

Writing a mission statement:

A mission statement provides focus and inspiration for you and your team, as well as clear statement of your goals and intentions for current and potential clients.

Tips:

Be clear and concise. Answer these questions: What do we do? How do we do it? Who or what is the focus? What value are we bringing?

Where to begin: Start by generating thoughts and jotting down ideas that pop into your mind as you think about your program.

*Key words and phrases about your business/organization

*Who do you serve?

*What do you want to achieve and why is it important?

*What will you do to achieve your goals?

My Mission Statement:

Examples:

- The mission of CLCCA is to support the highest standard of care for children in Colorado's diverse licensed family child care homes through education, resources, recognition and advocacy.
- The WCSU Childcare Center exists to provide a safe, developmentally appropriate environment for preschool and school age children. Our focus is to provide a stimulating early care and education experience which promotes each child's social/emotional, physical and cognitive development. Our goal is to support children's desire to be life-long learners.
- The mission of Magical Moments Family Child Care is to provide a safe, developmentally appropriate environment for children through quality care and education that promotes growth in each developmental domain and encourages excitement for learning within a community of friends. Our goal is to cultivate positive relationships with families in our program and support them as their child's first and most influential teacher through open communication, parent education, support, and resources.