**Mission:** Immanuel exists to encourage, equip, enfold and engage all people to reach out and serve with the transforming love of Jesus.

 **Vision:** Training people to love like Jesus and bring hope, healing and wholeness to the world.

**Tag line:** Transforming lives

These statements accomplish a number of things:

1. The mission clearly spells out why we exist - includes active verbs, includes "all people" without naming a particular segment, "reach out and serve" includes internal and external service, and the word transforming is part of our tag line. Much of this statement came from the Visioning Day in February 2020, and was further affirmed during the survey. We shortened it a little bit, but it is important that much of it originated with the congregation.
2. The vision begins with a very broad action word - training happens through preaching, worship, small groups, book studies, service, conversations, etc. And since Jesus came to show us what sacrificial love looks like, our highest calling is to keep trying to love like He does - and through that, impact the world with hope, healing and wholeness. Vision is meant to be aspirational - a goal towards which we are striving.
3. Tag line - captures all of that -  our lives transformed as we engage in this mission and vision, and through God's grace, being part of other people's transformation.