

## **Mission ▪ Vision ▪ Values**

### **1. Mission Statements**

An organization's mission is a statement of its basic purpose or reason for existence. In its most simple form, the mission of a non-profit organization describes:

What you want to achieve in the long run

With whom – the target group or beneficiaries of your work

With what methods

#### **Audience Definition**

Needs and Challenges - Opportunities and Abilities - Documentation

### **2. Vision Statements**

What is the organization's realistic but challenging guiding vision of success?

Describe how the world would be improved changed or different if your organization was successful in achieving its purpose.

### **3. Values**

What are the fundamental values and beliefs that guide us in our day-to-day interactions with each other and our constituencies?

What do we believe?

What do we stand for?

What is important?

What will guide our behavior?