

Developing a Mission Statement

A **mission statement** provides your age-friendly initiative with a framework and a purpose. To write your mission statement, the Steering Committee or citizen's advisory committee should ask themselves:

1. What is the focus of our age-friendly initiative? Are we trying to make it easier for local residents to age in place? Do you want to focus on one service—rides, housing, chores? Are you trying to influence your municipality to make changes in policy and infrastructure that will make it easier for people to remain actively engaged in the community?
2. How is your age-friendly initiative going to accomplish its task? Are you privileging the voices of older residents? Do you plan to work collaboratively or in partnerships with other local organizations?
3. Whom do you do the age-friendly work for? People over age 60? People with disabilities? People who no longer choose to drive or are no longer capable of driving? People who can no longer do some of the essential chores to maintain their homes?
4. What value does the age-friendly initiative have for the community that you are serving? Does it make a better community for people of all ages? Will the initiative be good for community and economic development? Will the work make it easier for older people to age in the community safely and comfortably?

Not all mission statements answer all four questions. However, it is important that the mission statement be specific enough that it reflects the uniqueness and the purpose of your age-friendly work.

Here are a sample of mission statements from different initiatives in Vermont, New Hampshire, and Vermont:

The mission of the non-profit Community Nurse of Thetford, Inc. is to provide residents with health care coordination and care management in situations where they are experiencing uncertainties and difficulties associated with chronic illness, aging, and post-hospitalization adaptation. The intent is to fill gaps in service not currently being addressed by existing health care provider organizations.

- Community Nurse of Thetford, Inc., Thetford, Vermont

The Mission of No Place Like Home is to build an age-friendly community that helps older adults thrive in their homes and neighborhoods and remain engaged and valued.

- No Place Like Home, Kennebunk, Maine

Our mission is to provide the support, practical means, and community that permits members to stay independent in their own homes as long as possible.

-Monadnock at Home, New Hampshire

Empowering older and/or chronically disabled, residents of Sanford, Springvale, Acton, Alfred, Lebanon, North Berwick, Shapleigh and Waterboro to remain physically in their homes and engaged in their communities. We will accomplish this by enabling access to local services and organizations, in partnership together to coordinate a network of assistance both physical and social.

-Thriving in Place, York County, Maine

Volunteers in Action supports our neighbors in need by improving health and wellness, increasing independence, and strengthening community connections.

- Volunteers in Action, Windsor, Vermont

Island Connections provides free transportation and other services to seniors and people with disabilities from Mount Desert Island and the surrounding islands to enhance their independence and quality of life by utilizing our core group of dedicated volunteers.

- Island Connections, Bar Harbor, Maine

To provide personal attention, assessment, advocacy and referral within the health care system, especially for our elders who need assistance "aging in place".

- Sharon Community Health Initiative, Sharon, Vermont

The mission of the Advisory Committee on Aging (ACOA) is to (1) provide advocacy for changes in the physical and social environment of Bowdoinham that enable older residents of Bowdoinham to live in their homes for as long as possible and; (2), foster the creation of services and programs geared to keeping older adults active and engaged in the community.

- Advisory Committee on Aging, Bowdoinham, Maine