



**Mission:** To Kare 4 Kids In Need

**Vision:** We Will Positively Impact Kids Today and Strengthen Communities for Tomorrow

**Values:** Win-Win: or No Deal  
Integrity: Do the Right Thing  
Customers: Always Come First  
Commitment: In All Things  
Communication: Seek First to Understand  
Creativity: Ideas Before Results  
Teamwork: Together Everyone Achieves More  
Trust: Starts with Honesty  
Equity: Opportunities for All  
Success: Results Through People

**Belief:** Success is Making a Difference in the Lives of Other People

