

COMMUNICATING YOUR VALUES & BELIEFS

Why do you give? What are you hoping to achieve with your giving? What motivates your giving?

If you've been asked these questions before and had difficulty succinctly communicating the answers, you may find it useful to create a mission statement and/or a statement of philanthropic intent for your sub-fund. This Fact Sheet is intended to guide your thinking about your philanthropic values and beliefs, explain how to present them in a structured way and provide you with real examples.

There are no right or wrong approaches or answers and you should do what works best for you.

WHAT IS A MISSION STATEMENT?

A mission statement is like an 'elevator pitch'. It succinctly summarises your overall values and direction and is short enough that if you were in an elevator with someone for a small period of time and they asked 'why do you give?' you could answer before the ride was over. Good mission statements should be clear, memorable concise and inspiring!

WHAT IS A STATEMENT OF PHILANTHROPIC INTENT?

A statement of philanthropic intent is longer than a mission statement and provides insight into why you give, what areas of interest you have, your goals and what drives your commitment. It works in conjunction with your mission statement to provide a picture of your giving and the values and beliefs that underpin it.

PUTTING IT TOGETHER

To help you get started on crafting your mission statement and statement of philanthropic intent, it may be useful to think about (and write down) your personal values and what experiences have shaped your outlook. For inspiration, these questions may start your thinking:

- What prompted you to start putting money into your philanthropy? What would you like to achieve?
- What early experience do you think was most formative for you?
- Who has been a big influence on your life and why?
- Are there particular issues that you are passionate about, or is there one you find frustrating?
- Is your giving linked to your passion or aspiration?

WHAT'S NEXT?

If you have a website promoting your sub-fund, you may wish to include your mission statement and philanthropic statement of intent on the site. If you would like ACF to include the statements in your donor file, please send it to admin@communityfoundation.org.au.
