

# Values, Beliefs and How We Act.

**CLIENTS MATTER:**  
Our clients' success is our success.



**Small Business Matters**  
Small business is the engine of our national economy through business formation, job creation and wealth building. Small businesses and their support are critical to vibrant communities in our society.

**Giving Back Matters**  
We give volunteers, stakeholders and sponsors the ability to give back to communities through their support of SCORE.  
Successful small business owners understand the importance of giving back to their communities.

**Volunteers Matter**  
SCORE is volunteer business people helping small business people solve business problems.  
Volunteers give freely of their time, energy and knowledge to help others.  
SCORE volunteers donate over 1 million hours of their time each year to support their communities.

**Experience Matters**  
A client's experience matters – the truest measure of our mission and our service – we ensure that our clients have a positive experience.  
A volunteer's experience matters – their relevant knowledge, wisdom and experience serve our clients through mentorship and education.  
A volunteer's experience with SCORE matters – we ensure that volunteers find value and satisfaction while engaged with SCORE.

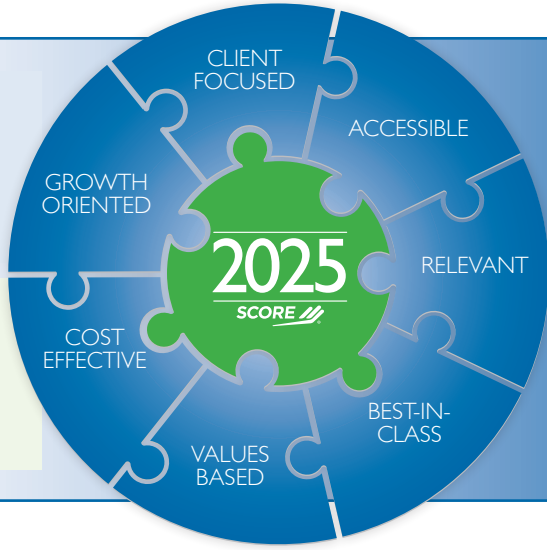
**Relationships Matter**  
In relationships, we act with integrity, respect, honesty, purpose, and professionalism.  
We listen with an open mind, encourage and openly communicate with all people seeking help from SCORE.  
Personal, long-term relationships are a driver of small business success.  
Community alliances are critical to the success of SCORE.

**Diversity Matters**  
We believe in the importance, value and power of diversity – diversity of people and diversity of thought.  
The diversity of race, gender, ethnicity, geography, and experience is important and valuable in SCORE.  
We strive to achieve diversity of our volunteer corps, staff, board and clients.

**Lifelong Learning Matters**  
We believe that small business owners who are lifelong learners adapt to change more readily and are more successful.  
Volunteers as lifelong learners remain relevant, achieve personal satisfaction and growth.

**Our Mission:**  
Foster vibrant small business communities through mentoring and education.

**Our Vision:**  
Every person has the support necessary to thrive as a small business owner.



**Owning Our Future:  
One SCORE**