

SingUnited International

Mission, Vision, Guiding Principles and Goals & Objectives/Initiatives

Mission

Elevating women singers worldwide through education, performance, and competition in barbershop harmony and a cappella music.

Vision

Inspiring and empowering voices to joyfully harmonize the world.

GUIDING PRINCIPLES

Musical Excellence:

We honor and embrace artistry, education and innovation in the performance of a cappella music while championing the women's barbershop style.

Culture of Belonging:

We create harmony where every voice matters. We foster a culture that provides a joyful place to share our uniqueness within a global community united in song.

Diversity and Inclusion:

We celebrate our differences as essential to the rich harmony that unites us. We recognize barbershop's African American origins and learn from our exclusionary past toward Black women. We reject discrimination and unwaveringly strive toward greater awareness, openness and understanding of each other.

Personal Empowerment & Leadership:

We encourage and empower everyone to lead from where they are. We foster individual skills, nurture personal growth, and provide education and mentoring to develop strong, effective leaders on and off the stage.

Outreach:

We build strong connections by sharing our love of barbershop harmony throughout our communities, countries and the world.

Revised April 1, 2026