

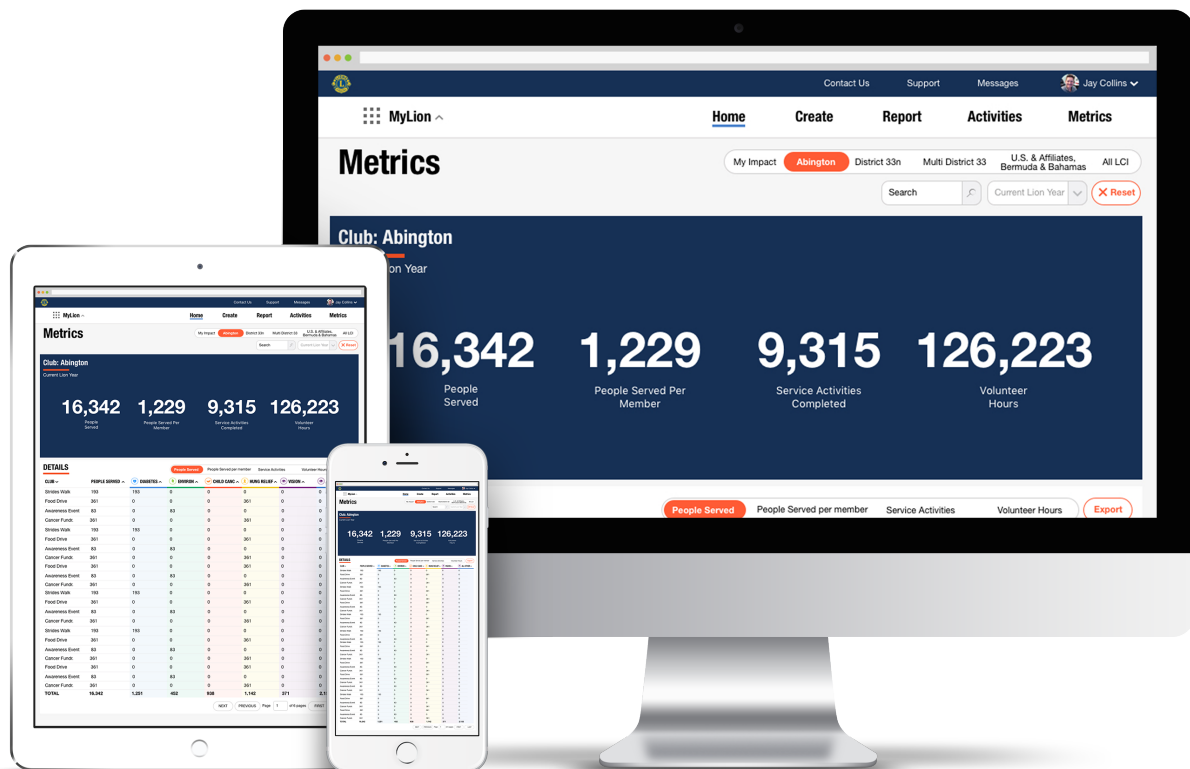


# Service Reporting Guide

Sharing your impact is important to members, to clubs and to our organization as a whole. It helps us chart our progress as an organization, tell our story to prospective partners and much more. From simple community service projects to large, comprehensive screening projects, reporting will shine a light on how—and where—local clubs are making a difference in their communities and in the world.

This guide will help Lions and Leos to become familiar with the service activity data in MyLion® by answering the following two questions:

- ✓ What is a reportable service activity?
- ✓ What data should be reported?





❓ If you need additional assistance with reporting your service activity, contact your local Global Service Team representative, or the Member Support Center at [mssc@lionsclubs.org](mailto:mssc@lionsclubs.org).



## What is a reportable service activity?

There are two types of reportable service activity: **direct** and **indirect**.

 <b>Direct service</b>	 <b>Indirect service</b>
<p>Lions and Leos plan and implement a service project to serve community needs and interact directly with the people being served.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>▶ A community event providing diabetes education and screening services</li> <li>▶ An ongoing support group for those affected by childhood cancer</li> <li>▶ An educational activity where children receive a healthy breakfast</li> </ul>	<p>When Lions serve but do not interact directly with beneficiaries.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>▶ A fundraising event where funds/resources are donated to another organization</li> <li>▶ A community improvement project (e.g., facility improvement, tree planting)</li> <li>▶ The collection/donation of canned food to a local food pantry</li> </ul>

### It is important to report accurate information.

In MyLion®, you can measure the impact of your service activity or project by reporting the following metrics:

- » Number of **people served** (adults and youth)
- » Number of **volunteers who participated** (Lions, Leos and non-members)
- » Number of **volunteer hours** spent in planning, fundraising and implementing the activity or project
- » **Additional metrics** to report **environment and community improvement** service activities.

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# What data should be reported?

## 1. Number of people served

The screenshot shows a web form titled 'Celebrate and Share!' with several sections: 'How many people were served?' (with a yellow arrow pointing to the input field), 'How many volunteers were involved?' (with a dropdown menu), 'Optional: Who Attended this activity?' (with radio buttons for Lions, Leos, Non-members, and Total volunteers), 'Number of volunteer hours' (with sub-sections for Planning & Fundraising hours, Service hours, and Total hours), and 'What was the outcome to the community?' (with a text area). At the bottom, there is a checkbox for 'Was this activity funded by an LCI grant?'.

- » When providing direct service, **count each recipient.**
- » When providing indirect service, **provide the estimated number of recipients.**
- » How many people were under 18? Out of the total number of people served, count how many of them were under 18 years old.

### QUICK TIP

- ▶ When reporting indirect service projects, do not report the number of people who participated in or contributed to raising the funds/collecting materials. Instead, estimate how many people were served indirectly by your service project or donations. Collaborate with recipient organizations to estimate the number of people served.

### Examples:

- » If your club collects and donates food items to a local organization, work with them to find out how many people they are expecting to feed with the amount of food provided by your club.
- » If your club is building a library over multiple years, estimate how many unique individuals will use your gift over a one-year timespan.
- » For environment-related service projects such as tree planting and cleaning community spaces, refer to the environment and community improvement section on page 5.

## 2. Number of volunteers

Count the total number of Lions, Leos and non-members who participated in planning, fundraising and implementation of your service activity.

The screenshot shows the same 'Celebrate and Share!' form as above. A yellow arrow points to the 'Optional: Who Attended this activity?' section, which contains radio buttons for 'Lions', 'Leos', 'Non-members', and 'Total volunteers'.

- » Lions: How many of those volunteers were Lions?
- » Leos: How many of those volunteers were Leos?
- » Non-members: How many of those volunteers were not affiliated to Lions or Leo clubs?

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## What data should be reported? (continued)

### 3. Number of volunteer hours

Track and report the total number of hours volunteers spent planning, fundraising and implementing the service activity.

The screenshot shows a web form titled 'Celebrate and Share'. It includes fields for 'How many people were served?' and 'How many volunteers were involved?'. Below these is a section for 'Number of volunteer hours' with sub-fields for 'Planning & Fundraising hours', 'Service hours', and 'Total Hours'. A yellow arrow points to the 'Total Hours' field.

» **Planning and fundraising hours:** For each volunteer, record the total number of hours spent planning and fundraising for the project.

Example: A planning committee consisting of two Lions and two Leos met for a total of 8 hours and then each spent 12 hours fundraising. *32 hours of planning + 48 hours of fundraising = 80 total hours.*

This screenshot is identical to the previous one, showing the 'Number of volunteer hours' section with a yellow arrow pointing to the 'Total Hours' field.

» **Service hours:** For each volunteer, record the total number of hours spent implementing and serving on the project.

Example: A Lions club conducts a diabetes screening from 9 am to 1 pm. Seven Lions club members, three Leos, and two nurses from the local clinic shared the various responsibilities during the screening. *12 volunteers x 4 hours each = 48 total hours.*

### 4. Community outcome

The screenshot shows the 'Celebrate and Share' form with the 'What was the outcome to the community?' section highlighted. A yellow arrow points to the text input area for this section.

Share how your service activity will improve your community. This can be an explanation on how your service activity will continue to improve the livelihood of people, communities, the environment, etc. You can also include the total amount of funds raised/donated within this section.

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## How to report environment and community improvement

Environment-related service projects are often longer term than other types of projects. Community-wide or even nationwide impact can be challenging to measure. To avoid overestimation and maintain credibility, we are focusing on the number of people educated through your project. So enter only the number of people who were educated when reporting the number of people served for environmental service activities. **Use the following guideline when reporting these projects:**

In addition to the number of people served, you will also notice below metrics in the environmental service projects.

The screenshot shows a web interface with a navigation bar at the top containing 'Home', 'Create', 'Report', 'Activities', and 'Metrics'. Below the navigation bar is a section titled 'Celebrate and Share!' with three yellow boxes containing the following questions:

- How many trees were planted?
- How many trees were cared for by watering, mulching, weeding, etc?
- How many community spaces were cleaned, beautified or improved?

A yellow arrow points to the first question.

- » Number of trees planted
- » Number of trees cared for
- » Number of community spaces cared for

### Examples:

- » A club cleaned, beautified or improved a park, and reports 1 community space cared for.
- » A club plants 5 trees, and reports 5 trees planted.
- » A club cares for 15 young trees or saplings through watering, weeding and mulching, and reports 15 trees cared for.
- » A Leo club cared for 150 trees and educated 50 community members about their project and the environment. The club reports 50 people served.

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