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HOBY's Mission: To inspire and develop our global community of youth and volunteers to a life dedicated to leadership, service and innovation.

For over five decades, Hugh O'Brian Youth Leadership (HOBY) has inspired young people to make a difference and become catalysts for positive change in their home, school, workplace, and community. As America's foremost youth leadership organization, HOBY has a long and impressive history of successfully motivating youth and volunteers to outstanding leadership. HOBY aims to inspire and develop our global community of youth & volunteers to a life dedicated to leadership, service, and innovation.

Vision: To motivate and empower individuals to make a positive difference within our global society, through understanding and action, based on effective and compassionate leadership.

Core Values:

- **Volunteerism** – Volunteerism is the heart and soul of our organization. We appreciate the myriad contributions of our volunteers, and recognize the power of thank you and of giving back. We seek to promote and encourage service among our stakeholders. We recognize and value the positive accomplishments that volunteers can achieve by working together. We believe that our programs positively impact volunteers as much as the youth and communities we serve.
- **Integrity** – Integrity forms the foundation of our organization. We demand the highest level of ethics. We grow our organization based on interactions that promote mutual trust and respect with our stakeholders and partners. We strive to ensure the highest level of organizational effectiveness by continually reviewing our programs and processes to improve quality and efficiency.
- **Excellence** – We strive to continually raise our programs and business to new levels of excellence. We encourage entrepreneurship and innovation in business, education, and social responsibility. We develop creative solutions to address challenges and to utilize opportunities. We believe that leadership skills can and should be continually improved and refined.
- **Diversity** – We value and embrace diversity. We seek out views that reflect all walks of life, and reflect those views in our programs. We are sensitive to the special needs and diverse backgrounds of individuals. We give all individuals an equal opportunity to be heard and to benefit from our programs.
- **Community Partnership** – We value community partnerships. We recognize the importance of working with community organizations to strengthen our supportive network. We value the input we receive from our community partners, and strive to work together cooperatively and constructively for the betterment of all.