

# **Vision Hope International: Identity Statement, Vision, Mission & Core Values,**

## **Introduction**

Vision Hope International (VHI) is an independent, non-for-profit humanitarian organization engaged in the Middle East and North Africa (MENA region). As an organization that does not discriminate based on religion, the values and attitudes behind its work are not inherently clear, and questions arise from individuals and organizations who want to understand Vision Hope's motivations for engaging in humanitarian aid.<sup>i</sup> Therefore, the purpose of this document is to describe Vision Hope's identity, vision, mission, and core values in order to clarify for all stakeholders in the organization the driving motivators of its work.

The core of this document is Vision Hope's identity statement. It summarizes what the organization is, its underlying principles, and the humanitarian work that grows out of these convictions. From the identity statement flows the vision and mission, as well as the core values and statutes; the statutes provide the legal framework within which Vision Hope operates as a German-based NGO.<sup>ii</sup>

Sharing these fundamental principles with everyone who decides to work or volunteer with Vision Hope is an important aspect of growing the organization while upholding its integrity. The principles which follow are the smallest common denominator for cooperation with all stakeholders in the organization, including staff, volunteers, and partner organizations. All who are able to work within the provisions of the identity, mission, vision, and values — regardless of creed, socioeconomic background, gender, race, or other identifiers — are welcome to become involved in the work of Vision Hope.

## **Identity Statement**

At Vision Hope International, we are dedicated to the advancement of human flourishing by empowering individuals in the MENA region. We believe in the dignity of all people and strive to show others the justice and compassion that they want shown to themselves. The ethical maxim, "Do unto others as you would have them do to unto you," provides a guiding principle for all of Vision Hope's work

## **Vision and Mission Statement**

**Vision:**  
**Empowered people transform the world.**

Many people — throughout the MENA region, the global West, and all across the world — do not feel empowered. Rather, they functionally act as if their lives are largely outside of their control and that therefore, they have little ability to not only improve their own lives but also to affect their larger communities. Vision Hope believes that by empowering people, through implementing bottom-up humanitarian projects and helping beneficiaries understand their identities, they can recognize and act out their potential as agents of change and transformation.

**Mission:**

**We work with local communities to create sustainable solutions that advance peace in the world's most difficult regions.**

Some of the countries that Vision Hope works in, like Jordan and Tunisia, are relatively stable but face challenges such as refugee integration, unemployment, and youth disenfranchisement. Other countries, like Yemen and Syria, have prolonged histories of armed conflict, systemic oppression, and poverty. Throughout the MENA region, many of the people have given up hope that anything can become good again. Globally, the popular conception of the MENA region tends to be one of religious fanaticism, terrorism, and perpetual war.

Humanitarian projects that Vision Hope implements have the goal of restoring relationships and people's dignity at a local, grassroots level while advocating for an end to systemic injustices. These efforts are essential to promoting a peace in which not only is conflict no longer present but in which people are able to live in a way that they feel is fulfilling and rewarding.

**Core Values:**

Vision Hope's core values help define the organization's goals and flow directly from its identity statement, vision, and mission.

**Compassion**

Genuine help is more than material assistance; we believe that long-term, sustainable development is possible only in an environment conducive to positive human relationships that are based on respect, acceptance, and reconciliation.

**Trust**

Authenticity and transparency inspire the way we work. By open communication, we build the foundation for the empathy and mutual trust that create the optimal conditions to resolve upcoming problems and to find new solutions together.

**Dignity**

We regard every human being as unique with his or her own inviolable dignity. Therefore, we strive toward a world in which all people have an equal opportunity to attain physical, psychological, and social well-being.

**Passion**

Where human beings suffer and despair, we cannot remain indifferent. We fiercely fight misery with our dedication and passion, celebrating every change for the better.

**Courage**

Despite the adversities and uncertainties, we operate in the world's most fragile states, and we encourage others to take a stand against injustice and to support those who cannot help themselves.

## **Conclusion**

Vision Hope's identity statement, mission, vision, and values are an adhesive that bind all members and stakeholders of the organization together with a unifying goal (the mission statement) and means of achieving that goal (identity, vision, and values). They ensure that, despite the diversity represented within the organization, projects are implemented with consistency and professionalism.

The principles laid out in this document are in congruence with international standards, as laid out by the International Committee of the Red Cross Code of Conduct and the United Nations Office for the Coordination of Humanitarian Affairs. Adhering to them ensures that projects benefit those in the communities within which they are implemented, as well as maintain the integrity of both the organization and its individual members.

All who are in agreement with and can abide by the aforementioned principles are welcome to join the work of Vision Hope. Their individual insights, skills, and perspectives are welcome for the purpose of bringing positive change to vulnerable populations in the MENA region.

## **Appendix A: Vision Hope's Statutes (Purpose of the Association)**

(1) The purpose of the association is: the advancement of development aid and the support of people in need in developing countries.

The association pursues its non-profit purposes in accordance with the German General Tax Code, especially through the advancement of development aid, public healthcare, training and education, youth assistance, and environmental protection.

The association pursues its charitable purposes by assisting people in acute distress and supporting those who are dependant on the assistance of others due to their physical, mental, or inner condition.

The purpose of these statutes is reached through:

- Informing the public and advancing activities that build awareness of the problems in developing countries. For this purpose the association can produce, acquire, and distribute media of all kinds (books, CDs, audio, video, etc.).
- Carrying out initiatives and projects with a non-profit and charitable purpose (for example, in the areas of healthcare; social work with children, youth, and adults; people with special needs; measures for improvement of living conditions and infrastructure; acquisition and transport of aid supplies).
- Providing help in natural disasters, famine, crop failure, etc.
- Assisting in self-help projects and the advancement of self-initiatives (for example, in the area of income generation).
- Implementing the rights of children, as documented in the relevant UN convention.
- Acting as a mediator for child and project sponsorships.
- Advancing measures for the protection of the environment through consulting the population and through project development (for example, reforestation measures against soil erosion, biotope and species protection, waste management, and development and utilization of alternative energy sources).
- Promoting a sustainable supply of drinking water and an environmentally friendly waste-water disposal.
- Construction of sanitary facilities, accompanied by counselling in hygiene.
- Implementing teaching projects for the transfer of knowledge and skills for specific trades (for example, for prisoners and orphans to find work).
- Implementing measures which make it possible for women, in particular, to participate in the national, guaranteed school education system.
- Providing occupational education (for example, computer courses, training courses for tradesmen, etc.) to improve the incomes of local people.

- Providing further training to assist teachers in improving the quality of teaching.
- Instructing on the basics of preventative healthcare and hygiene.
- Training of health personnel (for example, basic health workers and medical birth assistants).

(2) This purpose can also be reached through the acquisition of resources to support other tax-exempted corporations, which facilitate the same goals and purposes.

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<sup>i</sup> Because many religions teach their adherents to work to alleviate human suffering, faith-based NGOs can clearly identify their missions, visions, and values based on these principles. Nonfaith-based NGOs, like Vision Hope, must clearly articulate, using nonreligious language, its reasons for engaging in humanitarian work.

<sup>ii</sup> For Vision Hope's statutes regarding the purpose of the association, please see Appendix A. To see the full statutes, please contact [info@vision-hope.org](mailto:info@vision-hope.org).