



Mission and Vision

Starting Back at the Beginning

Provides the organization with a clear and effective guide for making decisions.

Defines the business, products or services, and customers, thereby defining the primary objective.

Provides detailed information about what the organization does, how it does, and who it does it for. Unlike the vision statement, it is short-term in nature.

Ideally 2 sentences in length

Easy to remember

Action words

Mission Statement

Then & Now

NOFAS supports individuals, families, and communities living with Fetal Alcohol Spectrum Disorders (FASDs) and other preventable intellectual/developmental disabilities and works to prevent prenatal exposure to alcohol and other substances of abuse known to harm fetal development by raising awareness and supporting



FASD United empowers people living with FASD and prenatal substance exposure to educate systems of care and the public, enact policies, and unite communities everywhere.

Vision Statements

- Concise: able to be easily remembered and repeated
- Clear: defines a prime goal
- Future-oriented: describes where the company is going rather than the current state
- Stable: offers a long-term perspective and is unlikely to be impacted by market or technology changes
- Challenging: not something that can be easily met and discarded
- Abstract: general enough to encompass all of the organization's interests and strategic direction
- Inspiring: motivates employees and is something that employees view as desirable



Vision

An FASD informed world where people living with FASD and prenatal substance exposure are recognized and accepted.



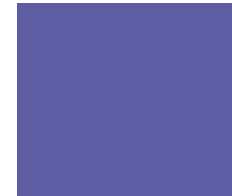
FASD United

THE NATIONAL VOICE ON FETAL ALCOHOL SPECTRUM DISORDERS
Formerly NOFAS

Core Values or Belief Statements

- Core business values can help you make important business decisions about hiring, training, short- and long-term strategy and leadership techniques. They can also shape employee behaviors, your company culture and impact both external and internal business practices.

Accountability,
Boldness, Collaboration,
Diversity, Humility,
Inclusion, Innovation,
Integrity, Passion,
Persistence,
Sustainability, Teamwork,
Transparency, Trust,
Vulnerability





Mission - What we do
Vision - Why we do it
Core Values - How are we going to do it