



## United Way of Hall County Code of Ethics

United Way of Hall County (UWHC) is committed to the highest ethical standards in every aspect of its activities. Our reputation depends upon the ethical conduct of everyone affiliated with UWHC. Volunteers, staff, and representatives set an example for each other, and for partner agencies, by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

This Code of Ethics fulfills a higher obligation as stewards of the public trust. While no document can provide answers to all ethical questions, the Code communicates key concepts and will provide assistance in making good decisions that are ethical and in accordance with legal requirements.

The UWHC board of directors will annually elect an Ethics Committee in accordance with the Ethics Committee Charter that is charged with ensuring adherence to this Code.

The Code of Ethics is guided by our principals of integrity, accountability, equal representation, excellence, confidentiality and commitment to our funded partners, donors and the community.

We therefore strive to:

- Meet the highest standards of performance, quality, service, and achievement in working toward the UWHC mission.
- Communicate honestly and openly and avoid misrepresentation.
- Promote a working environment where honesty, open communication, and all opinions are valued.
- Exhibit respect and fairness toward all those with whom we come into contact.
- Promote good stewardship of all UWHC resources, including both fiscal and human resources.
- Refrain from using organizational resources for non-UWHC purposes.
- Comply with all federal, state and local laws and regulations affecting UWHC.
- Value, champion, and embrace diversity in all aspects of UWHC activities and respect others without regard to race, color, religion, creed, age, gender, national origin or ancestry, marital status, veteran status, sexual orientation, or status as a qualified disabled or handicapped individual.
- Support affirmative action and equal employment opportunity programs throughout UWHC.
- Refuse to engage in or tolerate any other form of discrimination or harassment.
- Abide by all applicable nondiscrimination laws.
- Ensure that all information which is confidential, privileged, or nonpublic is not disclosed inappropriately.
- Respect the privacy rights of all individuals in the performance of their UWHC duties.
- Avoid any conflict of interest or the appearance of conflict of interest as set forth in UWHC's Conflict of Interest Policy.
- Aggressively recruit individuals as members of the board of directors and other positions of leadership who are representative of our diverse community.

## **PARTNER AGENCY RELATIONS**

Agencies funded by United Way of Hall County must be treated fairly to avoid favoritism, discrimination or appearance of impropriety. UWHC will therefore:

- Communicate honestly and openly with funded agencies at all times
- Treat agency personnel with respect and dignity in all dealings
- Avoid favoritism in the allocation process
- Invite agency input on United Way committees whenever appropriate
- Ensure that all agency information which is confidential, privileged or non-public is not inappropriately disclosed
- Ensure that each agency contract includes a non-discrimination statement approved by United Way
- Decline any gifts, gratuities or favors from agencies except for promotional items of nominal value
- Base no allocation decisions on an agency's performance in the United Way Annual Campaign

## **DONOR RELATIONS**

Contributors are all individuals and entities that make charitable or in-kind contributions to UWHC. The most responsive contributors are those who have the opportunity to become informed and involved. UWHC will therefore:

- Promote voluntary giving in dealing with contributors and vendors
- Refrain from any use of coercion or undue influence in fundraising activities, including predicated professional advancement on response to solicitations
- Allow no finder's fees or kickbacks of any kind
- Ensure that all solicitation materials are accurate and correctly reflect United Way's mission and use of solicited funds
- Ensure that contributions are used in accordance with contributors' intentions
- Obtain consent by the contributor before altering the conditions of a gift
- Give contributors the option of not having their names published in recognition material
- Maintain the highest confidentiality of privileged contributor information
- Endeavor to preserve and respect the fundraising boundaries of other United Way organizations.

## **POLITICAL ACTIVITIES**

UWHC believes advocacy for public policy is a part of its mission. However, as a charitable organization, UWHC may not make contributions to any candidate for public office or political committee and may not intervene in any political campaign on behalf of or in opposition to any candidate for public office.

Approved by board of directors – November 16, 2011