

## **ONTARIO FIELD ORNITHOLOGISTS MISSION STATEMENT**

### **Background**

#### **Why a Mission Statement?**

A mission statement is a guiding light for a business and the individuals who run the business. It is usually made up of three parts:

- Vision - big picture idea of what you want to achieve
- Mission - general statement of how you will achieve your vision
- Core Values - how you will behave during the process.

Each of these three elements is an important aspect of the businesses guiding light. Once you have developed your mission statement, the next step is to create the following items:

- Goals - general statements of mileposts you need to meet to achieve your vision
- Objectives - specific, time-sensitive statements for achieving your goals
- Strategies/Action Plans - specific implementation plans of how you will achieve your objectives and goals.

### **OFO's Mission Statement**

#### **Vision**

A vibrant, engaged, well informed and knowledgeable ornithological community in Ontario made up of people of various birding expertise and experience levels, who share a common passion for birds and birding.

#### **Mission**

To promote and increase the appreciation and knowledge of Ontario's avifauna and its conservation.

#### **Core Values**

- Inclusion of all people with an interest in birds and birding, regardless of their expertise;
- Science-based information and education
- Working together with other groups and organizations
- Non-political support for the conservation of birds and their habitat.

## **Goals**

Ontario Field Ornithologists (OFO) was incorporated in 1982 with the following goals, which continue to be relevant and to guide our activities:

- To promote the appreciation of Ontario's avifauna
- To disseminate information relating to the status, identification, distribution; ecology and behaviour of Ontario's avifauna
- To encourage observation and field studies of Ontario's avifauna
- To adjudicate records of rare birds and to maintain an official list of Ontario birds
- For the objects aforesaid, to carry on printing, and publishing and to sell and distribute literature
- To promote youth participation and education in birds
- To promote the conservation of birds in Ontario

## **Objectives and Actions**

- Outreach to new groups to promote birding: young birders, families, novice birders, potential birders
- Improved services for OFO members: eNews for members, Facebook community
- Expand our activities: Possibly a spring migration event (Wild Goose Chase), workshops, different levels of field trips, etc.
- Focus on Conservation: Publication on the status of endangered and threatened bird species in Ontario.