



50 Example Mission Statements

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Introduction

Refresher: What's a Mission Statement?

Mission statements are foundational in any strategic planning effort. **A mission statement, by definition, boldly states your organization's core purpose. It answers the question, "Why do we exist?".** Your mission needs to clearly articulate why you exist as an organization, why your organization is special, what you do, and whom you do it for.

How should your mission statement look and sound? We always recommend mission statements be written with concrete language and in the present tense!



[Watch the Video Here](#)

Example Mission Statements

Example Mission Statements for For-Profit Companies

Coca-Cola's Mission Statement: "The Coca-Cola Company exists to benefit and refresh everyone who is touched by our business."

Home Depot's mission statement: "The Home Depot is in the home improvement business, and our goal is to provide the highest level of service, the broadest selection of products, and the most competitive prices."

The Boeing Company, Africa Division's mission statement: "Our mission is to establish a powerful presence and positive image of The Boeing Company with governments, businesses, and community leaders."

Nike's mission statement: "Our mission is to bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete."

John Deere's mission statement: "Double and Double Again the John Deere Experience of Genuine Value for Employees, Customers and Shareholders."

Publix's mission statement: "Our Mission at Publix is to be the premier quality food retailer in the world."

Aveda's mission statement: "Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty but around the world."

General Motor's mission statement: "General Motors' corporate mission is to earn customers for life by building brands that inspire passion and loyalty"

through not only breakthrough technologies but also by serving and improving the communities in which we live and work around the world.”

Leaf Paper’s mission statement: “The mission of New Leaf Paper is to be the leading national source for environmentally responsible, economically sound paper.”

Seventh Generation’s mission statement: “Seventh Generation is the nation’s leading brand of non-toxic and environmentally safe household products.”

Example Mission Statements for Software Companies

Equifax Business Services’ mission statement: “To serve our customers by utilizing information and technology that provide real-time answers to increasingly complex questions.”

Google’s mission statement: “To organize the world’s information and make it universally accessible and useful.”

Amazon’s mission statement: “We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.”

Duolingo’s mission statement: “We’re here to develop the best education in the world and make it universally available. Our global team works together to make language learning fun, free, and effective for anyone who wants to learn, wherever they are.”

Hulu’s mission statement: “To help people find and enjoy the world’s premium video content when, where and how they want it.”

Microsoft’s mission statement: “Our mission is to empower every person and every organization on the planet to achieve more.”

TikTok’s mission statement: “TikTok is the world’s leading destination for short-form mobile videos. Our mission is to capture and present the world’s creativity, knowledge, and moments that matter in everyday life.”

Vivint’s mission statement: “Vivint helps families live intelligently in safer, smarter homes.”

Example Mission Statements for Non-Profits

UNICEF's mission statement: "UNICEF promotes the rights and wellbeing of every child, in everything we do."

ACLU of San Diego's mission statement: "To protect and expand fairness, equity, and freedom through community engagement, building power, policy advocacy, and impact litigation."

Red Cross' mission statement: "To provide compassionate care to victims of disasters."

TED Talk's mission statement: "Spread ideas. Make great ideas accessible and spark conversation."

Girl Scouts of America mission statement: "Girl Scouting builds girls of courage, confidence, and character, who make the world a better place."

Operation Underground Railroad's mission statement: "We exist to rescue children from sex trafficking and sexual exploitation."

Goodwill's mission statement: "To enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work."

Alzheimer's Association mission statement: "Through our many initiatives and worldwide reach, the Alzheimer's Association leads the charge in Alzheimer's care, support, research and advocacy."

Example Mission Statements for Healthcare

CVS' mission statement: "Helping people on their path to better health."

Pfizer Pharmaceuticals' mission statement: "We will become the world's most valued company to patients, customers, colleagues, investors, business partners, and the communities where we work and live."

The WellPoint Companies' mission statement: "The WellPoint Companies provide health security by offering a choice of quality branded health and related financial services designed to meet the changing expectations of individuals, families, and their sponsors throughout a lifelong relationship."

New York-Presbyterian Hospital's mission statement: "It is the mission of New York-Presbyterian Hospital to be a leader in the provision of world-class patient care, teaching, research, and service to local, state, national, and international communities."

The Center for Disease Control's mission statement: "CDC works 24/7 to protect America from health, safety, and security threats, both foreign and in the U.S. Whether diseases start at home or abroad, are chronic or acute, curable or preventable, human error or deliberate attack, CDC fights disease and supports communities and citizens to do the same."

Valley OB/GYN's mission statement: "At Valley OBGYN, we strive to provide quality comprehensive patient-centered women's care here in Spokane Valley."

The American Psychological Association's mission statement: "Our mission is to promote the advancement, communication, and application of psychological science and knowledge to benefit society and improve lives."

Dentistry for Children's mission statement: "Dentistry For Children believes that good dental health starts in infancy. Our dedicated pediatric dentists and teen dental specialists promote cavity prevention and good dental habits to help create a positive experience at an early age and into their adolescent years."

Example Mission Statements for Governments and/or Government Entities

The City of Windsor, Canada's mission statement: "The City of Windsor, with the involvement of its citizens, will deliver effective and responsive municipal services, and will mobilize innovative community partnerships."

Cliffside Park, New Jersey Police Department's mission statement: "The Cliffside Park Police Department is committed to providing a safe and peaceful environment in the Borough of Cliffside Park through effective and impartial law enforcement."

Fire Department New York's mission statement: "As first responders to fires, public safety and medical emergencies, disasters, and terrorist acts, FDNY protects the lives and property of New York City residents and visitors. The Department advances public safety through its fire prevention, investigation, and education programs. The timely delivery of these services

enables the FDNY to make significant contributions to the safety of New York City and homeland security efforts.”

Municipal Court of Lakeview, Texas’ mission statement: “Our mission is to provide an impartial, unbiased, fair, and respectful forum for the trials of all Class C misdemeanor Penal Code offenses, Health and Safety Code offenses, Alcoholic Beverage Code offenses, City Ordinance offenses, as well as to preside over administrative and civil proceedings, as authorized by state law.”

Albany, Georgia’s mission statement: “The City of Albany delivers fiscally responsible, highly dependable services to the citizens in the community and the region with integrity and professionalism.”

Chicago Public Library’s mission statement: We welcome and support all people in their enjoyment of reading and pursuit of lifelong learning. Working together, we strive to provide equal access to information, ideas, and knowledge through books, programs, and other resources.

Seattle, Washington City Clerk’s mission statement: “Provide consistent high-level services which promote and strengthen a world-class government prepared to meet the emerging needs of the 21st century. Ultimately, improving the quality of life for individuals (and the community at large) by being one of the top-tier local government agencies in our nation and by building on our interdisciplinary strengths.”

Michigan Civil Service Commission’s mission statement: “To provide innovative, effective, and timely HR consultation and services to attract, develop, and retain a workforce that is diverse, flexible, creative, and competent to meet the ever-changing needs of state government.”