

# Quilts of Valor® Foundation

## Vision Statement Questionnaire Summary Report



### Vision Statement Committee

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Board of Directors, Vice President and Strategic Planning

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Board of Directors-Marketing

## Background and Timeline:

- The Board of Directors (BOD) created a vision statement.
  - March 9-10, 2019 Strategic Planning meeting
  - Pre-released statement was later retracted
  - Pre-release generated feedback
- The BOD approved a committee to create a plan to gather feedback from members on the vision statement.
  - May 30, 2019 BOD meeting approved the concept
  - June 19, 2019 plan was reviewed and finalized
- The BOD approved the Summary Report and recommendations August 13, 2019.

## Questionnaire

- Emailed July 10, 2019 to all currently registered members
- Deadline July 24, 2019



- Questionnaire included information about the difference between mission and vision statements and examples from other organizations
- Displayed QOVF statements

QOVF Mission Statement: To cover service members and veterans touched by war with comforting and healing Quilts of Valor.

QOVF Vision Statement: Creating Quilts of Valor as tangible expressions of gratitude for every service member and veteran.

### **Two questions:**

Q1. After reading the QOVF vision statement, please rate your agreement using a scale of 1 - 7: Scale: (1) Do not agree to (7) Fully agree

**Do you agree with the QOVF vision statement?**

Q2. **Please provide your thoughts and comments.**

This was an open-ended question with no word limit.



## The Results of the Questionnaire

- Total of 1,211 responses from the on-line questionnaire.
- Ten (10) responses submitted via VS email group.
- Questionnaire was emailed to about 10,000 registered members

The following is the numerical breakdown:

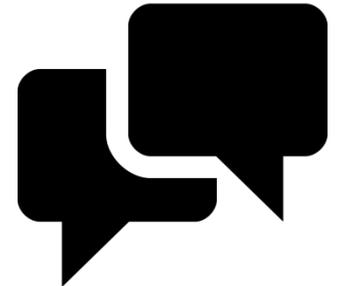
Scale of Agreement	Percentage	Total
Fully agree with the Vision Statement: #7	68%	77%
#6:	9%	
#5: Mid-range	5%	12%
#4:	5%	
#3:	2%	
#2:	2%	11%
Disagree with the Vision Statement: #1	9%	

## Themes Derived from the Comments:

- **Regardless** of the level of agreement-disagreement, several themes (7) were derived from the consolidated comments
- Questionnaire focus was the vision statement, but other topics emerged
- Many comments **contradicted** the rating selected

## Themes from those who agree:

1. **Vision statement conflicts with Mission Statement**
2. *Don't have clarity on what "Touched By War" means \*\*\*\**
3. Changes intent of the QOV from 'valor' to 'service'
4. Disagree with the word "every" in the Vision statement



## Themes from middle range:

1. **Vision statement conflicts with Mission Statement**
2. *Don't have clarity on what "Touched By War" means \*\*\*\**
3. Vision statement is out of reach due to limits on resources and funding
4. Vision (and mission) should be more inclusive to include others

## Themes from those who do not agree:

1. Changes intent of the QOV from 'valor' to 'service'
2. Disagree with the word "every" in the Vision statement
3. Changes priority of awarding quilts
4. *Don't have clarity on what "Touched By War" means\*\*\*\**



## 1. Vision statement conflicts with Mission Statement

“Mission statement says "touched by war", while the vision refers to every service member and veteran. Our group has had discussion on this issue and opted to use the definition "touched by war" and not just any person who has served or is serving in the military.”

“I think the mission and vision statements are conflicting. The mission states that we want to cover those "touched by war". The vision statement references "every service member and veteran". Not every service member/veteran has been touched by war, and personally, I have often wondered if Quilts of Valor are only presented to war veterans, or to anyone who served. The mission and vision statements do not clarify that, but basically confirm the confusion.”

## 2. Don't have clarity on what "Touched By War" means



"I have long been troubled by the tendency to award a quilt to anyone who says he/she is a veteran and requests (or is nominated) to be awarded a quilt. The Mission Statement clearly states "... touched by war." I disagree with the thought that simply joining the military and wearing the uniform meets this criterion. Persons who are "touched by war" know it -- probably that not in those words, but know their experiences have deeply affected them, whether by physical injury/disease or emotional difficulties and a deep and often long-lasting grief. It is important to remember that one does not need to be "boots on the ground" for this to occur."

"I struggle with a clear definition of "touched by war". Surely any active military member or veteran who was deployed to an area of conflict is touched by war, but must a person have been so deployed to qualify for a QoV?"

"Q of V are meant to be given to veterans "touched by war" & I strongly agree with this statement. Other veterans could be given a quilt, but not called Q of V. Valor means personal courage and we should respect our veterans who truly were" touched by war"--many are now disabled, suffering PTSD and missing limbs and other disabilities. Please re-consider the difference between the 2 statements & respect true veterans of war."

#### 4. Disagree with the word "every" in the Vision statement



"If our Mission statement is to just cover those service members of past and present "who have been touched by war" are you really wanting our Vision statement to cover EVERY service member? I feel the Vision Statement waters down the true meaning behind the QOV."

"A vision statement will just muddy the waters. We cannot possibly cover every service member and veteran. People already go there in thought when they hear QOV but totally understand when we tell them the mission statement and add that we could not possibly cover all service members and veterans. Keeping our Mission Statement adds to the significance of the QOV. Giving quilts to all would be like giving all service members and veterans a Medal of Honor. It would be like giving a trophy to all participants instead of just the team who wins. It diminishes the idea behind it."

# So what's next?



YOU SHARED... WE LISTENED...

## 1. Revised Vision Statement

**QOVF Vision Statement: ~~Creating~~ Awarding Quilts of Valor as tangible expressions of gratitude for every service members and veterans touched by war.**

## 2. The meaning of "touched by war"...

Creating a working group to address the phrase "touched by war" and how to incorporate this into the nomination-award process.

Working group will be comprised of members from all levels of QOVF with differing perspectives, *including veterans/service members*, to gain further understanding and perhaps some general consensus on the phrase and how to approach the process.

## 3. Invite Catherine Roberts QOVF Founder to discuss with the Board to gain further understanding to move forward.

# So what's next? ... continued...



4. Draft a message for the QOVF website, email to all members/volunteers, and the newsletter that is transparent and explains the:
  - (1) history of the mission statement as written by the Founder
  - (2) original concept of "touched by war" as envisioned by the Founder and current understanding
  - (3) scope of QOVs are only for service members and veterans (refer to other organizations or alternative options to acknowledge others)
  - (4) priority of awarding QOVs given the current 'waiting list' (~9,000) and groups' interpretations of both the mission and vision

## **"Touched by War"**

From QOVF P&Ps, Appendix A

In Catherine Roberts' words:

*"...to cover all those service members and veterans wounded physically or psychologically with comforting and healing Quilts of Valor."*



*No one really liked the word "psychologically." Brilliantly, Chaplain Kallerson suggested using the phrase "touched by war" as a replacement for the words "wounded physically or psychologically." This simple phrase was perfect. The group's mission statement was revised to read, "The mission of the Quilts of Valor Foundation is to cover all combat service members and veterans touched by war with comforting and healing Quilts of Valor."*

*Later, the words "all" and "combat" were removed, further reflecting our understanding of the true meaning "touched by war."*

## "Touched by War"

From QOVF P&Ps, Appendix A continued...

The idea of including those serving in other than Iraq and Afghanistan and extending "touched by war" to include WWII, Korea, Vietnam, etc. was based on her experience in 2009 with Vietnam veterans.



*From then on, any warrior who had been **touched by war**, no matter **when (emphasis added)** his or her service, could receive a Quilt of Valor. No questions asked.*

- March 2011 QOVF newsletter included article on "touched by war"

Army Chaplain, Major John Kallerson who awarded the first QOV at Walter Reed Army Medical Center in November 2003 addressed the meaning of the phrase.

<https://www.govf.org/wp-content/uploads/2014/04/mar.11.newsletter.pdf>

- The concept of "touched by war" remained central to awarding a Quilt of Valor.

# Questions?



*Thank You!*

A colorful brushstroke graphic in shades of blue, purple, pink, red, and yellow.

for your volunteer spirit and dedication to our veterans and service members!