

## Sample Mission Statements

A **mission statement** is a statement of the purpose of an organization, its reason for existing. The mission statement should guide the actions of the organization, spell out its overall goal, provide a path, and guide decision-making. It provides the framework or context within which the organization's strategies are formulated. It's the statement of what the organization wants to do for the world and ideally it should inspire others to support your work.



Often mission statements consists of three essential components:

1. Clients: Who is your target client or customer?
2. Service: What service do you provide to clients?
3. Distinction: What makes your service/organization unique, so that people would choose to support it?

Donors, staff, and volunteers need inspiration. Management needs guidance for their efforts and decision-making. A mission statement can be the foundation of a successful organization. As you read these mission statements below, consider what you find most inspiring and beneficial about them.

**Nike:** "To bring inspiration and innovation to every athlete in the world."

**American Red Cross:** "Prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."

**Microsoft:** "Enable people and businesses throughout the world to realize their full potential."

"We consider our mission statement a commitment to our customers. We deliver on that commitment by striving to create technology that is accessible to everyone—of all ages and abilities. Microsoft is one of the industry leaders in accessibility innovation and in building products that are safer and easier to use."

**Starbucks:** "To inspire and nurture the human spirit—one person, one cup and one neighborhood at a time."

**Coca-Cola:** "To refresh the world. To inspire moments of optimism and happiness. To create value and make a difference."

**St. Jude Children's Research Hospital:** "To advance cures and means of prevention for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay."

**UPS:** "We Seek to

- Grow our global business by serving the logistics needs of customers, offering excellence and value in all that we do.
- Inspire our people and business partners to do their best, offering opportunities for personal development and success.
- Lead by example as a responsible, caring, and sustainable company making a difference in the communities we serve."

**United States Postal Service:** “To provide postal services to bind the Nation together through the personal, educational, literary, and business correspondence of the people. It shall provide prompt, reliable, and efficient services to patrons in all areas and shall render postal services to all communities.”

**Trader Joe's:** “To give our customers the best food and beverage values that they can find anywhere and to provide them with the information required to make informed buying decisions. We provide these with a dedication to the highest quality of customer satisfaction delivered with a sense of warmth, friendliness, fun, individual pride, and company spirit.”

**Nevada Humane Society:** “To bring people and animals together to create a no-kill community in Washoe County. We provide shelter and care to homeless pets, low-cost spay/neuter, and pet adoption services for the community to help create a lifesaving safety net for every homeless dog and cat in our community.”

**Kansas City Pet Project:** “To end the killing of healthy and treatable pets in Kansas City, Missouri by using the most progressive and lifesaving programs and promoting effective animal control policies.”

**Charlottesville-Albemarle SPCA:** “Provide a safe environment for the lost, abandoned, and homeless animals of Charlottesville and Albemarle County and place them in good homes. We strive to set a standard of excellence and leadership in animal care, humane education, and progressive animal welfare programs.”

**Lifeline Animal Project:** “Lifeline Animal Project works with you and our local shelters so that every dog and cat will have a place to call home and to end the euthanasia of healthy and treatable dogs and cats in animal shelters.”

**Baltimore Animal Rescue and Care Shelter:** “To accept and care for all animals in need and promote responsible pet ownership for a more humane community in Baltimore City.”

**Pima Alliance for Animal Welfare:** “Engage all Pima County residents, agencies, and organizations in aggressive adoption and spay/neuter efforts, responsible breeding, and conscientious pet ownership to ensure that all companion animals have a loving home and humane care.”

**San Antonio Pets Alive!:** “To provide extraordinary pet adoption and medical services to help the City of San Antonio achieve No Kill status (90% live release rate) and sustain it.”

**Richmond SPCA:** “To practice and promote the principle that every life is precious.”

**San Francisco SPCA:** “To save and protect animals, to provide care and treatment, to advocate for their welfare and to enhance the human-animal bond.”