

**I**n 1917, Melvin Jones introduced the “We Serve” concept. Today, 1.3 million men and women in more than 44,000 clubs worldwide serve their communities as Lions.

In 2003, Lions Clubs International approved **seven categories** of Lions Adopted Service Programs. These programs fulfill the following criteria:

- exemplify the Lions “**We Serve**” motto and are relevant to Lions clubs internationally
- meet an important community or humanitarian need
- achieve measurable outcomes which benefit service recipients
- provide “hands-on” involvement by Lions
- include leadership roles for Lions
- promote public awareness of the Lions service mission
- are sustainable.

**1. COMMUNITY SERVICES** can be citizenship, cultural, educational, health, public, recreational, and social services.

- **Building Homes for the Blind and Disabled with Habitat for Humanity** with financial assistance from a Lions Clubs International Foundation (LCIF) grant.
- **Lions Crew at Work** community improvement projects are hands-on, high-visibility initiatives and may include cleaning, painting and completing carpentry repairs to local facilities such as parks, schools, shelters and food pantries.

## **2. DISASTER PREPAREDNESS AND RELIEF**

- **Lions ALERT Program** encourages development of a pro-active plan in the event of a local emergency.
- **Lion-2-Lion: Resource Assistance Database** is an online location for the exchange of volunteer services and materials for emergency and non-emergency Lions projects.

**3. ENVIRONMENTAL SERVICES** aim to preserve the flora and fauna of the planet. June 5 is UN Environment Programme (UNEP) World Environment Day.

- **Lions Environmental Photo Contest** illustrates the beauty of nature. Lions submit photos to their club-level contest. One photo per club advances to the district, multiple district, and international competitions.
- **Lions Green Team** environmental projects are easy-to-implement, high-visibility initiatives such as planting trees, organizing a roadside cleanup and providing assistance at a recycling center.

## 4. HEALTH AND WELLNESS

**A. Diabetes Awareness and Action** can help prevent diabetic retinopathy, the leading cause of blindness in people between the ranges of 20 and 74 in industrialized nations. November is Lions Diabetes Education Month.

- **Community Education** includes distributing printed materials and organizing health fairs or diabetes seminars.
- **Diabetes Screening** can be accomplished through cooperation with local health officials.
- **Lions Eye Health Program (LEHP)**, the main SightFirst-funded initiative in industrialized nations, emphasizes prevention of eye diseases.
- **Recreational Camps for Diabetics** Lions clubs can organize a camp, volunteer for a camp, or provide financial support.
- **Strides: Lions Walk for Diabetes Awareness** is a community event to educate the public about diabetes.

**B. Hearing Preservation, Awareness and Action is a challenge presented to Lions by Helen Keller in 1925.**

- **Hearing Aid Recycling Program (HARP)** encourages Lions to donate used hearing aids.
- **Hearing Ear Dogs** alert their owners to sounds. Lions clubs can support schools that raise and train service animals.
- **Hearing Screenings** for the public can be arranged in collaboration with medical personnel.
- **Recreational Camps for the Deaf and Hearing Impaired** often receive support from Lions clubs. Lions may provide support to camps that are customized to meet the needs of children and adults who are deaf or hearing impaired.
- **Support Services the Deaf and Hearing Impaired** include: Lions scholarships for hearing impaired students, Lions schools, Lions support for hearing ear dogs and financial assistance for hearing aids and other assistive devices.

**C. Sight Preservation, Awareness and action:** In 1925, Lions accepted Helen Keller's challenge to become *knights of the blind in the crusade against darkness*. Today, Lions clubs implement sight-related projects.

- **Children's Eye Photo screening** detects amblyopia (lazy eye), the leading cause of blindness in one eye among persons less than 20 years of age.
- **Education for the Blind** includes the Hadley School for the Blind that provides free distance education for 10,000 students in 100 countries who are blind or visually impaired, as well as for their families. [www.hadley.edu](http://www.hadley.edu)
- **Eyeglass Recycling** occurs through 17 official Lions Eyeglass Recycling Centers. May is Lions Recycle for Sight Month.
- **Helen Keller Day** is June 1. Around the world, Lions implement sight-related service projects on this day.
- **Lions Eye Banks**, established in 10 countries, provide eye tissue for cornea transplants and research. Lions Eye Bank Week is the first full week in December.

- **Low Vision Projects** can include eye exams, transportation assistance, large-print reading materials, rehabilitation/vocational training, or guide dogs.
- **Recreational Camps for the Visually Impaired** often receive support from Lions clubs. Lions may provide support to camps that are customized to meet the needs of children and adults who are blind or visually impaired.
- **SightFirst** is the Lions global initiative to prevent blindness. Campaign SightFirst II aims to fund expansion of the initiative.
- **Special Olympics Opening Eyes Program** provides free vision screenings, eyeglasses, and sports goggles to Special Olympics athletes.
- **Support Services for Persons who are Blind or Visually Impaired** include providing Braille signage in public buildings; donating Braille and large-print books to libraries; and providing scholarships for visually impaired students.
- **Vision Screenings** are often organized in cooperation with local eye care professionals.
- **White Cane Safety Day (October 15)** is an opportunity for Lions to raise awareness of the use of the long white cane used by people who are blind or visually impaired.
- **World Sight Day**, the second Thursday in October, provides Lions with an opportunity to educate the community about blindness prevention.



**5. INTERNATIONAL RELATIONS** fulfills the Third Purpose of Lions Clubs International: *To create and foster a spirit of understanding among the peoples of the world.*

- **International Club Twinning** is a voluntary and mutual agreement of friendship between clubs in different countries.
- **Lions Day with the United Nations (UN)** celebrates the historic relationship between Lions and the UN.

**6. LIONS OPPORTUNITIES FOR YOUTH** committees at the club, district, and multiple district levels includes chairpersons from all Lions youth programs.



- **International Peace Poster Contest** is a Lions-sponsored art contest for youth, ages 11-13.
- **Lions International Youth Camp and Exchange Program** is a cultural opportunity for young people.
- **Leo Club Program** provides youth with an opportunity for development and contribution, individually and collectively.

- **Lions Quest** life-skills programs teach young people about character, education, drug abuse prevention, and service-learning.
- **Lions Young Leaders in Service** encourages 12 to 18 year-olds to perform volunteer community service.

**7. LIONS SERVICES FOR CHILDREN** encourages Lions to help children and young adolescents in adverse circumstances through health and education services.

- **Lions Children First** is a new program component that will include an activity guide, program brochure, sample press release and tip sheets for Lions' use in implementing turnkey service projects for disadvantaged children in three core areas: Healthcare, education, food and shelter.
- **Lions Children Worldwide Symposium Program** encourages districts or multiple districts to organize a symposium or conference that will promote activities supportive of health and/or education services for disadvantaged children. There is an application and approval process per fiscal year on a first come first served basis.

## **PARTNERS**

- **AMD (Age-related Macular Degeneration) Alliance International** is a global coalition of vision and seniors' organizations dedicated to raising awareness of this vision impairment. [www.amdalliance.com/](http://www.amdalliance.com/)
- **American Diabetes Association (ADA)** aims to prevent and cure diabetes and to improve the lives of people affected with diabetes. [www.diabetes.org](http://www.diabetes.org)
- **American Optometric Association (AOA)** is a federation of US state, student, and armed forces optometric associations that aims to improve the quality and availability of vision care. [www.aoa.org/](http://www.aoa.org/)
- **Canadian Optometric Association (COA)** is a federation of ten provincial associations of optometrists and aims to improve the quality and availability of vision care. [www.opto.ca/](http://www.opto.ca/)
- **Diabetes Education and Camping Association (DECA)** provides leadership and education to better enable diabetes camps to help people affected by diabetes to lead healthier, happier, more productive lives through good diabetes management. [www.deca.org](http://www.deca.org)
- **The Hadley School for the Blind** is an accredited international learning center that promotes independent living through lifelong, distance education programs for people who are blind or visually impaired, their families and blindness service providers. [www.hadley-school.org](http://www.hadley-school.org)

- **International Federation of Red Cross and Red Crescent Societies (IFRC)** is an international disaster relief agency. [www.ifrc.org](http://www.ifrc.org)
- **Lions Clubs International Foundation (LCIF)** provides grants to Lions districts for humanitarian projects. [www.lcif.org](http://www.lcif.org)
- **(US) National Diabetes Education Program (NDEP)** works with (US) government and private agencies to improve treatment and outcomes for people with diabetes, promote early diagnosis and prevent or delay the onset of type 2 diabetes. [www.ndep.nih.gov](http://www.ndep.nih.gov)
- **(US) National Eye Health Education Program (NEHEP)** established the LCIF-funded Lions Eye Health Program (LEHP). [www.nei.nih.gov](http://www.nei.nih.gov)
- **OneSight** provides free vision care and eyewear to underprivileged individuals in North America and developing countries. [www.onesight.org](http://www.onesight.org)
- **Scouts**-the Boy Scouts of America, the Girl Scouts of America, and Scouts Canada. [www.scouts.org](http://www.scouts.org)
- **United Nations (UN) and the UN Economic and Social Council (ECOSOC)** coordinates the economic and social work of 14 UN specialized agencies and five regional commissions. [www.un.org/esa/desa/](http://www.un.org/esa/desa/)
- **United Nations Educational, Scientific and Cultural Organization (UNESCO)** promotes education, science, and culture. [www.unesco.org](http://www.unesco.org)
- **UNICEF (United Nations Children’s Fund)** advocates for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. [www.unicef.org](http://www.unicef.org)
- **World Health Organization (WHO)** is the United Nations (UN) agency for health. [www.who.int](http://www.who.int)
- **Youth Service America (YSA)** promotes Global Youth Service Day. [www.ysa.org](http://www.ysa.org)

**Adopted Service Program publications, PowerPoint presentations, awards, and resources are available through the Lions Web site: [www.lionsclubs.org](http://www.lionsclubs.org)**

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