



Creating Organizational Vision & Mission Statements

A **vision statement** is an inspirational statement of an idealistic future of a company or group. Vision describes the basic human emotion that a founder intends to be experienced by the people the organization interacts with and is serving.

Vision statements may fill the following functions for an organization:

- Provide a picture of the desired future.
- Serve as a foundation for a broader [strategic plan](#).
- Help organizations differentiate from other similar organizations.
- Motivate existing employees and attract potential employees by clearly categorizing the organization's goals and attracting like-minded individuals.
- Focus organizational efforts and facilitate the creation of [core competencies](#) by directing the organization to only focus on strategic opportunities that advance the organization's vision.

Commonly cited traits include:

- Concise: able to be easily remembered and repeated
- Clear: defines a prime [goal](#)
- Time: defines a time horizon
- Future-oriented: describes where the company is going rather than its current state
- Stable: offers a long-term perspective and is unlikely to be impacted by market or technology changes
- Challenging: not something that can be easily met and discarded
- Abstract: general enough to encompass all of the organization's interests and strategic direction
- Inspiring: motivates employees and is something that employees view as desirable

A **mission statement** is a short statement of why an organization exists, what its overall goal is, and the goal of its operations: what kind of service or programs it provides, its primary customers or beneficiaries, and its scope of service. It may include a short statement of such fundamental matters as the organization's values or philosophies, main uniqueness's, or a desired future state – the "vision." Historically, it is associated with Christian religious groups; indeed, for many years, a missionary was assumed to be a person on a specifically religious mission. The word "mission" dates from 1598, originally of Jesuits sending ("missio", Latin for "act of sending") members abroad.

A mission is not simply a description of an organization by an external party, but an expression, made by an organization's leaders, of their desires and intent for the organization. A mission statement aims to communicate the organization's purpose and direction to its employees, donors, communities, partners, and other stakeholders. A mission statement also creates a sense of identity for employees. Organizations normally do not change their mission statements over time, since they define their continuous, ongoing purpose and focus.

According to Chris Bart, professor of strategy and governance at McMaster University, a commercial mission statement consists of three essential components:

- Key market: the target audience
- Contribution: the product or service
- Distinction: what makes the product/service unique

Bart estimates that in practice, only about ten percent of mission statements say something meaningful or clear.

Nonprofit Examples:

Charity Water

- Vision: Together, we can end the global water crisis.
- Mission: Charity: water is a nonprofit organization bringing clean and safe water to people around the world.

Compassion International

- Vision: Our vision is that every child living in poverty will know the love of Christ, the hope of the gospel and reach their full potential.
- Mission: We release children from poverty in Jesus' name through a holistic approach to child development.

Watts of Love

- Vision: Our vision is to light the world while creating self-worth and economic freedom.
- Mission: We empower individuals to raise themselves out of the darkness of poverty through solar lighting.

1Mission

- Vision: Our vision is to see poverty housing eliminated worldwide.
- Mission: We're a community development organization giving people in poverty the opportunity to earn a house by serving their community.

World Vision Mission & Values:

- Our Mission Statement: World Vision is an international partnership of Christians whose mission is to follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the Kingdom of God.

- We are Christian.
- We are committed to the poor.
- We value people.
- We are stewards.
- We are partners.
- We are responsive.

We pursue this mission through an integrated, holistic commitment to:

- Transformational development that is community-based and sustainable, focused especially on the needs of children.
- Emergency relief that assists people afflicted by conflict or disaster.
- Promotion of justice that seeks to change unjust structures affecting the poor among whom we work.
- Partnerships with churches to contribute to spiritual and social transformation.
- Public awareness that leads to informed understanding, giving, involvement, and prayer.
- Witness to Jesus Christ by life, deed, word, and sign that encourages people to respond to the Gospel. (Learn about a relationship with Jesus.)

House of Refuge Sunnyslope Values:

- The Bible – We believe the Bible is the inerrant Word of God and the basis for all we do.
- God – We believe transformation only happens through a relationship with God, Jesus Christ, and the Holy Spirit.
- Christian Fellowship – We believe in the importance of Christian fellowship, community and healthy relationships.
- Employment – We believe employment creates self-worth in an individual.
- Spiritual Growth – We believe our residents obtain emotional and financial stability through spiritual growth.
- Volunteers – We believe volunteers are vital to fulfilling our mission.