

## PURPOSE

*We exist to collaborate with others in bringing Hope, Healing, and Restoration to our community as a visible manifestation of God's love for the world.*

## CORE VALUES

1. **Serve** - We are called by God to love and serve those most in need of physical and spiritual healing with the gifts and talents we have been so graciously given.
2. **Community** - We are rooted in the community we serve, offering unconditional hope, faith and love to all, with a special focus on those most in need.
3. **Love** - We believe in Christ's transforming and sacrificial love in very practical ways, recognizing that helping others is always costly.
4. **Dignity** - We value and uphold the dignity of every person we encounter.

## MISSION

We are dedicated as an organization to the promotion and delivery of ministry and service that bears witness to the transforming power of Jesus Christ and provides tangible solutions to the pervasive issues of social injustice and physical spiritual and social poverty in the Greater Rochester community and beyond.

## OUR LONG-TERM VISION

*We look forward to a time when our community is brimming with God's love, where everyone feels a sense of belonging, safety, and well-being.*

- We will be leaders in the initiative that transforms our neighborhood through strong collaborative relationships.
- We will occupy a position of influence with local governments.
- Our services will reflect our Christian values, and will be trend-setting in the field of community oriented healthcare.
- Our organizational model will be sustainable and reproducible.
- Our contributions to the vitality of our community will be regarded nationally as a model for community health, and
- Our model will spread widely across the globe.

## LONG-TERM GOALS

1. Integrate faith in ALL we do, bringing each person we touch into contact with the Living God.
2. Have a financial plan that is flexible and ensures our ability to innovate, expand our reach, and retain talent.
3. Develop a sustainable and reproducible organizational model, rooted in our values, focused on state-of-the-art services, and adaptable to community needs.
4. Build strategic alliances that establish us as leaders in the field of community well-being.

## MINISTRY BRANCHES

1. Embracing Options is a Care Net affiliated outreach of His Branches whose mission is to reach people in today's culture with positive life affirming choices relating to pregnancy and sexual activity.
2. His Branches Health Services offers Christ-centered family medical care to those most in need.
3. His Branches Community reaches out to those around us with prayer, networking, and community-building activities that promote personal, family and neighborhood safety, peace, and harmony.