

**UUA GOVERNANCE MANUAL**  
**SECTION 1: ENDS or Shared Vision**

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**SECTION 1: Ends**

NOTES to readers, 20April 2008:

At their 20 April 2008 meeting, the Board affirmed the decision to describe “moral owners” for governance purposes as our “member congregations”.

As will quickly become evident, there are no ENDS in this Section yet.

The Board is moving on several fronts to reach agreement on ENDS or Shared Vision for the Association. At this point in time (April2008) we are using “ENDS” and “Shared Vision” as synonyms, in an attempt to keep our focus on the spiritual, religious, aspects of our work together. We use ENDS to help us maintain the link to the huge body of “governance” literature which already exists, and which we don’t intend to replicate.

And there are issues that we can begin to make decisions upon which will help us with our Ends work. One of them is the definition of our “owner”.

The Board will continue our work to clarify “moral owner” language over time.

Some Trustees have serious concerns about using “owner” language. What can we find to substitute which conveys our meaning and intent without ambiguity?

How to distinguish owners from “stakeholders”?

Which of these agents listed below are, or act as, “means” to achieve our desired ENDS? And are therefore “stakeholders”, or beneficiaries, rather than owners?

- Large non-member donor? Owner or stakeholder?
- Individual visitor? Owner or stakeholder?
- A group of allies, meeting in their home, seeking to become a congregations some day? Owners or stakeholders?

**Primary Moral Ownership / Beneficiaries**

- Member congregations

**Secondary Stakeholders or Beneficiaries (but not owners...)**

- UUA and its Districts (a means to our Ends..)
- Independent Affiliates and their member organizations (beneficiaries, and a means to our Ends...)
- UU Professional Organizations (a means to our Ends..)
- UU and Liberal Theological Seminaries (a means to our Ends..)
- Friends who contribute financially and who are not members
- Individual Unitarian Universalists and Unitarian Universalism at large

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**Tertiary Stakeholders or Beneficiaries (and not owners...)**

- Liberal Religious Partners (a means to our Ends..)
- Community Outreach Partners (a means to our Ends..)
- Potential member congregations and potential members (beneficiaries, and a means to our Ends..)