

*Lions Clubs International*  
**LIONS**  
**CODE OF ETHICS**

**TO SHOW** *my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.*

**TO SEEK** *success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.*

**TO REMEMBER** *that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.*

**WHENEVER** *a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.*

**TO HOLD** *friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which is given.*

**ALWAYS** *to bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.*

**TO AID** *others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.*

**TO BE CAREFUL** *with my criticism and liberal with my praise; to build up and not destroy.*