



Vision, Unpacked

Mission, Vision, Values, Strategy

THE MAKE-UP OF OUR MOVEMENT



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Mission - Our mission reminds us why we exist

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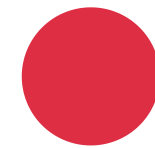
Mission - Our mission reminds us why we exist



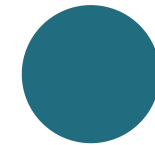
Vision - Our vision gives us direction, pointing us to where our movement is heading

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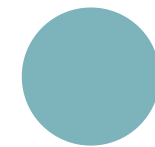
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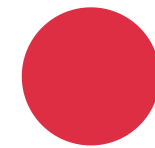
Vision - Our vision gives us direction, pointing us to where our movement is heading



Values - Our values support our mission and vision, and demonstrate what we look like

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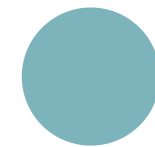
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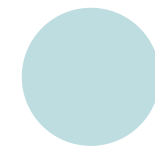
Mission - Our mission reminds us why we exist



Vision - Our vision gives us direction, pointing us to where our movement is heading



Values - Our values support our mission and vision, and demonstrate what we look like



Strategy - Our strategy is the roadmap that shows us how we will achieve our vision

Our Mission

OUR MISSION REMINDS US WHY WE EXIST

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.



Our Values

OUR VALUES SUPPORT OUR MISSION AND VISION,
AND DEMONSTRATE WHAT WE LOOK LIKE

Hope - We give hope through the power of the gospel of Jesus Christ

Service - We reach out and support others without discrimination

Dignity - We respect and value each other, recognizing everyone's worth

Stewardship - We responsibly manage the resources entrusted to us.



Our Strategy

OUR STRATEGY IS THE ROADMAP THAT WILL
SHOW US HOW WE CAN ACHIEVE OUR VISION

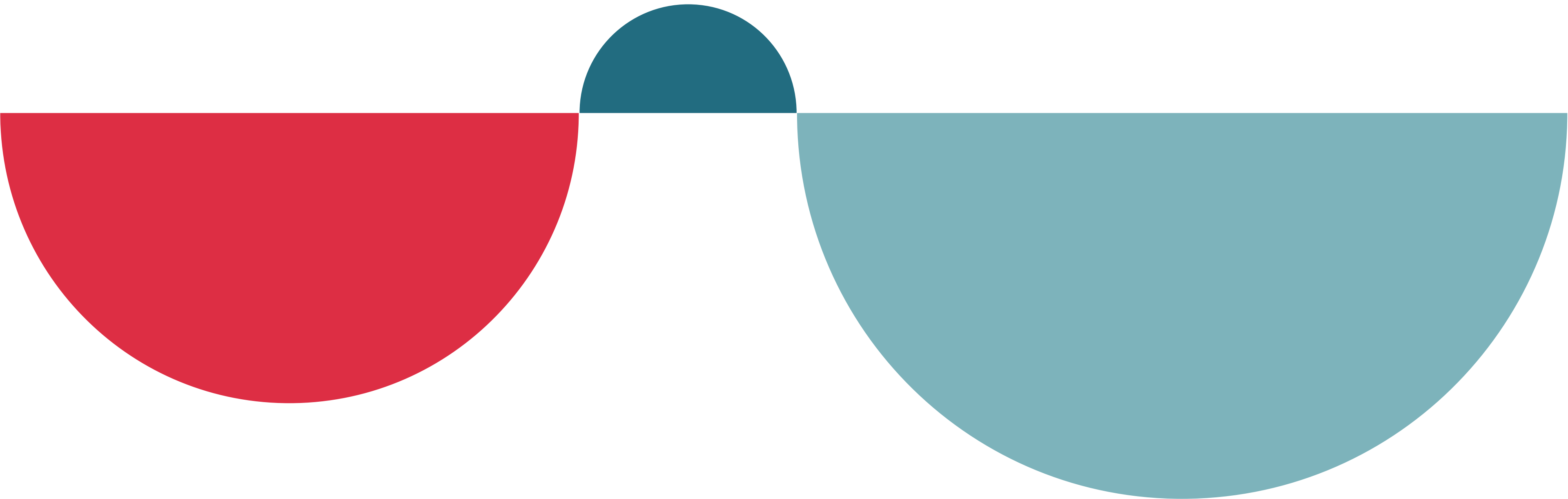


Our Vision

OUR VISION GIVES US DIRECTION, POINTING
US TO WHERE OUR MOVEMENT IS HEADING



We heard from over 3,000 people across the territory, who shared their hopes, dreams and concerns for our Army. Our vision is the sum of many voices, indicating where our movement is heading.





**We are an innovative
partner, mobilized to
share hope wherever
there is hardship,
building communities
that are just and know
the love of Jesus.**

We



The Salvation Army Canada and Bermuda territory is comprised of thousands of people. We are more than an organization; we are a movement of people, a vast army (see Ezekiel 37:10). We are everyone who serves through, worships with, works for, supports and identifies with our Army and our mission as part of a unified movement in Canada and Bermuda. Together, we are The Salvation Army.



innovative

Creativity and innovation in service of mission is the hallmark of William Booth's vision. Facing more challenge in recent times, we have responded by finding new ways of connecting with people, meeting human needs, and sharing the love of Jesus. We will boldly build upon our pioneering tradition to best respond to the needs of the communities in which we serve.



partner

To be relevant and effective in fulfilling our mission, we cannot do it on our own. Fostering strong partnerships with others, both internally and externally, working together, is critical to serving the diverse needs of our communities. We need hearts open to a fresh wind of God's spirit, seeking to join him where he is already at work.



mobilized



When Bramwell Booth told his father, William Booth, that people were sleeping under bridges, he was instructed to "Do something!" We are called to faith in action. We must be organized, equipped and inspired - ready to live out our mission in the places and streets of our communities.

share hope

Our territorial values remind us that we give hope through the power of the gospel of Jesus Christ. To "share hope" is to promote a spirit of togetherness as we join in solidarity with those we serve. We will come alongside people and communities with respect, compassion and dignity, knowing we are all children of God. Recognizing God is at work in our world, together we discover hope and take bold new steps.



wherever there is hardship

This is our core mission field. We recognize that anyone can experience times of overwhelming challenge and human need, and we will be with them where they are in those moments.



building communities that are just

Each of us is a part of a community - where we live, work, worship, and share life with others. By living our core values - hope, service, dignity and stewardship - in all that we do, we will be equipped and prepared to contribute toward communities where people can flourish.



know the love of Jesus.

We know the transformative power of Christ - life is experienced in full when we journey with Him. Our work and our lives must continually speak the story of this truth. Our mission is clear: "The Salvation Army exists to share the love of Jesus Christ." All that we do supports the fulfillment of this mission.





ON VISION

"Our vision gives oxygen to our mission."

- LT. ERIN METCALF



ON VISION

"If our vision does not challenge us, it
probably insults God."

- COMMISSIONER
FLOYD TIDD

