

Mission Statement Development Worksheet

INSTRUCTIONS:

Use this worksheet to help define what the coalition needs to accomplish in order to reach its vision. Once again you want to give everyone involved a chance to contribute but it may be helpful to have smaller groups develop a proposed draft statement.

A mission statement articulates the coalition's reason for existence and communicates the values, purpose and hopes of the coalition. It should articulate the *what* and *why*-what your group is going to do and why they are doing it. The mission statement is similar to the vision statement, but more concrete and action-oriented. As such, it should be developed after the vision statement.

Key Questions	Coalition Responses
1. What is it that we want for children and families in our community?	
2. What are the key things we need to achieve in order to reach our vision?	
3. How are we going to go about reaching our vision?	

Examples of mission statements developed by Smart Beginnings coalitions:

To provide support and information to parents and family members raising children, improve the quality of early childhood programs in the area, and ensure young children have access to all health supports and services.

-Smart Beginnings Greater Roanoke

Our role is to maximize the potential of every child in our region and ensure that every child has access to high-quality early care and education by:

- Raising awareness about the importance of the early years;
• Advocating for greater public-private investment in our youngest citizens;
• Encouraging regional collaboration to improve our early care and education systems; and
• Working with South Hampton Roads cities to garner the resources and support necessary to improve their current systems.

-Smart Beginnings South Hampton Roads

Our mission is to help all children enter school healthy and prepared to succeed.

-Smart Beginnings Shenandoah Valley

Smart Beginnings Western Tidewater is committed to our mission that "All Children in Western Tidewater enter school healthy and ready to learn."

-Smart Beginnings Western Tidewater

The purpose of Smart Beginnings Alexandria/Arlington is to ensure that all children, prenatal to eight years, in Arlington and Alexandria, and their families have access to the resources they need to achieve success in school and in life.

-Smart Beginnings Alexandria/Arlington

Mission Statement:

Empty box for writing a mission statement.

Mission statements should generally encompass the following characteristics:

- Concise and not too long.
• Outcomes oriented, explaining what the coalition is working to achieve.
• Inclusive of the goals and membership of the coalition.

