

DEVELOPING VISION AND MISSION STATEMENTS FOR AN ORGANIZATION

The main questions to consider as you are developing a vision statement are:

- What are the values or beliefs that inform your work?
- What would you ultimately hope to accomplish as a result of your efforts?

EXAMPLES OF A GOOD VISION STATEMENTS

Our ultimate goal is a world without HIV/AIDS.

A world where everyone has a decent place to live.

Our vision is to leave a sustainable world for future generations.

Our vision is a world in which every child attains the right to survival, protection, development and participation.

The organization's mission is a formal, short, written statement of the organization's purpose. It should reflect:

- What the group is;
- What the group aims to do or achieve;
- Who the work is aimed at (the target group) and who it is done with; and
- How the group does its work in broad terms, meaning what methods it uses.

EXAMPLES OF GOOD MISSION STATEMENTS

The mission of the HIV/AIDS Service Organization is to promote policies that help people living with HIV/AIDS to access nutritional and health support to enhance their lives.

To find a cure for diabetes and its complications through the support of research.

To feed the nation's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

To work with communities to end hunger and poverty and care for the Earth.

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