

Mission, Vision, and Values Handout

MISSION STATEMENT

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:

Impact: What you want to achieve in the long run
Audience: With whom – the target group or beneficiaries of your work
Methods: How you reach the audience and achieve the impact

VISION STATEMENT

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.

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?