



CORE PRINCIPLES



CULTURE OF EXCELLENCE

Everything we do, we do it as unto the Lord

- Good stewards of our time, treasures and talents
- Act, dress and communicate professionally
- Honor others' time and our commitments
- Adhere to policies and processes
- Represent Assure well with pride in our work and attention to detail



FIGHTING SPIRIT

We don't give up when it's hard

- Stay rooted in Scripture, prayer, and the Body of Christ
- Innovative and willing to learn & grow
- Go above and beyond what is expected and required
- Do what is best for Assure
- For every problem, we bring a solution



JOY - JESUS, OTHERS, YOURSELF

We treat others as we want to be treated

- Resolve conflict in love
- Assume the best of others
- Keep God at center of decisions and tasks
- Maintain the highest level of honesty and integrity
- Each task and conversation serves a higher purpose



CORE PASSION

We exist to rescue women and children from abortion

CORE PURPOSE

We empower women to make a life choice

CORE PORTION

We serve women at risk for abortion

CORE PATH

**Innovation
Collaboration
Proclamation**