

mission statement

The purpose of an agency's mission statement is to relate:

- WHAT is going to be done
- WHY it is going to be done
- WHO is going to be served

mission statement examples

"To increase the physical activity levels of high school students in Kansas in order for them to develop a lifetime commitment to exercising on a regular basis, thereby preventing premature death and disability."

"The Kansas Health Foundation is dedicated to improving the health of all Kansans."

"We support grassroots and community partnership efforts in creating and sustaining positive change."

Mission statements:

- Relate the agency's special task or purpose
- Should be no more than a paragraph—the shorter the better
- Are a useful tool to measure potential new direction against, "Is this in keeping with our mission?"
- Show that different agencies may have the same/similar mission statements



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