The Ausherman Family Foundation values organizations and entrepreneurs who possess a range of character attributes which we believe are important to achieving our mission. These attributes include:

**Aesthetic Sensitivity**: Bringing beauty and harmony to people, places, and events, and making the commonplace more attractive.

**Caring**: Having an active expression of concern for and empathy with others.

**Community Service**: Giving time and talent, with no expectation of reward, to projects that benefit individuals or communities.

**Competence**: Being resourceful, skilled, and having the capacity to complete commitments.

**Dedication**: Being selflessly devoted to the cause at hand.

**Dependability**: Following through on commitments.

**Enthusiasm**: Bringing an infectious zest for life to everything.

**Fun**: Appreciating activities that are enjoyable or amusing.

**Integrity**: Being honest and doing the right thing, even when it is costly and no one is looking.

**Passion**: Having boundless enthusiasm for a cause, ideal, or goal – and sustaining perseverance in furthering or achieving it.

**Planning and Organizing**: Working toward short- and long-term goals with clearly stated directions, associated policies, and procedures.

**Respect**: Honoring others’ differences.
Results-Oriented: Achieving tangible, measurable results in a cost-effective way, i.e., social return on investment.

Self-Reliance: Working hard and doing everything possible to bring about desired goals.

Strategic Risk-Taking: Initiating opportunities and taking commensurate calculated risks.

Theoretical Strength: Developing a conceptual framework based on knowledge and information.