

Proposed Ends for Discussion Oct. 3, 2020

Guidelines

Apply your mission to your moral owners in the direction of your vision, based on your values. Ends focus on your uniqueness.

- Ends focus on the beneficiaries of your work (moral owners), not your organization
- Ends intentionally exclude what you do as well as how you do it
- Ends refer to the external world, never your organization
- Ends must align with your vision and be consistent with your values
- Goals are the measurable tool, ends are not. Goals implement ends.

DRAFT ENDS for discussion

UUSJ exists so that...

- national policies that reflect UU values will be vigorously supported through engagement, education, and advocacy (*moral owners: UUs, UU congregations*)
- frontline communities will have a trustworthy and responsive faith partner to advocate with them for federal policies that address equitable national social justice issues (*moral owners: frontline communities and those who represent them*)
- Congressional staff will recognize that UUs have an effective, respectful moral voice on social justice issues (*moral owners: UUs and UU congregations, frontline communities and those who represent them*)
- UUs and UU congregations will have an authoritative and effective means to advocate for UU values at the federal level that contribute towards a just, compassionate and sustainable world community (*moral owners: UUs and UU organizations*)

The Framework for Ends

Values

1. We are effective and responsive
2. We are faithful to our UU principles
3. We respect others

Vision

A just, compassionate and sustainable world community

Mission

Advance equitable national policies and actions, aligned with UU values, through engagement, education and advocacy

Moral owners

1. Unitarian Universalists
2. UU congregations
3. Frontline communities
4. Organizations that represent frontline communities

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