



## CODE OF ETHICS

United Way of Gordon County and its agencies are synonymous with charitable service. The general public associates the United Way name with thousands of worthy causes all over the country. For many people, United Way is the primary way they meet their desire to help their fellow human beings. As such, United Way of Gordon County and its member agencies have earned public trust, nurtured by years of ethical, honest and responsible charitable service. The continued success of United Way depends upon the ethical conduct of each organization, its employees and representatives.

The following Code of Ethics is designed to promote and foster high standards of performance, professionalism, and principled conduct among United Way employees, board members, volunteers, and the employees, board members, and volunteers of member organizations.

**PERSONAL INTEGRITY:** A personal commitment to integrity in all circumstances benefits each individual as well as the organization.

- Respect and seek out the truth and avoid misrepresentation.
- Ensure fairness and objectivity in all activities.
- Set an example for high standards of professionalism.
- Honor the right of privacy of all people, including co-workers, contributors, and beneficiaries.
- Promote public confidence in philanthropic institutions.

**DIVERSITY, EQUITY & INCLUSION:** We know the work of Diversity, Equity, and Inclusion is unique to every United Way and every community around the world. But all United Ways are committed to building sustainable, inclusive, and resilient communities.

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the education, health, and financial stability of every person in every community.
- We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.
- We strive to include diversity, equity, and inclusion practices at the center of our daily work.
- We commit to using these practices for our business and our communities.

**PROFESSIONAL EXCELLENCE:** As employers, the United Way and its agencies promote professional excellence and encourage open and honest communication among all employees to create an atmosphere conducive to personal growth and career development.

- Encourages employee development and communicates with personnel to help them achieve their goals and increase their self-esteem through job enrichment.
- Evaluates employees on a fair and consistent basis, so that all employees know what is expected of them and how they are progressing toward fulfilling expectations.
- Shows respect and empathy for employees and is considerate while being mindful of managerial responsibilities.
- Regularly solicits and respects the opinions of subordinates.
- Strive to meet performance standards at the highest levels.
- Refuse to engage in or tolerate any fraud, misuse, abuse, or waste of resources.
- Encourage growth and self-improvement in themselves and their co-workers.

- Exhibit respect for co-workers and all those with whom they come in contact.
- Have the courage to face situations squarely and offer a minority opinion when necessary.
- Examine all alternatives with the understanding that the easiest action is not always in the best interest of the organization.
- Comply with all legal requirements concerning substance abuse.
- Comply with all other laws and regulations affecting the organization and their personal obligations.
- Discuss any questions concerning interpretations or compliance with the Code of Ethics with their manager or other designated person.
- Encourage the reporting of breaches of the Code and protect those who report.

**ACCOUNTABILITY AND EFFICIENCY:** United Way has responsibilities to its customers, which include local organizations, donors and other stakeholders.

- Make full and fair disclosure of all relevant information to customers who have a right to know how their dollars are spent.
- Spend customers' money wisely, efficiently, and objectively.
- Be good stewards of administrative expenditures, which pay for operating expenses, salaries, and employee benefits, and refrain from expenditures that do not directly advance the agency's mission.

**RESPONSIBILITIES TO VOLUNTEERS:** Volunteers are crucial to the success of United Way and its agencies.

- Support volunteers so they can perform to the highest level of their contribution and personal satisfaction.
- Treat all volunteers with fairness, equity and respect, providing appropriate mechanisms for their views and interests to be expressed.
- Involve volunteers at appropriate levels and phases of the decision-making process.
- Assist in the development and the understanding of the roles of volunteers and employees respectively; set clear standards of performance for volunteers and appropriately recognize their contributions.
- Shall disclose any conflict of interest as soon as he or she becomes aware of it and shall withdraw from the meeting room during discussion, review, and voting in connection with the matter. The disclosure and withdrawal shall be recorded in the minutes of the meeting and annual disclosures of potential conflicts shall be filed with the board by each member.

**VENDOR RELATIONSHIPS:** Vendors should be treated fairly to avoid favoritism or appearances of impropriety.

- Afford all vendors the opportunity to offer or qualify their products or services on a competitive basis.
- Conduct all competitive bidding in a fair and professional manner, giving no special preferences or advantages to any vendor.

**EQUAL OPPORTUNITY:** United Way and its agencies are equal opportunity employers.

- Respect all co-workers and all other individuals without regard to race, color, religion, creed, age, sex, national origin or ancestry, marital status, veteran status, sexual orientation, disability, or handicap.
- Refuse to engage in or tolerate in others any form of sexual harassment.
- Strive to create an environment conducive to professionalism.

**PERSONAL GAIN:** No employee should accept any gratuity or favor for doing his or her job.

- Do not solicit or accept gratuities, gifts, or favors other than promotional gifts of nominal value, for themselves or their families.
- Do not accept food, transportation, lodging, or entertainment unless directly related to agency business.
- Do not use agency resources for personal gain.

**OUTSIDE EMPLOYMENT AND OTHER ACTIVITIES:** Employees should ensure that outside employment and other activities do not interfere with their responsibilities within their organization and do not adversely affect it.

*Please gather all signatures and submit this document with your Allocation Application.*

- They are encouraged to inform their supervisor of any significant outside activity.
- They should not use agency resources to facilitate any outside employment or other activity.

**FAVORITISM:** Favoritism based on family or close personal relationships is unfair to all others.

- Persons related to agency employees by blood or marriage are not employed except under special circumstances that are clearly in the best interest of the organization.
- Employees do not supervise or exercise management authority over staff with which they have a relationship that adversely affects impartiality.
- Employees consider the nature and appearance of their relationships with other employees to ensure that their decisions and actions are fair to all staff.
  
- Employees with decision-making authority do not improperly influence the selection of consultants or service providers who are affiliated with or employed by a person with whom they have a relationship that adversely affects impartiality.

**CONFIDENTIAL INFORMATION:** Confidentiality is a hallmark of professionalism.

- Ensure that any information which is confidential or privileged or which is not publicly available is not disclosed inappropriately.
- Ensure that all non-public information of other persons or firms acquired by agency personnel is treated as confidential and not disclosed.

**DISCLOSURE:** Agency employees and representatives are encouraged to disclose any perceived breaches of the Code of Ethics of which they are aware. Disclosure should be made to a supervisor or a Board member. Any reported breaches will be investigated and appropriate action taken, if needed. Confidentiality will be maintained for the employee disclosing the breach, unless the matter raises serious legal implications. In such instances, the employee reporting the breach will be notified. Management will not take any adverse action against employees solely for disclosing perceived breaches of the Code. United Way encourages all employees to be prompt, open, and forthright in reporting perceived breaches in the Code of Ethics (Adopted February 1990; Amended January 2004, Amended 2009)

**Please sign and date below**

Name of Agency: \_\_\_\_\_

Agency Board Chair/President: \_\_\_\_\_

Agency Treasurer: \_\_\_\_\_

Agency Executive Director/Director: \_\_\_\_\_