

## Value Proposition

Pioneers are truly a family with a proud, rich heritage of making a difference in their communities. This heritage serves as a solid foundation for building an even greater volunteer organization going forward and continuing to help people improve their lives.

### **Value Proposition:**

Pioneers are a network of volunteers who effect immediate, tangible change in local communities, in partnership with their Sponsors.

### **What it is:**

The Value Proposition is a clear description of what Pioneers offers to our volunteers, Sponsors and communities.

### **Why it matters:**

The Value Proposition succinctly captures what we do as an organization. It helps explain how we serve and support our communities.

**A Family of Proud Volunteers who  
Make a Difference in their communities**