

REAL LIFE

World Horse Welfare's vision, mission and values

UK-based charity World Horse Welfare went through a major re-branding exercise in 2008 and recast its vision, mission and values as follows.

Our vision: World Horse Welfare's vision is a world where every horse is treated with respect, compassion and understanding.

Our mission: Our mission is to work with horses, horse owners, communities, organisations and governments to help improve welfare standards and stamp out suffering in the UK and worldwide.

Our values: In everything we do, we aim to be:

- Realistic in our approach, focusing on the practical to achieve what is possible now while mindful of the future.
- Compassionate in our attitudes, behaviour and decision-making.
- Forward-thinking in anticipating challenge and change, always seeking new ways of being more effective.

Like many not-for-profit organisations its vision is very clear, forward looking and aspirational – though whether it is truly achievable is debatable. The mission statement clearly sets out the purpose of the organisation and the boundaries it operates within. The charity's vision, mission and values appear to be distinctive. However, when you compare them with those of other charities in the same sector, such as Brooke Hospital, Redwings and Blue Cross, you can see clear similarities. (Source: World Horse Welfare, 2014)