



Lions - The most meaningful aid in Finland

OUR VISION

Our aim is to be Finland's most meaningful and impactful aid provider by the year 2030

The quality of our actions, reaching those in need of our help, and providing effective and visible service are the core concepts of the inspiring Lion-activities. Clubs are significant in their areas, and each of us can serve as an individual or a group in our community in the most meaningful way possible.

OUR MISSION

- The purpose of Lion-activities is to help and serve our society
- We offer everyone the opportunity to help build a sustainable future

Our mission is to help and serve our society. Through Lion-activities, we offer a collaborative network that provides long term and inclusive experiences towards creating and building a better future.

OUR WORLD TODAY

- We live in a diverse and constantly evolving environment
- Demographic changes are impacting our membership
- Expectations for humanitarian activities and individual time commitments are changing

We understand and successfully support the needs and trends of our communities in which we operate. We recognize the expectations placed on humanitarian activities and offer meaningful opportunities for our members and others associated to participate.

OUR VALUES

- **Serving** – We help by acting together and supporting each other
- **Trustworthiness** – We deliver on our promises
- **Localness** – Locally around the world
- **Community** – We are stronger together

Our values are at the core of our actions. Together we help and support locally and worldwide. We reliably deliver what we promise. We believe in community – we are stronger together.

OUR GOALS

- We are a vibrant service organization
- We operate in appropriate and efficient ways
- We are a strong societal influencer

We have three main objectives towards achieving our vision. Our organization and operating methods must serve our clubs and members in the best possible way. Our clubs must be able to succeed, be attractive, and provide an excellent member experience. To be a strong social influencer, we must be visible and have an impact at all levels of society – from the service beneficiary of the clubs to societal decision-making.

HOW WE DO IT

- Clarifying the organization of the districts and the association
- Developing and improving the operations of the districts and the association
- Supporting and developing the operations of clubs
- Strengthening the networking and partnerships
- Broadening the scope of training to support both clubs and the entire organization
- Improving and strengthening marketing and communication
- Increasing the impact of service

We achieve our goals through seven action programs that improve the operating methods of our districts and the Finnish Lions Association. We create an inspiring operating environment in which clubs are able to grow and thrive.