

**THE IMPORTANCE OF VISION, MISSION,
AND VALUES FOR YOUR CHARITY**

Every successful charity is built on a strong foundation of vision, mission, and values. These core elements guide your organisation's strategies, inspire your team, and resonate with supporters. Understanding and clearly articulating these components is crucial for achieving your charitable goals.



VISION: YOUR CHARITY'S FUTURE ASPIRATIONS

The vision statement outlines what your charity aims to achieve in the long term. It's a forward-looking declaration that inspires and provides a picture of a better future that your charity seeks to create.

Why Vision Matters:

- **Inspiration:** A compelling vision motivates and inspires your team, volunteers, and supporters.
- **Direction:** It provides a clear direction and purpose, helping to align efforts and resources towards common goals.
- **Attraction:** A strong vision attracts donors, partners, and advocates who share your dream for the future.



MISSION: YOUR CHARITY'S PURPOSE AND APPROACH

The mission statement defines the core purpose of your charity and how you plan to achieve your vision. It's a concise explanation of what you do, who you serve, and how you do it.

Why Mission Matters:

- **Clarity:** A clear mission helps your team and stakeholders understand your charity's primary focus and activities.
- **Consistency:** It ensures consistency in decision-making and actions across the organisation.
- **Communication:** An effective mission statement communicates your purpose to the public, enhancing engagement and support.

VALUES: YOUR CHARITY'S ETHICAL COMPASS

Values are the guiding principles that dictate behaviour and action within your organisation. They reflect what is important to your charity and shape its culture and identity.

Why Values Matter:

- **Integrity:** Upholding strong values builds trust with your supporters, beneficiaries, and partners.
- **Unity:** Shared values build a sense of community and belonging among your team and volunteers.
- **Resilience:** Values-driven organisations are more resilient and better equipped to handle challenges and changes.



BRINGING VISION, MISSION AND VALUES TOGETHER

For your charity to thrive, it's essential to ensure that your vision, mission, and values are not just words on paper but are integrated into every aspect of your organisation.

Here's how:

- **Communicate Consistently:** Regularly share your vision, mission, and values with all stakeholders through meetings, newsletters, your website and social media.
- **Embed in Culture:** Incorporate these elements into your charity's culture through training, policies, and everyday practices.
- **Review and Reflect:** Periodically review your vision, mission, and values to ensure they remain relevant and aligned with your charity's evolving goals and context.



IN CONCLUSION

Vision, mission, and values are the cornerstone of any successful charity. They provide a clear roadmap for your journey, inspire those around you, and ensure that every step taken is purposeful and impactful. By articulating and living by these principles, your charity can make a meaningful difference in the world.

For further information, contact lisa@mmcltd.co.uk

Lisa Cox - Business Development & Strategic Services Lead