

## **MISSION, VISION & VALUES**

### **Central Pennsylvania Christian Institute, Inc.**

Definitions are important. In fact, it might be accurate to say that no real understanding can exist without clear and commonly held definitions. Because this is true, the CPCI Board of directors has invested a significant amount of time, thought and prayer in arriving at statements designed to clearly define the purposes and aims of CPCI and its ministries. Because ours is a vital and growing work, it should be noted that what follows is, to some degree, an unfinished document. As new opportunities for CPCI ministry are presented other mission statements may be added. But now, with a sense of our utter reliance upon God for His blessing and sustenance, we offer these as explanations to any who desire to understand our intentions. But they are more than explanatory; the statements are also intended to serve as guides for those employed by CPCI. We must see our work as a mission to fulfill not merely a job to do.

#### **MISSION STATEMENT**

##### **Central Pennsylvania Christian Institute, Inc.**

The Central Pennsylvania Christian Institute is a non-profit, non-denominational, Scriptural ministry specializing in the communication of Biblical Christianity. We use both traditional methods and various technologies to convey, unchanged, the historic Christian Gospel to all within our growing sphere of influence. Trusting God's promise that His word will not return void<sup>1</sup>, we are committed to its proclamation without amendment or compromise.

<sup>1</sup>Isaiah 55:11: So shall My word be that goes forth from My mouth; it shall not return to Me void, but it shall accomplish what I please, and it shall prosper in the thing for which I sent it.

#### **MISSION STATEMENT**

##### **CPCI Broadcast Ministries through Way Truth Life Radio**

Way Truth Life Radio invites all listeners to Biblical salvation and Christ-centered living.

#### **VISION STATEMENT**

##### **CPCI Broadcast Ministries through Way Truth Life Radio**

To make the Gospel of Jesus Christ accessible to more people throughout Pennsylvania and around the world.

#### **DESIRED OUTCOMES**

The following desired outcomes illustrate what we want to accomplish in the lives of those touched by CPCI Broadcast Ministries:

- To see people **come to know Christ.**
- To see people **grow in Christian living.**
- To see people **prepared to reach their world for Christ.**
- To see people **educated in Biblical truth.**
- To see people **appreciate all that Christ has done for them.**
- To see people **nurtured through character-building programs.**

- To see people **enjoy wholesome entertainment.**
- To see people **embrace and engage with a Biblical local church.**
- To see people **experience spiritual renewal through a fresh approach to broadcasting.**

## OUR FOUNDATIONAL VALUES

The following foundational values illustrate non-negotiable commitments and intends that CPCI Broadcast Ministries will always be:

- **Christ-centered...** Focused on Christ as the basis of our ministry.
- **Bible-based...** Making decisions based on the truths of the inerrant and inspired Word of God.
- **God-dependent...** Depending on God for guidance and power.
- **Integrity-focused...** Conducting ministry with honesty, transparency, trust, and relevance as authentic servants of Christ.
- **Vision-driven...** Looking at the future through God's eyes.

## OUR MINISTRY VALUES

- **Excellence-inspired...** Offering the highest level of quality with integrity.
- **Service-motivated...** Approaching all people with a servant's heart and attitude.
- **Culturally relevant...** Meeting people's particular needs in today's complex world.
- **Nurture-sensitive...** Helping people discover who they are and how they can grow in their God-given potential.
- **Relationally-minded...** Putting people first over programs and policies.
- **Stewardship-conscious...** Exercising Biblical principles of stewardship to ensure the financial viability of the ministry.