



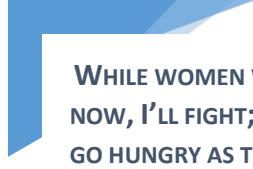
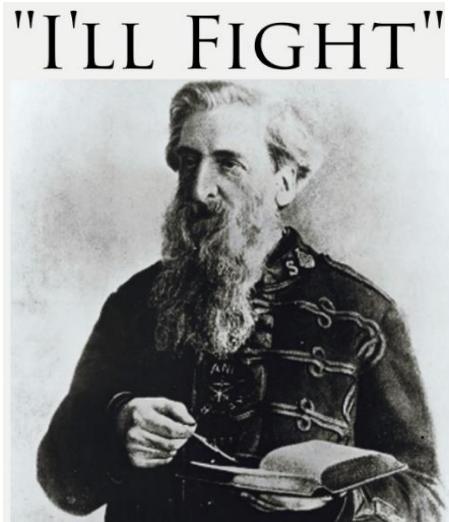
Dr. Rob Simpson - 3 min read

Faith Based Organizations Addressing Equity & Justice

In a recent review of 25 faith based organizations, I found that 21 out of the 25 had clearly articulated their stated mission & vision. However, only 11 out of the 25 had operational priorities which aligned to their stated mission and vision. The most common explanation to this lack of alignment was that their current leadership team changed directions of the organization, based on funding available. Further the comment from 10 of those organizations was that leadership just never took time to re-write the mission and vision statements.

In this blog, we will not be addressing the lack of alignment, but will be discussing one of the most effective organizations I interviewed. They have successfully aligned their mission, vision and operational strategies, specifically as it relates to our work around Equity. The Organization I selected is The Salvation Army.

In 1912, the Founder and General of The Salvation Army, General William booth addressed a crowd of members at Royal Albert Hall in London. He shared one of the most impactful proclamations of his ministry.



WHILE WOMEN WEEP AS THEY DO
NOW, I'LL FIGHT; WHILE CHILDREN
GO HUNGRY AS THEY DO NOW, I'LL
FIGHT; WHILE MEN GO TO PRISON, IN
AND OUT, IN AND OUT, AS THEY DO
NOW, I'LL FIGHT; WHILE THERE IS ONE
POOR LOST GIRL ON THE STREETS,
WHILE THERE REMAINS ONE DARK

My Ph.D. dissertation focused on the question of how well The Salvation Army, as an international organization, was able to do strategic planning. Additionally, it looked at whether there planning allowed the organization to better accomplish missional alignment with their operational strategies. At Equity Experience, we have many years



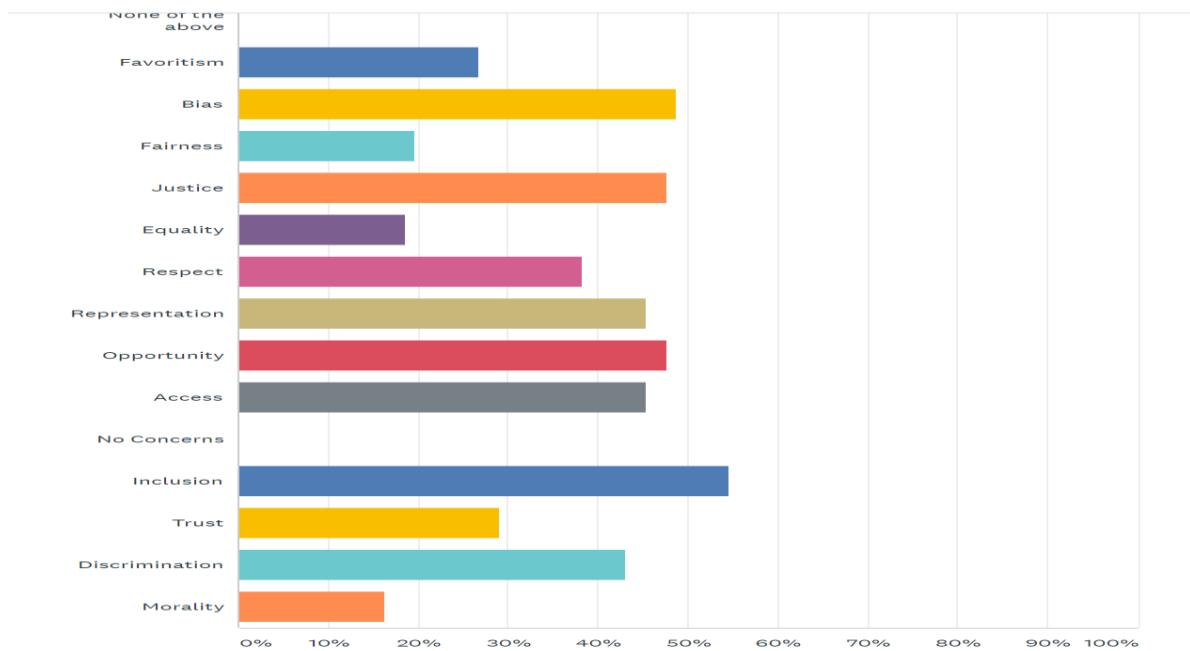
of experience in leading organizations in developing mission statements, in vision casting, and in aligning operational strategies. We also have assisted organizations in selecting measurable outcomes, to guide their strategic decision making.

One current example of success for the organization was identified in a conversation with Major Katherine Clausell. “The Salvation Army Central Territory USA launched a new strategic priority by creating the Center for Social Justice and Urban Missions (CSJUM).” Major Clausell stated that, “The Center for Social Justice and Urban Mission has been established for the purpose of making a deeper and more sustainable impact on the lives of suffering people and struggling communities than the mere provision of social services can achieve.”

Major Clausell engaged one of my colleague (Mr. Skot Welch) and I to consult with her and a small team of her key advisors. Our engagement was to assist the team in framing the vision for the CSJUM. The vision casting identified a series of strategic projects which would further the mission of the center. One of the projects was to “raise up a network of 1,000’s of Social Justice Champions across The Salvation Army’s Central Territory”. The project was to identify, train and equip the champions who could comprehend the context of equity and justice, to analyze potential injustices, and to bring a biblical perspective to the situation and identify appropriate actions to which would battle injustices and create promote equity.

This work has accelerated and is beginning to challenge “structures and systems” and to “provide a holistic response to human suffering.”

For The Salvation Army to be successful, it is important for them to understand those structures and systems that they are challenging. Equity Experience, was able to assist in identifying the Perceptions of Equity among their stakeholders. We discovered that 100 Percent of those surveyed, had concerns about Equity related issues. The top answers to date (up to 3 answers per respondent) include: Inclusion 54.6%; Bias 48.84%; Justice and Opportunity at 47.67%; and Access and Representation at 45.35%.



(NOTE: The survey is a live survey with results from more than 100 respondents. We will monitor the results and publish results from the entire survey, once the survey is closed. The survey responses will be compiled as part of the Equity Index™.)

While the above chart is just a first glimpse of our findings, we are confident that there are concerns around equity and that in our conversations with The Salvation Army, they are poised to launch programs to address issues which are identified. The Salvation Army's, according to their International Position Statement on Social Justice 2005, committed to "upholding of social justice in societies and between societies." Following is the full statement.

The Salvation Army holds the belief that all people are made in the image of God and that each person has value. In light of scripture and our heritage, The Salvation Army commits itself to the upholding of social justice in all societies and between societies. —from the International Position Statement on Social Justice 2005

Demonstrating consistency with their commitment to social justice, the Central Territory, under the leadership of Major Katherine Clausell held a Racial Justice Summit. It was my privilege to attend this Summit.

The Summit was in alignment with the vision and project to recruit champions for justice. In fact, more than 1,000 individuals participated in this summit and have identified themselves as champions.



At Equity Experience, we are committed to resourcing organizations like The Salvation Army. Be sure to check out our website at www.equityexperience.org.