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MISSION STATEMENT

The Salvation Army is a Christian movement dedicated to **sharing the love of Jesus.**

We share the love of Jesus by:

- Caring for people
- Creating faith pathways
- Building healthy communities
- Working for justice

The basic format of the mission statement includes an introductory statement, a linking phrase, and the four mission intentions.

The four mission intentions flow out of and help explain this introductory statement.

Introductory statement

The introductory statement is the overarching articulation of our mission.

Linking phrase

Four mission intentions

The four mission intentions flow from and help explain the introductory statement. As they play a supporting role, they should not be separated from the context of the introductory statement.

MISSION STATEMENT WITH COMMENTS

The Salvation Army is a Christian movement dedicated to **sharing the love of Jesus.**

We share the love of Jesus by:

- Caring for people
 - » *Being there when people need us most*
 - » *We offer care and compassion as a sacred encounter with transformative potential*
- Creating faith pathways
 - » *Taking a holistic approach to the human condition that values spirituality*
 - » *We graciously share the Good News of Jesus and grow in faith together*
- Building healthy communities
 - » *Investing ourselves in relationships that promote mutual flourishing*
 - » *We find the wholeness God intends for us in community*
- Working for justice
 - » *Tackling the social systems that harm creation and strip away human dignity*
 - » *We join God's work to build a fairer world where all can thrive*

The mission statement can be used in extended form which includes accompanying comments to explain each of the four mission intentions.

In each case, the first sub-point describes an action or behaviour that demonstrates the mission intention, and the second sub-point provides a theological frame of reference.

Introductory statement

Linking phrase

Mission Intention

The first sub-point is action-oriented

The second statement provides a theological frame of reference

MISSION STATEMENT GRAMMAR AND STYLE GUIDE

The Salvation Army is a Christian movement dedicated to **sharing the love of Jesus**.

We share the love of Jesus by:

- Caring for people
 - » *Being there when people need us most*
 - » *We offer care and compassion as a sacred encounter with transformative potential*
- Creating faith pathways
 - » *Taking a holistic approach to the human condition that values spirituality*
 - » *We graciously share the Good News of Jesus and grow in faith together*
- Building healthy communities
 - » *Investing ourselves in relationships that promote mutual flourishing*
 - » *We find the wholeness God intends for us in community*
- Working for justice
 - » *Tackling the social systems that harm creation and strip away human dignity*
 - » *We join God's work to build a fairer world where all can thrive*

Please refer to this page for correct spelling, grammar and styling for the national mission statement.

Fonts, bullet and sub-bullet icons should be selected based on existing style guidelines for the publication/communication in question. When in doubt, use a simple solid bullet for the main points and a suitable contrasting bullet for the sub-points.

Sentence case, with capitals for 'The Salvation Army', 'Christian' and 'Jesus'.

Full stop required.

Optional bold typeface for 'sharing the love of Jesus'.

Sentence case, with capital for 'Jesus'. Ends with colon.

Bullet list (not numbered list). Capitalise first letter. No punctuation.

Capitalise first letter. No punctuation.

Capitalise first letter, as well as 'Good News' and 'Jesus'. No punctuation.

Capitalise first letter, as well as 'God'. No punctuation.

Capitalise first letter, as well as 'God'. No punctuation.

VALUES STATEMENT

Recognising that God is already at work in the world, we value:

- Integrity
- Compassion
- Respect
- Diversity
- Collaboration

We commit ourselves in prayer and practice to this land of Australia and its people, seeking reconciliation, unity and equity.

The basic format of the values statement comprises of a lead-in statement, the five values, and a concluding commitment statement.

The lead-in statement reflects that following the leading of God underpins all our values

Five values

The commitment statement reflects that we value peace, harmony, and justice with all Australians, including our nation's first people.

VALUES STATEMENT WITH COMMENTS

Recognising that God is already at work in the world, we value:

- Integrity
 - » *Being honest and accountable in all we do*
- Compassion
 - » *Hearing and responding to pain with love*
- Respect
 - » *Affirming the worth and capacity of all people*
- Diversity
 - » *Embracing difference as a gift*
- Collaboration
 - » *Creating partnerships in mission*

We commit ourselves in prayer and practice to this land of Australia and its people, seeking reconciliation, unity and equity.

The values statement is also available in an extended form.

The extended form provides a single comment to describe the action or behaviour that should be modelled through each of the values.

The lead-in statement reflects that following the leading of God underpins all our values

Values

Sub-point that describes the behaviour that models the value

The commitment statement reflects that we value peace, harmony, and justice with all Australians, including our nation's first people.

VALUES STATEMENT GRAMMAR AND STYLE GUIDE

Recognising that God is already at work in the world, we value:

- Integrity

- » *Being honest and accountable in all we do*

- Compassion

- » *Hearing and responding to pain with love*

- Respect

- » *Affirming the worth and capacity of all people*

- Diversity

- » *Embracing difference as a gift*

- Collaboration

- » *Creating partnerships in mission*

We commit ourselves in prayer and practice to this land of Australia and its people, seeking reconciliation, unity and equity.

Please refer to this page for correct spelling, grammar and styling for the national values statement.

Fonts, bullet and sub-bullet icons should be selected based on existing style guidelines for the publication/communication in question. When in doubt, use a simple solid bullet for the main points and a suitable contrasting bullet for the sub-points.

Sentence case, with capitals for 'God'. Comma after 'world' and colon at end.

Capitalise first letter. No punctuation.

Capitalise first letter. No punctuation.

Sentence case. Punctuation as displayed, including concluding full stop.

OTHER USES

Creativity is encouraged in communicating the mission and values statements, remembering the following:

1. The mission and values statements are primarily for internal and some formal communication. Exploring creative ways for Salvationists, employees and volunteers to engage with and understand the mission and values is encouraged.
2. The mission and values language is appropriate for use in introducing The Salvation Army in formal contexts such as tender submissions, proposal documents and websites.
3. Please carefully consider the use of the mission and values language in other external situations, especially in instances where it could be easily taken out of context. This language is not intended as a self-contained promotional or marketing message. In many cases, a message specifically tailored to the target audience may be more appropriate.
4. Please refrain from using the four mission intentions without reference to the introduction 'Sharing the love of Jesus' phrase. The four mission intentions explain the introductory phrase, and as such should be used together.

