

# 30 Example Vision Statements

**Human Rights Campaign:** Equality for everyone (3)

**Feeding America:** A hunger-free America (4 words)

**Alzheimer's Association:** A world without Alzheimer's (4)

**Oxfam:** A just world without poverty (5 words)

**National Multiple Sclerosis Society:** A World Free of MS (5)

**The Nature Conservancy:** To leave a sustainable world for future generations. (8)

**Make-A-Wish:** That people everywhere will share the power of a wish (10)

**Habitat for Humanity:** A world where everyone has a decent place to live. (10)

**San Diego Zoo:** To become a world leader at connecting people to wildlife and conservation. (12)

**NPR,** with its network of independent member stations, is America's pre-eminent news institution (12)

**Ducks Unlimited** is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. (13)

**Oceana** seeks to make our oceans as rich, healthy and abundant as they once were. (14)

**In Touch Ministries:** proclaiming the Gospel of Jesus Christ to people in every country of the world. (14)

**Cleveland Clinic:** Striving to be the world's leader in patient experience, clinical outcomes, research and education. (14)

**Save the Children:** A world in which every child attains the right to survival, protection, development, and participation. (15)

**Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education. (16)

**Smithsonian:** Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world (17)

**ASPCA:** That the United States is a humane community in which all animals are treated with respect and kindness. (18)

**Leukemia & Lymphoma Society:** Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. (18)

**World Vision:** For every child, life in all its fullness; Our prayer for every heart, the will to make it so (19)

**Clinton Foundation:** To implement sustainable programs that improve access worldwide to investment, opportunity, and lifesaving services now and for future generations. (19)

**Goodwill:** Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life. (21)

**Boy Scouts of America:** To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law. (24)

**WWF:** We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth... (25)

**Kiva:** We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others. (26)

**Amnesty International:** 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. (26)

**charity: water** believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life's most basic need — clean drinking water. (28)

**Special Olympics:** 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. (28)

**Creative Commons:** 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. (30)

**VFW:** 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. (32)

# Establishing a Planning Group -

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Often, community problems or goals are too large and complex for any one person, agency or organization to address effectively. In those circumstances, putting together some combination of groups and individuals can be an effective strategy for bringing needed resources to bear, and getting everyone working together in common purpose. Improvement in outcomes that matter to communities requires bringing together many people and organizations that care about, or could be affected by, a common problem or goal. Success is often enhanced by the shared work of the broadest possible combination of people. Such is the work of creating and maintaining coalitions and partnerships.

Who is affected by the issue of promoting healthy living? Are certain populations in your community less healthy than others?

What groups or organizations are already working on healthy living activities, such as promoting access to healthy food, physical activity, and reducing tobacco use?

Who else could you involve in developing a plan for your effort? Consider those who can make things happen. Also consider both those affected by the problem and those committed to addressing the problem.

# Vision Statement Worksheet -

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## Vision Statement Definition

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*A short phrase describing the future you are ultimately working towards (i.e. your final destination or desired end state)*

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## Guidelines your vision statement should follow:

- Clear and concise
- Simple and concrete language
- Avoid jargon and buzzwords
- Approx. 5-14 words

## Brainstorming questions

What would your world look like if this problem was solved?

If you were completely successful, what would this look like for your community?

## Your Community's Vision: