



United States African Development Foundation

USADF's Purpose, Vision and Mission

March 5, 2007

How everything fits



Intent with updating “PVM”



- To take our foundational statements and make them:
 - clear
 - short
 - memorable
- Why?
 - To enable everyone to connect their job clearly and easily to these.
 - To improve external communications about us
- How?
 - Team led by David Blaine, with several managers and field personnel contributing by email; concluded by the SET.

What are these?



- Purpose needs to come first:
 - Answers “Why do we exist?”
- Vision follows, picturing a future state that is a stretch, and repudiates the present state:
 - Answers “How will the world change?”
- Mission finalizes:
 - Answers “What do we do to engineer that change?”

Purpose



- **“To foster hope, growth and goodwill in Africa.”**
- Condenses 183 words from our founding statute
 - In order to enable the people of African countries to develop their potential, fulfill their aspirations, and enjoy better, more productive lives, the purposes of the Foundation shall be -
 - (1) to strengthen the bonds of friendship and understanding between the people of Africa and the United States;
 - (2) to support self-help activities at the local level designed to enlarge opportunities for community development;
 - (3) to stimulate and assist effective and expanding participation of Africans in their development process; and
 - (4) to encourage the establishment and growth of development institutions which are indigenous to particular countries in Africa and which can respond to the requirements of the poor in those countries.
 - (b) Implementation
The Foundation shall carry out the purposes specified in subsection (a) of this section in cooperation with, and in response to, organizations indigenous to Africa which are representative of the needs and aspirations of the poor in Africa and, in carrying out such purposes, the Foundation shall, to the extent possible, coordinate its development assistance activities with the activities of the United States Government and private, regional, and international organizations.
- Captures the
 - Relationship we seek between the US and Africa (goodwill)
 - Tangible impact we seek (growth)
 - Intangible benefit we bring (hope)

Vision



- **“To end the poverty of a million Africans by investing in their ideas.”**
- Vis-à-vis the 600 million, it’s too few.
- But compared to 115,000 since the late 90’s, we have work to do.
- “To end” means “permanently.”
- Updated metrics will enable us to capture accurate numbers.
- The metrics will provide the means to make quantitative annual goals.

Mission



- **“To grow profitable businesses and sustainable social enterprises that benefit the poor.”**
- This captures both for-profit SMEs and social organizations.
- It describes our core work and target clients.
- Is implemented by USADF’s “funding criteria” or “triple bottom line.”