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LESSON FOUR

WHAT IS A MISSION STATEMENT?



Learning Targets

- Students will create philanthropic mission statements



Time

- 50-60 minutes - Can be broken into two 25-30 minute lessons if needed



Materials



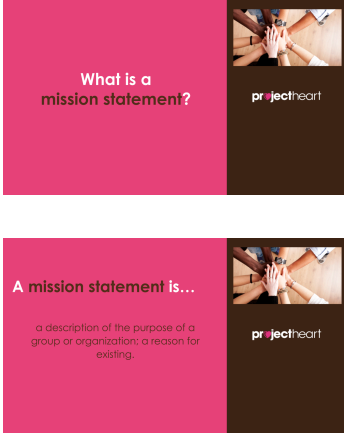
- On screen presentation – available in PowerPoint and [Google Slides](#).
- My Personal Mission Statement activity page - found on the Project Heart website.
- My Little Book for Philanthropy activity page - found on the Project Heart website.
- Optional take home activity - Our Family Mission Statement activity - found on the Project Heart website.




Overview

- Warm-Up – 5 minutes – Define the following terms: mission statement
- Lesson Includes – 40 minutes –
 - My Personal Mission Statement (20 minutes)
 - My Little Book of Philanthropy (20 minutes)
- Exit – 5 minutes – Recap what a mission statement is, and display The OtterCares Foundation mission statement.
- Optional take home activity - Our Family Mission Statement.

Warm-Up Vocabulary:

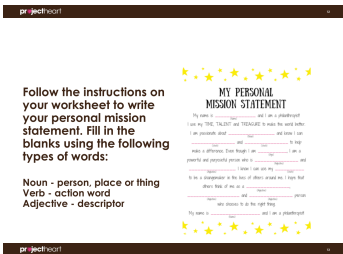
	
	<p><i>"It doesn't matter how fast you are going if you're heading in the wrong direction"</i></p> <p><i>What does this quote mean to you?</i></p>
	<p>Ask the students what a mission statement is.</p> <p><i>A mission statement is a description of the purpose of a group or organization. It is a reason for existing.</i></p> <p><i>If you completed the previous lesson: All of the nonprofits that you researched in an earlier lesson have mission statements.</i></p> <p><i>The Alley Cat Allies mission is to transform and develop communities to protect and improve the lives of cats.</i></p> <p><i>The Make-A-Wish mission statement is to create life-changing wishes for children with critical illnesses.</i></p> <p>If you had students write down a mission statement that they found of a parent/guardian's place of work, their favorite business, etc., have them share it now.</p>

Lesson Activity One: Write a personal mission statement - 20 minutes

	<p>Display the three company mission statements on the screen and let students guess which company each one belongs to.</p> <p># 1: To be the best sports brand in the world - Adidas</p>
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#2: To save people money so they can live better - Walmart
 #3: To refresh the world and make a difference - Coca-Cola

What will **YOUR** mission statement say about **YOU**?



Follow the instructions on your worksheet to write your personal mission statement. Fill in the blanks using the following types of words:

Noun - person, place or thing
 Verb - action word
 Adjective - descriptor

Look back at your **PERSONAL PASSIONS** mind map to help you write your mission statement!

What did you say was important to you?
 What did you say you could do to make a difference?

Tell the students that they will now get a chance to write their own mission statements, using a Mad Libs style worksheet.

A sample mission statement is written out for them with spaces to write their name, age, and a series of nouns/verbs/adjectives. Provided on one side of the worksheet are examples words they can use, but you may want to come up with additional words for them to choose from as well.



MY PERSONAL MISSION STATEMENT
MAD LIBS!

Mad Libs is a word game that involves creating a story or paragraph by filling in missing words. It is a great way to practice grammar, parts of speech and vocabulary! Create your mission statement by filling in the missing words. Think about ways you want to make a difference and the impact you hope to make.

Examples

A noun is a person, place or thing.
 A verb is an action.
 An adjective is a descriptor word.

VERBS	NOUNS	ADJECTIVES
Love	Family	Kind
Care	Friends	Caring
Give	Animal	Helpful
Share	The Planet	Giving
Help	The Earth	Honest
Serve	Church	Trusting
Learn	Environment	Supportive

MY PERSONAL MISSION STATEMENT

My name is _____ and I am a philanthropist!
 I use my TIME, TALENT and TREASURE to make the world better.
 I am passionate about _____ and know I can _____ to help make a difference. Even though I am _____, I am a powerful and purposeful person who is _____ and _____.
 I know I can use my _____ to be a changemaker in the lives of others around me. I hope that others think of me as a _____ person who chooses to do the right thing.
 My name is _____ and I am a philanthropist!


If you had students complete the personal passion mind map in the previous lesson, let them know that some of the information they wrote down might help them build their mission statement.

**If your students have gone through Project Heart previously, have them rework a mission statement that they've already written for themselves. As our skills, interests, and passions change, so can our mission statements!

Lesson Activity Two: My Little Book of Philanthropy - 20 minutes

My Little Book of Philanthropy

Let's make a pocket guide that we can carry around to help us remember a difference we can make in our communities!




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Slides 15-20 provide instructions on how to create the My Little Book of Philanthropy activity. This can be a tool students carry around and remind them of what things they are passionate about, what skills they have, and how they can put those together to make a difference!


My Little Book of Philanthropy

STEP 1
Fold and crease the paper along each line.




My Little Book of Philanthropy

STEP 2
Fold the paper in half and use scissors to cut just along the dashed line.




My Little Book of Philanthropy

STEP 3
Fold the paper in half long ways and push the two ends together so that the section you just cut opens.




My Little Book of Philanthropy

STEP 4
Fold the rest of the pages together so that you create a small book. Page 1 (My Little Book of Philanthropy) should be your title page.



My Little Book of Philanthropy


STEP 5
Write on each page to make this book unique to YOU! Color using crayons or colored pencils to make it fun!



Conclusion:

OTTER CARES

Inspiring students to become entrepreneurs and philanthropists



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Mission statements help us learn more about an organization and what is important to them. This Project Heart program was created by The OtterCares Foundation, whose mission is to inspire students to become entrepreneurs and philanthropists!

The mission statements we all created today can help remind us how we can make a difference!

OPTIONAL: Families can also create mission statements too! Each of you will also get to take home a family mission statement activity page!

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Our Family Mission Statement

MAD LIBS!

Mad Libs is a word game that involves creating a story or paragraph by filling in missing words. It is a great way to practice grammar, parts of speech and vocabulary! Create your family mission statement by filling in the missing words by taking turns talking about how your family's mission statement should sound and feel.

Examples

A noun is a person, place or thing.
A verb is an action.
An adjective is a descriptor word.

VERBS

Love
Care
Give
Share
Help
Serve
Learn

NOUNS

Family
Friends
Animal
The Planet
The Earth
Church
Environment

ADJECTIVES

Kind
Caring
Helpful
Giving
Honest
Trusting
Supportive

Our Family Mission Statement

We are the _____, and we are philanthropists!

In our family, we _____ and we _____.
We do what is right, even when it's not easy. We stand up for ourselves and what is right. We use our TIME, TALENT and TREASURE to help

_____ and make the world better. We treat others how we would want to be treated. If we see a friend hurting, we ask if they are ok and help if we can. We say sorry when we make a mistake. We hope that others

think of us as _____ and _____ people who choose to do the right thing.

We are the _____, and we are philanthropists!



MY PERSONAL MISSION STATEMENT

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A noun is a person, place or thing.

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MY PERSONAL MISSION STATEMENT

My name is _____ and I am a philanthropist!

(Name)

I use my TIME, TALENT and TREASURE to make the world better.

I am passionate about _____ and know I can

(Noun)

_____ and _____ to help

(Verb)

(Verb)

make a difference. Even though I am _____, I am a

(Age)

powerful and purposeful person who is _____ and

(Adjective)

_____. I know I can use my _____

(Adjective)

(Verb)

to be a changemaker in the lives of others around me. I hope that

others think of me as a _____,

(Adjective)

_____ and _____ person

(Adjective)

(Adjective)

who chooses to do the right thing.

My name is _____ and I am a philanthropist!

(Name)

(desired result of this need)

So

(action you will take)

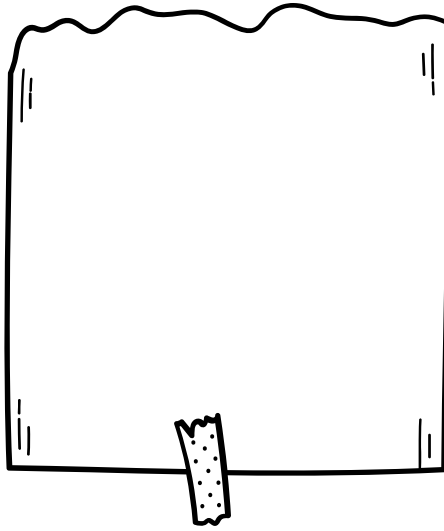
By

(result of addressing the need)

I will strive to:

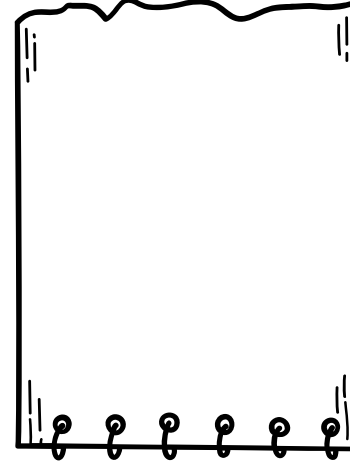
Statements:

My Personal Mission



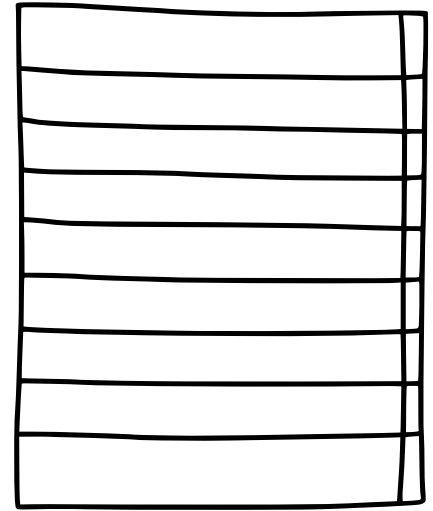
because...

I know that when I help address this need, my community will be better



my community by:

My 3Ts of philanthropy are time, talent, and treasure. I can use my 3Ts to change or help the need in

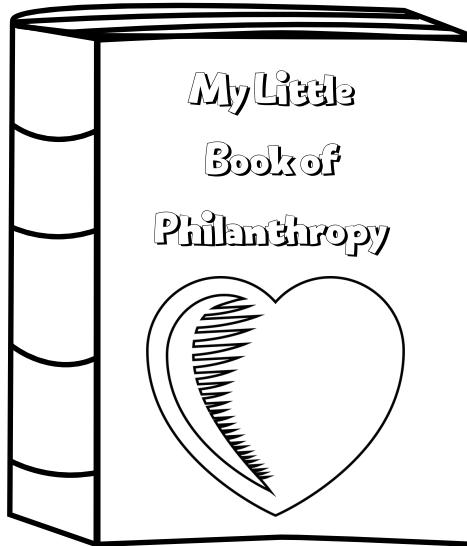


I know that there is need in my community. One need that I am passionate about helping is:

THE END!

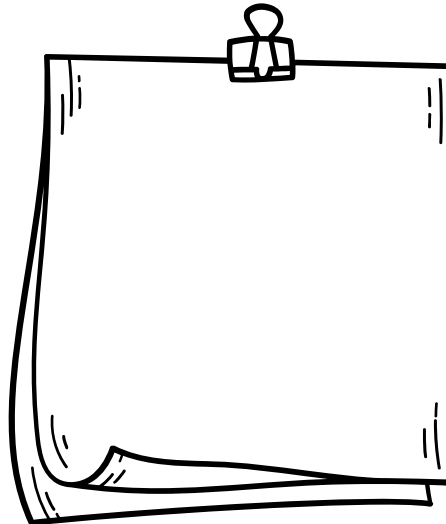
"Kindness is a gift everyone can afford."

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My Name Is:

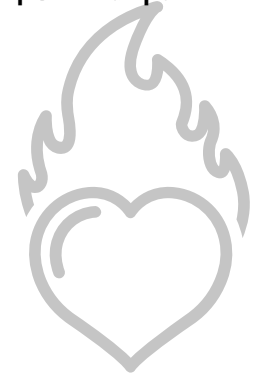
My definition of philanthropy is:



Personal passions are powerful or compelling emotions or feelings about a specific topic.

My top 3 personal passions are:

- 1.
- 2.
- 3.



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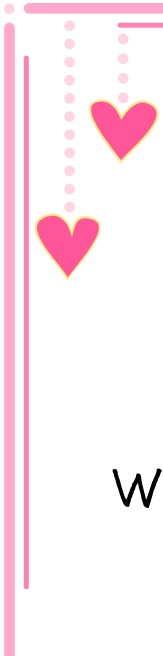
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ADJECTIVES

Kind
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Honest
Trusting
Supportive



Our Family Mission Statement

We are the _____, and we are philanthropists!
(Family Name)

In our family, we _____, we _____ and we _____.
(Verb) (Verb) (Verb)

We do what is right, even when it's not easy. We stand up for ourselves and what is right. We use our TIME, TALENT and TREASURE to help _____ and make the world better. We treat others
(Noun)

how we would want to be treated. If we see a friend hurting, we ask if they are ok and help if we can. We say sorry when we make a mistake. We hope that others think of us as _____, _____ and _____
(Adjective) (Adjective) (Adjective)

people who choose to do the right thing.

We are the _____, and we are philanthropists!
(Family Name)

