

What do we want to do and why?

Verily never will Allah change the condition of a people, until they change what is in themselves.

AL-QURAN surah13,verse 11

Aims are the overall purpose of the group, the reason why it exists.

Objectives are the things you are going to do to meet the aims.

Example

Aims:

- To help people sleeping rough to move into a more healthy lifestyle.
- To reduce the number of people sleeping rough on the streets.

Objectives:

- To set up a centre where people who are sleeping rough can go for warmth, food, advice, washing and company.
- To employ an outreach worker to work with people sleeping on the streets.
- To liaise with health care professionals to ensure they understand the needs of rough sleepers.

You may be clear about what you want to do, but even if you are it will pay dividends to take time making sure everyone in the organisation has similar views, and that you can express them clearly to outsiders.

The best way to do this is to develop a written and agreed statement of the aims and objectives of the organisation.

Reasons for developing aims and objectives for the group:

1. The process will build trust and team spirit in the group.
2. They are necessary in order to apply for funding.
3. Knowing what you are aiming to achieve is essential before you can plan how to do it.
4. You will be able to communicate with others, including potential partners, more effectively.
5. You will be able to monitor progress and alter what you are doing if it is not achieving your aims.
6. You will be able to demonstrate success.

Aims and objectives are different. You need both (see the box on the left).