



Helping CDC Do More, Faster

Guiding Principles for Partner Collaboration

The CDC Foundation is the sole entity authorized by Congress to raise private funds in support of the mission and work of the Centers for Disease Control and Prevention (CDC).

Foundation partnerships are designed for synergy. By aligning diverse interests and resources to address public health challenges, our focused collaborations with the private and philanthropic sectors help to fast forward CDC's public health priorities.

Characteristics of collaborative partner activities include the following:

- Well-defined and substantial public health benefit based on sound science and the public good
- Clear, identifiable, substantial leadership role for CDC and a designated lead and champion within the agency
- Ideas that have been reviewed and approved by CDC's Office of the Director
- Activities with a manageable size and scope with specific timelines and milestones
- Funding that is not revocable or contingent on any action by CDC other than actions described in the proposal documents (including, for example, the official results of a symposium, the participation of certain individuals in the event, etc.)
- Non-exclusivity in the proposed activity meaning other partners may join at any time
- Outcomes of the activity are not intended for direct monetary benefit for the partner; avoidance of conflicts of interest
- Adherence to independence and objectivity of CDC's scientific judgment
- Deference to CDC's final judgment on all matters of scientific findings, facts or recommendations
- Equal access to results of findings for the public and partners
- Demonstrate opportunities for return on investment for public health, CDC, the CDC Foundation and its partners

Areas of Prohibition:

- Partnership with an organization that represents any product that exacerbates morbidity or mortality when used as directed (mission compatibility)
- No product endorsement or the appearance of product endorsement

Areas of Caution:

- Event sponsorships, other than those affiliated with endowed public health educational activities available to broad and diverse audiences
- CDC co-branding only with the approval of CDC review committee for this purpose
- Activities where the partner is most interested in donor recognition
- Other issues that the CDC Foundation staff may determine, on a case-by-case basis, constitute “red flag issues” warranting more detailed examination

Note: This list is not exhaustive of the types of issues that could be considered.