MUSC Boeing Center for Children's Wellness
Creating a Wellness Mission Statement

This worksheet is to help your Wellness Committee to craft a clear and inspiring mission statement. Use the guiding questions and templates below to guide your writing, then refine your words until they feel authentic and aligned with your purpose.

Guiding Questions:

1. What is the core purpose of this wellness committee?

2. Who are you serving?

3. What key values or principles will guide the work?

4. What is our desired outcome and/or impact of the wellness committee?

Statement Structure:

[Action Verb] + [Core Purpose] + [Audience] + [Values/Approach] + [Desired Impact]

- Start with an action verb:
  - e.g., "To foster," "To promote," "To cultivate," "To empower," "To support"

- Describe the core purpose/what you do:
  - e.g., "a culture of holistic well-being," "healthy lifestyles," "physical and mental health," "a supportive environment for wellness"

- Specify who you serve:
  - e.g., "for all students, staff, and families," "within our school community," "among our faculty and administration"

- Explain how you do it/your approach (optional, but can add clarity):
  - e.g., "by providing comprehensive resources and programs," "through collaborative initiatives and education," "by advocating for policies that support health"

- State the desired outcome/impact (the "why"):
  - e.g., "to enhance academic success and personal growth," "to improve overall quality of life and productivity," "to create a thriving and resilient community"

Example Mission Statement:
"Our Wellness Committee's Mission is to cultivate a vibrant culture of holistic well-being for all students, staff, and families within our school community, by providing accessible resources and fostering collaborative initiatives that empower individuals to make healthy choices and thrive."

Your Draft:

For more ideas and resources, please visit our website:
MUSC BCCW Resources Link
Please contact your school's MUSC BCCW Program Coordinator with any questions.
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