

## Creating a Continuum of Care (CoC) Vision Statement

A Vision Statement is a short sentence or statement describing the long-term desired changes resulting from the CoC's work. The vision clarifies the CoC's shared purpose and direction for members and the broader community. All activities that the CoC carries out are grounded in the Vision Statement.

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### How to Create a Vision Statement

Use the next two pages, titled "Vision Statement Overview" & "Vision Statement Exercise"

- 1) Pass out copies of "Vision Statement Overview," and provide a brief overview of what a Vision Statement is using that page.
- 2) Develop a Vision Statement using one of the two options listed below:

**Option A:** Pass out the page titled "Vision Statement Exercise." In pairs or small groups, folks will take 5 minutes to discuss and write down an answer to the question of: "If our success as a Continuum of Care could be guaranteed, what would be the shared outcome of our efforts?" Urge them to boil their answers down to 1 statement, 2 at most. At the end of 5 minutes, write the collective answers on a large paper visible to all. Work collectively to finalize a Vision Statement from the ideas proposed.

**NOTE:** If it's clear finalizing a Vision Statement will work best with a smaller group, a sub-group can be assigned to develop a draft version from the ideas proposed. Review and finalize at the next meeting.

**Option B:** If your CoC generally has consensus CoC and is a smaller group, you may decide to work in a less structured way as a group to come up with a Vision Statement. Use the same guiding question of: "If our success as a CoC were guaranteed, what would the shared outcome of our efforts be?"

# Vision Statement Overview

A vision statement describes a desired end-state; the long-range picture of how your community will be if the Continuum of Care (CoC) is successful in its work. The vision clarifies the CoC's shared purpose and direction for members and the broader community. All activities that the CoC carries out are grounded in the Vision Statement.

## Vision Statement Examples

- Senior health care provider: “All Vermont seniors will have access to quality health care.”
- Feeding America: “A hunger-free America.”
- Habitat for Humanity: “A world where everyone has a decent place to live.”
- Rutland County Continuum of Care: “Identify, prevent and remove all barriers to long-term housing solutions by educating and empowering the Rutland County community.”

## Common Characteristics of a Vision Statement

Adapted from Kansas University's Community Toolbox

- Understood and shared by all CoC members
- Inspiring and uplifting to everyone involved in your effort
- Easy to communicate - they should be brief enough to fit on a T-shirt
- Future-oriented



Picture source: <http://robinsonevaluation.com/visioning-1/>

# Vision Statement Exercise

Adapted from Kansas Coalition Against Sexual and Domestic Violence “Developing Vision & Mission Statements”

Take about 5 minutes to think about, discuss and write down an answer to the question below. Try to boil it down to 1 or 2 statements. This can be done individually, in pairs or in groups of three depending on the group size.

**“If our success as a Continuum of Care could be guaranteed, what would be the shared outcome of our efforts?”**

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Now take 5 minutes to share all the answers as a group, and have someone record them on a large, posted sheet of paper or projected from a computer.

Work together to edit and narrow down to a final Shared Vision Statement, or a small sub-group can commit to developing a draft version to be reviewed at the next meeting.

## Sources

<http://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/vmosa/main>

<https://topnonprofits.com/examples/vision-statements/>

<http://uwcc.wisc.edu/coopcare/docs/vision.pdf>

<http://www.buildinitiative.org/Portals/0/Uploads/Documents/resource-center/community-systems-development/1C%20%20Developing%20VisionandMissionStatements.pdf>