

Healthier, Safer, More Prosperous Milwaukee **Purpose, Mission and Philosophy Statement**

Purpose: Promoting shared understanding, fostering cross-sector alignments, and shaping strategic solutions so that all Milwaukee neighborhoods and communities thrive.

Mission: To create conditions by which community- and evidence-informed policies and practices are advanced across multiple sectors to enhance and assure safety, health and development in all Milwaukee communities and neighborhoods.

Philosophy: The values that we hold in fulfilling our purpose and mission include:

- Using big-picture, systems thinking, building political will, and leveraging opportunities to drive sustainable change.
- Following the necessary preconditions for successful collaborative work among historically disconnected sectors, including:
 - ✓ common agenda,
 - ✓ shared information and data,
 - ✓ mutually reinforcing activities,
 - ✓ continuous communication and transparency, and
 - ✓ backbone support.
- Build upon community assets and strengths.
- Being persistent around a shared, optimistic, and realistic vision.
- Demonstrating effective and ethical leadership in service to our community.
- Being bold and being courageous.
- Being curious and engaging in continuous learning.

February-June 2016