



## Vision, Purpose & Values

### Our Vision:

To create a national organization that is widely recognized and respected as a **resource link for helping parents to find support and information** on natural health, wellness, and informed holistic parenting.

To develop a **nurturing and unified community** of parents who support one another, share their knowledge and experiences, and encourage awareness about holistic parenting.

To create an enthusiastic and passionate team that works together to fulfill our vision and inspires one another to pursue our shared passion of helping and **educating parents about holistic living**.

### Our Purpose

Our purpose is to generate national **awareness, education, and support for holistic parenting** and to provide a nurturing, open-minded, and respectful community for parents to share these ideals.

To encourage moms (and dads) in their efforts to parent naturally and to raise their children holistically, to, **help holistic moms find others with whom they can connect**, and to continually educate ourselves and our families about alternative health, mindful parenting, and natural healing.

To work with moms to **create local chapters** in their communities that will provide them with a happy, healthy forum for their mothering styles and bring them together in an environment that **respects and honors their lifestyle and parenting choices**.

### Our Values

- We are passionate about helping parents to make **informed decisions** about their health, the health of their families, and their parenting choices.
- We value and **appreciate diversity** and defend the **right of parents to make choices** that best serve their families and their well-being.
- We share the belief that **each individual is responsible for her own health** and has the right and obligation to make informed decisions about her own well-being and that of her family.
- We encourage everyone to **educate themselves** about the pros and cons of all healthcare and parenting options, whether “traditional” or “alternative”.
- We encourage moms **to trust their instincts**, to parent from the heart, and to use their innate sense of what is best for their children.
- We welcome all members in an environment **that does not judge or criticize**.
- We are dedicated to serving our members with **professionalism and respect**.