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What is a Non-Profit Organization?

A Non-Profit Organization (NPO) is an organization that operates for a social, educational, or healthcare mission, rather than to generate profit.



Mission-Driven – Focused on social impact, not financial gain

Revenue Usage – Profits are reinvested into the organization, not distributed to owners.

Common Sectors – Healthcare, education, human rights, environmental causes.

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Why Are NPOs Important?

✦ The Role of Non-Profits in Society:



Fill critical gaps in services where governments and businesses fall short.



Provide healthcare, education, and social welfare for underserved communities.



Promote volunteerism and community engagement.



Contribute to economic growth by creating jobs and funding social programs.



Advocate for human rights and social change.

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Key Characteristics of NPOs



What Makes an Organization "Non-Profit"?



-  **Mission-Driven** → Focus on social impact rather than profit.
-  **Reinvestment** → Surplus funds are reinvested in services.
-  **Volunteerism** → Often rely on volunteers & community support.
-  **Tax-Exempt Status** → May qualify for tax exemptions.

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Non-Profit vs. For-Profit Organizations

Feature	Non-Profit Organization	For-Profit Business
Purpose	Social impact & mission	Profit & shareholder returns
Revenue	Donations, grants, fundraising	Sales, investments, services
Profit Use	Reinvested into the mission	Distributed to owners or shareholders
Tax Status	Often tax-exempt	Subject to corporate tax
Governance	Board of directors & donors	Owners, shareholders, executives

★ Non-profits focus on social impact, while for-profits prioritize financial gain.

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Legal and Regulatory Frameworks Non-Profit Legal Structures:



Legal and Regulatory Frameworks

Non-Profit Legal Structures:

-  **Registration & Compliance** – Must register as a legal entity.
-  **Tax-Exempt Status** – Often qualify for tax benefits based on regulations.
-  **Transparency & Reporting** – Must report finances and operations to the government and donors.
-  **Fundraising & Ethical Regulations** – Governed by laws to ensure accountability.

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Vision & Mission Statements

A mission statement defines what an organization does today, while a vision statement describes what it wants to achieve in the future.

- Mission Statement: The Purpose**
- Defines the organization's core purpose – Why does it exist?
 - Focuses on the present – What does it do today?
 - Answers: What impact do we want to make?



Example:

Doctors Without Borders (MSF) → "To provide lifesaving medical care where it's needed most."



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Vision & Mission Statements

- Vision Statement: The Future Goal**
- Defines the long-term aspiration – What does the organization hope to achieve?
 - Focuses on the future – What is the big picture goal?
 - Answers: What do we want to become?



Example:

World Health Organization (WHO) → "A world where everyone can live a healthy life."



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Key Differences: Mission vs. Vision

Feature	Mission Statement	Vision Statement
Focus	Present & Purpose	Future & Aspiration
Answers	Why we exist? What we do?	What we aim to achieve?
Timeframe	Short-term	Long-term
Example	"Provide free healthcare to underserved communities."	"A world where no one suffers due to lack of healthcare."

- Why It Matters?**
- Without a clear mission and vision, strategy lacks focus.
 - Ensures that resources, time, and funding go toward activities that align with organizational goals.
 - Helps leaders and managers make consistent and mission-driven decisions.

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Organizational Values

How Values Shape Mission & Vision in Non-Profit Organizations

What Are Organizational Values?

Core beliefs that guide decision-making and behavior.



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Roadmap To Vision

Strategic Goals → The Action Plan to Achieve the Mission & Vision

The Three-Step Connection:

- 1 Mission → Defines what the organization does today.
- 2 Vision → Defines what the organization wants to become.
- 3 Values → The principles that shape how the mission is carried out and how the vision is pursued.

3 Strategy → Provides the roadmap to get from mission to vision.



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How Values Influence Strategic Planning

- ✓ **Decision-Making:** Values help prioritize initiatives that align with the mission.
- ✓ **Organizational Culture:** Values create a strong internal culture that supports the vision.
- ✓ **Stakeholder Engagement:** Values guide interactions with donors, employees, and beneficiaries.
- ✓ **Ethical Leadership:** Ensures transparency and accountability in operations.

Strong organizational values ensure that mission-driven actions remain ethical, sustainable, and aligned with long-term goals.

- 1 Ethical Values
- 2 Financial Values
- 3 Market Values
- 4 Social Values
- 5 Cultural Values
- 6 Innovation Values
- 7 Performance Values
- 8 Customer-Centric Values

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What is a Strategy Pyramid?

The strategy pyramid is a framework that helps organizations align their actions with their overall vision and mission.

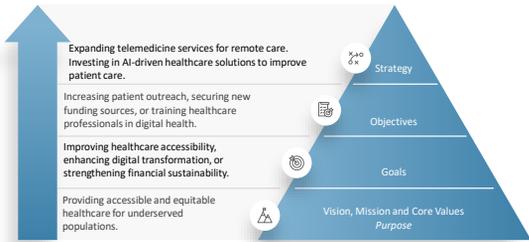
The pyramid starts with the vision and mission at the top, which provide a clear and overarching direction for the organization. The next level is values, the guiding principles that shape the organization's culture and behavior.

Why use the Strategy Pyramid for Strategic Planning?
 The Strategy Pyramid is helpful for strategic planning because it visually organizes and prioritizes different aspects of a plan. It helps to break down the overall strategy into smaller, more manageable components, making it easier to implement and measure progress.



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Strategic Framework for Healthcare Non-Profits



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Mayo Clinic

- Vision:** "Mayo Clinic will provide an unparalleled experience as the most trusted partner for health care."
- Mission:** "To inspire hope and contribute to health and well-being by providing the best care to every patient through integrated clinical practice, education and research."
- Values:** Respect, Compassion, Innovation, Integrity, Teamwork, and excellence

[Mayo Clinic](#)

Mayo Clinic is internationally renowned for its quality of care, which is mirrored in its wording of these statements. The mission strikes a nice balance of aspirational and practical, with phrases like "hope" and "best care" grounded by the mentions of the clinic's three operational focuses that will help it achieve its aims. The vision manages to address both patient experience and clinic reputation, while still being high-reaching and forward-thinking.



How They Connect: These values ensure that every action aligns with the mission of providing quality healthcare and the vision of being the most trusted healthcare partner.

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Analyzing Real NPOs

★ Analyze how real healthcare non-profits align their mission, vision, and strategy.



Group Task:

- 1 Each group is assigned one NPO case study (e.g., WHO, Red Cross, Mayo Clinic).
- 2 Analyze the mission & vision statements & values – Are they clear and actionable?
- 3 Discuss strategic priorities – How does the organization implement its goals?

★ Example Cases for Analysis:

- 🏥 Mayo Clinic → Focuses on integrated healthcare & research.
- 🌐 Doctors Without Borders (MSF) → Focuses on global crisis response.
- 🏛️ World Health Organization (WHO) → Focuses on global public health initiatives.

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Analyzing Real NPOs

Czech Republic

Rare Diseases Czech Republic (Česká asociace pro vzácná onemocnění)
[About us - Česká asociace pro vzácná onemocnění z.s.](#)

Center for Palliative Care (Centrum paliativní péče)
[International Association for Hospice & Palliative Care](#)



Israel

Enosh – The Israeli Mental Health Association
<https://www.mhinnovation.net/organisations/enosh-israeli-mental-health-association>

Magen David Adom (MDA) – Israel's National Emergency Medical Service

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Padlet Activity Instructions

Post Your Analysis → Create a new post on Padlet that includes:

- ✔ Mission Statement – What is their stated purpose?
- ✔ Vision Statement – What future do they aim to create?
- ✔ Core Values – What principles guide their work?
- ✔ Strategic Priorities – How do they implement their mission?
- ✔ Your Insights – Are their mission, vision, and values aligned and effective?

[MVSO-IMC International-Non-Profit Healthcare Organizations – Mission, Vision & Strategy](#)



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Wrap-Up & Key Takeaways



- ✔ Non-profits serve public needs, not profit goals.
- ✔ Mission & vision & Values guide all decision-making processes.
- ✔ Strategic planning ensures long-term sustainability.