

Values, Vision, Mission, Goals/Objectives and Strategies

Values: abstract statements about ethical principles that your members agree on.

- ⤴ ex: Everyone has a right to a minimum income
- ⤴ ex: Everyone should have the right to participate in the decisions that affect their lives
- ⤴ ex: We all need to work together to dismantle systems of oppression

Vision: a broad but descriptive statement of the future your group would like to see. The vision is not only what your business will do, but what the world would look like if everyone held the same values you do.

- ⤴ ex: We envision a world where every child has access to a quality education, in a safe and healthy learning environment.
- ⤴ ex: Our vision is for a post-carbon economy, where our community relies only on sustainable, non-polluting energy to power our buildings, industry, and transportation system.

Mission: what is your organization going to do to achieve a chunk of that vision? The mission statement is the most important one in terms of the law, it's the one you tell to the government and the world at large - the reason for your organization's existence.. Your organization is only really authorized to carry out activities that are specified in your mission statement, and its trustees (board of directors) can be held liable for failing to carry out activities specified in the mission statement. Therefore, you want it to be broad enough to include all the things you might want to do, but specific enough so that you can show how your activities are achieving your mission. The mission of an organization is rarely changed - once every 10-20 years, if that.

- ⤴ Too broad: Our mission is to provide jobs to local residents.
- ⤴ Too specific: Our mission is to provide full-service composting services to small restaurants in Dorchester.
- ⤴ Just right: Our mission is to provide jobs to local residents and increase the rate of recycling in Boston's neighborhoods, by providing education and training, recycling and disposal services to local businesses, and by converting waste products into sustainable sources of energy.

Goals/Objectives: Goals and Objectives are measurable outcomes that you are trying to achieve.

Some people consider these to be different, but I think they're similar enough to consider them together. Your group should measure your progress toward your goals/objectives and revise them every 1-5 years, as you either achieve them, fail to achieve them, or decide on different ones.

- ⤴ Objective: To reduce the volume of materials currently going to landfills and incinerators from Dorchester Restaurants by 75% over the next 5 years.
- ⤴ Not an Objective: To pick up food waste from 100 businesses in Dorchester and deliver it to area farms for composting
- ⤴ *^Don't confuse your goals/objectives with your strategies. Picking up food waste from local businesses and composting it is a strategy for reducing the volume of trash coming out of local restaurants.*

Strategies: What are the ways in which you are going to try and achieve your objectives? This should describe the activities of your organization on a day-to-day basis.

- ⤴ ex: We will pick up food waste from 100 businesses in our first year of operation, delivering it to local farms for composting.
- ⤴ ex: We will provide education and training to area restaurants to encourage them to separate their recyclables and compost from the trash.
- ⤴ ex: We will build a mini-anaerobic digester to make methane gas from food scraps, which can then be burned efficiently to produce electricity.