

3.2: Creating a Mission Statement

Sample Vision (“Why”) and Mission (“How”) Statements

1. Feeding America

Vision: A hunger-free America

Mission: Our mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

2. Alzheimer's Association

Vision: Our vision is a world without Alzheimer's.

Mission: To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

3. Special Olympics

Vision: To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities, and thereby anyone who is perceived as different.

Mission: The mission of Special Olympics is to provide year-round training and athletic competition in a variety of Olympic-type sports to children and adults with intellectual disabilities in order to develop physical fitness; demonstrate courage; experience joy; and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

4. Make-A-Wish

Vision: Our vision is that people everywhere will share the power of a wish.

Mission: We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.

5. Smithsonian

Vision: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.

Mission: The increase and diffusion of knowledge.

6. San Diego Zoo

Vision: We will lead the fight against extinction.

Mission: San Diego Zoo Global is committed to saving species worldwide by uniting our expertise in animal care and conservation science with our dedication to inspiring passion for nature.

7. The Nature Conservancy

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

Mission: The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends. Our vision is a world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives.

8. Goodwill

Vision: Every person has the opportunity to achieve his or her fullest potential and participate in and contribute to all aspects of life.

Mission: Goodwill works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.

9. Oxfam

Vision: A just world without poverty.

Mission: Our purpose is to help create lasting solutions to the injustice of poverty. We are part of a global movement for change, empowering people to create a future that is secure, just, and free from poverty.

10. VFW

Vision: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.

Mission: To foster camaraderie among U.S. veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans.

11. Creative Commons

Vision: Our vision is nothing less than realizing the full potential of the Internet—universal access to research and education, full participation in culture—to drive a new era of development, growth, and productivity.

Mission: Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.

12. Amnesty International

Vision: Amnesty International's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.

Mission: Amnesty International's mission is to undertake research and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its work to promote all human rights.