



**Street Kids International
Brand Foundation**

core purpose

why we exist

To help street kids internationally become healthy, self-sufficient and respected.

vision

where we are going and how we'll know we're there

To be the go-to world leader in building street kids' ability, knowledge and community.

mission

what we do everyday to get there

We advocate and deliver innovative programs, so effective that they are spontaneously adopted, adapted and shared by our worldwide network of partners.

our principles

what we believe in

Agility

Audacity

Collaboration

Entrepreneurship

Optimism

Resilience

Respect

Trust

positioning statement

how we say we are different

Street Kids International

Catalyst for better lives.