With credit card by phone or e-mail: 27%
Mexico	1. In person at Lions events: 80% 2. Electronic funds transfer: 13% 3. Electronically through LCIF website: 4%	1. In person at Lions events: 92% 2. Electronic funds transfer: 23% 3. With credit card by phone or e-mail: 19%
Nigeria	1. In person at Lions events: 62% 2. Electronic funds transfer: 24% 3. Electronically through LCIF website: 14%	1. In person at Lions events: 65% 2. Electronic funds transfer: 65% 3. With credit card by phone or e-mail: 40%
Philippines	1. In person at Lions events: 78% 2. Electronic funds transfer: 19% 3. Electronically through LCIF website: 4%	1. In person at Lions events: 78% 2. Electronic funds transfer: 41% 3. Electronically through LCIF website: 38%
Turkey	1. In person at Lions events: 67% 2. Electronic funds transfer: 40%	1. In person at Lions events: 54% 2. Electronic funds transfer: 54% 3. Electronically through LCIF website: 4%
United States	1. In person at Lions events: 62% 2. Sending check by mail: 34% 3. Electronically through LCIF website: 8%	1. In person at Lions events: 74% 2. Sending check by mail: 62% 3. Electronically through LCIF website: 22%

Source: Center on Philanthropy, 2011 Lions Clubs International Study