

WAYS I CARE  
VALUES WE LIVE BY



To fulfill President Lincoln's promise,

“ To care for him  
who shall have borne the  
battle and for his widow,  
and his orphan. ”

## I CARE QUICK REFERENCE CORE VALUES

### BECAUSE I CARE, I WILL...

#### □ INTEGRITY

Act with high moral principle. Adhere to the highest professional standards.  
Maintain the trust and confidence of all with whom I engage.

#### □ COMMITMENT

Work diligently to serve Veterans and other beneficiaries. Be driven by an earnest belief in VA's mission. Fulfill my individual responsibilities and organizational responsibilities.

#### □ ADVOCACY

Be truly Veteran-centric by identifying, fully considering, and appropriately advancing the interests of Veterans and other beneficiaries.

#### □ RESPECT

Treat all those I serve and with whom I work with dignity and respect.  
Show respect to earn it.

#### □ EXCELLENCE

Strive for the highest quality and continuous improvement. Be thoughtful and decisive in leadership, accountable for my actions, willing to admit mistakes, and rigorous in correcting them.

INTEGRITY

COMMITMENT

ADVOCACY

RESPECT

EXCELLENCE



For more information, visit [vaww.va.gov/ICARE](http://vaww.va.gov/ICARE).  
Please send questions or comments to [ICARE@va.gov](mailto:ICARE@va.gov).



U.S. Department  
of Veterans Affairs



# I CARE QUICK REFERENCE CORE CHARACTERISTICS

## TRUSTWORTHY

VA earns the trust of those it serves—every day—through the actions of all employees. They provide care, benefits, and services with compassion, dependability, effectiveness, and transparency.

## ACCESSIBLE

VA engages and welcomes Veterans and other beneficiaries, facilitating their use of the entire array of its services. Each interaction will be positive and productive.

## QUALITY

VA provides the highest standard of care and services to Veterans and beneficiaries while managing the cost of its programs and being efficient stewards of all resources entrusted to it by the American people. VA is a model of unrivalled excellence due to employees who are empowered, trusted by their leaders, and respected for their competence and dedication.

## INNOVATIVE

VA prizes curiosity and initiative, encourages creative contributions from all employees, seeks continuous improvement, and adapts to remain at the forefront in knowledge, proficiency, and capability to deliver the highest standard of care and services to all of the people it serves.

## AGILE

VA anticipates and adapts quickly to current challenges and new requirements by continuously assessing the environment in which it operates and devising solutions to better serve Veterans, other beneficiaries, and Service members.

## INTEGRATED

VA links care and services across the Department; other federal, state, and local agencies; partners; and Veterans Services Organizations to provide useful and understandable programs to Veterans and other beneficiaries. VA's relationship with the Department of Defense is unique, and VA will nurture it for the benefit of Veterans and Service members.

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