

How are you creating a better world?

If you think of your vision statement as describing the big picture of your work (the whole pie, as it were), the mission statement defines your slice of it, your organisation's actual purpose. It explains what your organisation does and why it exists. With your vision in mind, use the questions below to articulate your organisation's role in achieving its vision - and explaining what you do.

In one-two sentences, explain what your organisation does.

How does your organisation do it? What's your approach?

Why does the work you're doing matter?

To whom does your work matter the most?