



Our Twelve Guiding Principles

On How We Approach Our Work

We Inspire

By believing that change can happen in our communities and in people's lives, and by communicating that vision in everything we do

We Innovate

By trying our hands at the new and unusual, by always moving forward, and by insisting that our reach exceed our grasp

We take Risks

By pushing ourselves to take on new challenges, by experimenting with different models, and by speaking truth to power

We Give

By donating our time, ideas and money to programs and organizations that are working to improve our communities

We Mentor

By showcasing heroes in action, and by passing down leadership characteristics and strategies to those who will continue our work long after we are gone

We Empower

By encouraging creativity and action in those who doubt their authority or influence, and by welcoming nontraditional leaders to the decision-making table

We Build Community

By encouraging that communities must define their own strengths and needs, and by supporting them to develop their own agendas

We Build on Strengths

By focusing on the positive aspects of people, places and situation, and by understanding that we all bring something useful and valuable to the table

We Work Hard

By remembering that it takes a committed team to implement a vision, by giving each person tasks that compliment and strengthen their skills, and by expecting the best effort from everyone

We Play Hard

By reminding ourselves that this work should be fun, and by celebrating our successes with our colleagues and allies

We Think Collectively

By acting as a group and being committed to the organization's learning and development

We Lead by Example

By sharing both our accomplishments and struggles with others to aid their growth, and by listening to and learning from others to aid in our growth