

METRO DENVER HEALTH AND WELLNESS COMMISSION
PARTNERSHIP POLICY -
Partnership Objectives And Criteria

Partnership Objectives

The primary reasons for soliciting or accepting proposed partnerships is to:

1. Broaden the reach of the MDHWC through both the dissemination and exchange of information and through exposure to and input from diverse populations.
2. Enhance and extend the MDHWC mission, our impacts, influence and develop a positive public image.
3. Develop or strengthen relationships with and among organizations that have parallel or complementary missions.
4. Share intellectual and social capital.
5. Leverage the limited staff and resources of the MDHWC and of partners with parallel or complementary missions.

Partnership Criteria

Potential partnerships will be evaluated against the following criteria.

1. **Credibility.** MDHWC will seek out partners that have demonstrated credibility such that an association with the organization will enhance MDHWC's credibility.
2. **Mutual Benefit.** Any partnership agreement must be beneficial to the stakeholders of both the MDHWC and the partner organization.
3. **Compatible Motivation.** The MDHWC's mission is to make metro Denver "America's Healthiest Community." MDHWC will seek out partners with compatible mission in terms of advancing health and wellness among the general or specific populations.
4. **Sustainability.** The MDHWC has a long-term vision and commitment to health and wellness and seeks partners with a similar vision and commitment, as well as the capacity to engage in a sustainable collaboration.
5. **Productive Outcome.** Potential partnerships should offer the opportunity for productive outcomes including, but not limited to, the following: ability to leverage or extend social or informational networks, ability to engage and produce positive impacts throughout the metropolitan area, and ability to disseminate work products to a broad audience.

Adopted by the Executive Committee on November 28, 2006