

# A Framework for VIDEA in Forming Partnerships with other Organisations<sup>1</sup>

This framework seeks a balance between the importance of protecting and strengthening VIDEA's mission and identity and the recognition that we are a small organization with relatively few resources. Its framework offers a check list for the staff and board to ensure that we have shown 'due diligence' in making certain that partnerships enhance VIDEA's work and reputation and strengthen its sustainability.

The framework begins by asking us to understand who we are as VIDEA and how partners can help us achieve our goals. After this it outlines a series of steps and questions that will help us determine who our potential partners are, what they might expect to get from a relationship with VIDEA, what VIDEA would expect from such a relationship, what the nature of the partnership will be, and the potential outcomes of the partnership (good and bad). If, once we've been through this process, we decide to go ahead with the partnership, we must monitor it and be prepared to act should it start to go bad or more positively, present new opportunities.

1. Ask or remind yourself about VIDEA. In other words, make sure you've got a clear grasp of VIDEA's:

- mission, organizational goals and objectives,
- core activities,
- strategies and rationale for using those strategies,
- understanding of the problems and issues it addresses.

2. Determine why VIDEA is seeking partners.

3. Research potential partners by asking questions such as:

- What organizations operate or look for partnerships in VIDEA's geographic region?
- What organizations address related issues?
- What organizations among these have operations that are complementary to VIDEA's mission and goals?

4. Ask what the partner organization wants or might want from a relationship with VIDEA?

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<sup>1</sup> This has been partially sourced from a document called:  
A Framework for Ethical Considerations in NGO Partnerships with Corporations  
By Laurie Regelbrugge, [http://www.independentsector.org/mission\\_market/framework.htm](http://www.independentsector.org/mission_market/framework.htm)

5. Outline the goals and objectives that VIDEA could seek from the identified partner(s) by asking the following questions:

- What are VIDEA's goals and objectives from such a partnership?
- What are the potential partners' goals and objectives?
- Are these goals and objectives complementary?
- Do they support VIDEA's mission and are they compatible with VIDEA's identity?

6. Discuss the nature of the relationship, the target activities, the desired outcomes, and processes for decisions, updates, and resolving differences. Ask the following questions:

- How and by whom will decisions about the partnership or joint project be made?
- What outcomes are we seeking that are the same, and what outcomes are we seeking that are different?
- Is there anything about the proposed relationship, activities, or environment for the partnership that might be unethical or even illegal?

7. Anticipate the best and worst case outcomes for this partnership by asking questions such as:

- If there were a scandal involving the partner, how might this affect the partnership and/or VIDEA?
- Is there anything about the partners' operations that might threaten or jeopardize outcomes?
- How will the partner communicate with others about the partnership?

8. Monitor the relationship.

9. Act if there are emerging problems or new opportunities.