WORLD VALUES DAY

Values Guide for Community Groups

What matters most to you as a community group?

Values are the things that are important to us as individuals and as members of groups such as local clubs, youth groups, women's groups, sports clubs and volunteer groups.

World Values Day challenges us to think about our most important values and to act on them. **Our theme this year is Values for the Future**.

By using our values to help us shape the future that we want to see for our group, for our community and for future generations, we can fundamentally change our whole world for the better.

This is the World Values Day call to action!

World Values Day – Thursday, 16th October 2025

www.worldvaluesday.com

#WorldValuesDay

1. What are Values?

Values are the things that are important to us, the foundation of our lives. Values are immensely powerful! They motivate us, drive our behaviour, ignite passion in our hearts, and explain why we do the things we do and feel the way we feel.

Values are the heart of all groups of every kind. They are the shorthand way of the describing our collective motivations. They connect us – they are the glue that binds the group together. They define its culture, the way it behaves and the impact that it has on its community and the rest of the world. They are the compass which guides the group in its choices and actions, keeping it focused and on track. Our values show us the way.

Values are powerful! When they are sincerely and consistently practised, they support and sustain the collective wellbeing of the group, those connected to it, and the community it is part of.

What's important to you?

2. Why are values so important for community groups?

Whatever kind of group we belong to, whether it is a club, a youth group, a group of volunteers, or maybe a group of friends getting together regularly to share a common interest, it will be based on values. But often those values are held unconsciously, or taken for granted and forgotten about.

If a group is not clear about what values hold them together and motivates them to do what they do together, it will be prone to aimlessness, lack of

direction, lack of motivation. It will struggle to attract and retain members, make good decisions, and agree effective priorities and goals.

Individual members of community groups whose personal values are not in alignment with their experience in the group, are likely to suffer from anxiety and stress, affecting their motivation, productivity, and mental wellbeing.

Groups who don't consistently practice their values will be less able to withstand the stresses and strains that affect any group of individuals who spend time with each other. Whether it's tackling external problems or internal disputes, or planning ahead, or getting things done - everything is more difficult without commonly held values to rely upon.

Groups that are clear about their values, where those values are aligned with their members' values, and where everyone makes a consistent effort to practice those values, will develop a culture of individual and collective wellbeing, which is collaborative, resilient, and effective, with members who are well motivated, happy and productive.

3. Can values really change the world?

We human beings are wired to be social animals. We need to connect with others. Interestingly, when we connect with the values of compassion and generosity the chemical response in our bodies spreads a feeling of wellbeing not only to us and those we are connecting with, but even to anyone looking on. A positive ripple spreads out.

Similarly, when we don't live our values to the full in our lives, our own wellbeing suffers and there is a negative ripple effect on our friends and families, and on our groups, organisations and communities. This is as true for groups as it is for individuals.

For a better world we need to live our values to the full, connecting authentically and compassionately through our values with ourselves and others in everything we think, say or do.

Making a difference

4. Our group doesn't have official Values. How do we go about identifying them?

Here is one way to find your values and decide which are the most important ones *that you would like to see* in your group, (these will not necessarily be the same ones that you see there now). Try to get as many of you as possible take part in this exercise.

Each person should have a copy of the list on the next page and follow these simple instructions.

Reflect first about the activities you all normally take part in, and what it looks like when it goes well and what it looks like when it sometimes doesn't go so well.

Then look down the list and tick the box opposite the 10 words in the following table **that best describe the values that you consider need to be reflected in your group to support its success**.

This is not about values you would like to have, or feel you should have. It is about the values that really resonate with you.

Once you have selected 10, next reduce these to your top 5. This two-step process will help you to appreciate how some values may be more essential to you than others. Then put the 5 values in order of importance from 1 to 5, with 1 being the value which is most important to you.

Collect the lists from everyone and by adding up the number of times a value is included in participants' "Top 5", you will identify the overall top 5 values voted as most important values for the group. This way of

identifying the group's core values should ensure that the group's values are aligned with those of its members, and that the members "buy into" the values of the group and really take them to heart.

Group Values

acceptance		creativity		initiative		respect	
accessibility		dependability		innovation		responsibility	
accountability		democracy		integrity		reward	
achievement		development				safety	
adaptability		diversity		justice		security	
appreciation		efficiency		kindness		sense of purpose	
authenticity		empowerment		leadership		service	
awareness		enthusiasm		learning		simplicity	
beauty		environmental awareness		listening		social responsibility	
calmness		equality		loyalty		success	
caution		ethics		making a difference		support	
caring		excellence		openness		teamwork	
celebration		fairness		order		trust	
challenge		financial stability		partnership		truth	
cleanliness		forgiveness		patience		variety	
Coaching / mentoring		freedom		perseverance		wellbeing	
collaboration		fun		positivity		willingness	
commitment		gratitude		pride		wisdom	
community involvement		growth		productivity		willingness	
competence		harmony		professionalism		add here*	
continuous improvement		helpfulness		quality		add here*	
contribution to society		inclusivity		recognition		add here*	
cooperation		independence		reliability		add here*	

* If a value is important to you and it is not on the list, add it here.

Our most important values: 1…………………………………..
                              2……………………………………
                              3……………………………………
                              4……………………………………
                              5…………………………………..

5. Now let's put those values into action!

Values are for acting on! This year, World Values Day's focus is on **Values for the future.** If we make a conscious effort to make sure our values are fundamental to whatever our group does, we will enhance our own and our colleagues' wellbeing, help our group to be more effective, shape its future for the better, and so contribute to a better world.

Here is how your group might go about putting your values into action in a way that will truly bring them to life.

Start by looking at your group's values and how consistently they are practiced in your group's day-to-day activities. Does one of these values need some extra attention? Discuss how you all might put it into action more effectively. You will need to devise a simple and practical plan of action to do this. Here are some ideas you may like to think about in putting together your plan.

A convenient way to go about making a plan is to use the ready-made workshop materials of the **Values Challenge for Community Groups.** It lasts an hour, is simple to run and we have had very positive feedback on it from all kinds of groups and organisations, big and small. To get the Values Challenge for Community Groups free resource pack, including Facilitator Manual and set of slides, click the Take the Challenge button on this page on the World Values Day website: https://www.worldvaluesday.com/values-challenge-for-community-groups/

However, if you prefer to do you own thing then that's fine too. For some community groups an intensive one-hour session like the Values Challenge may not be the best approach. It may for instance be difficult to get your group together for a whole hour, or you may just feel a less structured approach may suit the group better. In that case get as many of your group together as you can, and focus on these key steps:

- decide which of your group's top values needs extra attention. Is it also a value which is important for the community which your group is connected to?

- think about how you can put that value into action in a way which will bring your group or team closer together and will help bring together and strengthen the whole community, in as simple, effective and quick a way as possible; keep it as simple but try to get as much "buy-in" as possible across the whole group;
- THEN GO AND DO IT! Don't be too serious – have fun.

Whichever way you approach your planning, here are some ideas you may like to think about as you make your plan.

If the value is **Teamwork**, **Making a Difference** or **Respect** (for the environment) you might build stronger bonds with each other, with the local community and with your local environment, by clearing up a local play area, river, park, or litter black spot.

If the value is **Caring** or **Creativity** your group could consider getting in touch with the residents of a local retirement home and get chatting to them, maybe doing a short performance of a song or skit, or maybe reading them poems and stories. Or connect with a school and help them put on fair or other celebration for the local community on World Values Day.

If your chosen value is **Collaboration, Making a Difference,** or **Social Responsibility** you could team up with a local charity or local project that would welcome your help. Perhaps a foodbank. Or with someone else who would be really grateful for access to your resources and skills. You would be strengthening your bonds with your local community, and also the bonds between the members of your group in the process.

These actions could happen online just as easily as offline. Bear in mind that schools, charities or not-for-profits usually looking out for help in areas like IT, mentoring, e-commerce and e-marketing and so on. And if you prefer to put your values into action in your work or meeting place rather than in the community, of course that is fine too.

If none of these work for your group, take some time to really notice how things go in your community. Spot something that could be improved and suggest to your friends and neighbours that you work together to find a solution – it could be as simple as seeing that certain people in your street

struggle to get their wheelie bins to the kerb for collection, or are out of the house all day so their bins get left for hours blocking the pavement…. With a bit of cooperation these kinds of problems can be solved. And you will have connected with someone and perhaps made their day.

You could do some research in your place of work or study to find out what problems people are encountering that they would like help with. Mobilise the collective wisdom of your group to solve those problems or just help everyone cope with them better.

Or you can just do what your group is set up to do, but going the extra mile, perhaps involving more members of the community than you normally do, and making an extra effort to make a difference.

Whatever action you decide to do, the main thing is to get everyone committed to doing it. Also, it is good to discuss what you did afterwards with all your colleagues, noticing the impact of the action on the wellbeing of the recipients and yourselves, and reflect on how putting the value into action and bringing people together in your group and/or community has helped to embed the value in the life of the group and its members.

6. Then please share what you have done

Please share your experience of the Values Challenge with the world – the value you chose, what action you all decided to take, and how the action went - by posting on Facebook, X, BlueSky, Linkedin, Instagram, Threads or TikTok, using the tag #WorldValuesDay, and/or email us at info@worldvaluesday.com. Use words, photos, video clips. Whatever works best for your group.

Find us on Facebook www.facebook.com/ValuesDay
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Find us on YouTube http://bit.ly/2uANxYp

To help you do this you can download the 'We Value' Template on our website   https://www.worldvaluesday.com/value-templates-download/ and fill in your chosen value and the action taken, and then use it in a group selfie.

Share what you've done with the world! **Let's do this together!**

Why not join us in other World Values Day activities? Many groups as well as individuals from all around the world will be taking part too.

Please have a look at the many values-related events and activities that will be taking place on and around World Values Day on Thursday 16th October 2025 on our website:
https://www.worldvaluesday.com/events-and-activities/

Get involved!

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