



Code of Ethics

Adopted June 28, 2001

The United Way of Goodhue, Wabasha & Pierce Counties (UWGWP) is committed to the highest ethical standards. Indeed, based on the unique trust placed in the UWGWP to serve the public good, we have a special obligation to act ethically.

The success of the United Way system and our reputation depend upon the ethical conduct of everyone affiliated with the UWGWP. Staff, volunteers, and representatives set an example for each other by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

We are mindful that these core values must be clearly articulated, communicated, and continuously reinforced. In addition, more detailed policies, guidelines, explanations, definitions and examples are often needed to bring these values into actual practice. While no document can anticipate all of the challenges that may arise, the Code of Ethics communicates key guidelines and will assist UWGWP staff, volunteers, and representatives in making good decisions that are ethical and in accordance with applicable legal requirements.

Thus, this code of ethics was developed to guide the conduct of all UWGWP staff, volunteers, and representatives of the United Way of Goodhue, Wabasha & Pierce Counties.

- 1. PERSONAL AND PROFESSIONAL INTEGRITY:** A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We therefore:
 - Strive to meet the highest standards of performance, quality, service, and achievement in working towards the UWGWP mission.
 - Communicate honestly, with transparency and avoid misrepresentation.
 - Promote a working environment where honesty, open communication, and opinions other than that voiced by the majority are valued.
 - Exhibit respect and fairness toward all those with whom we come in contact.
- 2. ACCOUNTABILITY:** UWGWP is responsible to its stakeholders, which include member agencies, donors, and others who have placed faith in the UWGWP. To uphold this trust, we:
 - Promote good stewardship of the UWGWP resources, including grants and other contributions that are used to pay operating expenses, salaries, and employee benefits.
 - Refrain from using organizational resources for non-UWGWP purposes.
 - Observe and comply with all laws and regulations affecting the UWGWP.
- 3. SOLICITATIONS AND VOLUNTARY GIVING:** The most responsive contributors are those who have the opportunity to become informed and involved. We therefore:
 - Promote voluntary giving in dealing with donors and vendors.
 - Refrain from any use of coercion in fundraising activities, including predicated professional advancement on response to solicitations.
- 4. DIVERSITY AND EQUAL OPPORTUNITY:** The UWGWP is an equal opportunity employer and is committed to the principle of diversity. We therefore:

- Provide equal opportunities for employment for all employees and applicants on the basis of merit and without discrimination because of factors such as race, creed, color, religion, national origin or ancestry, gender, sexual orientation, age, marital status, veteran status, physical or mental disability.
- Support affirmative action and equal employment opportunity programs throughout the UWGWP.

5. **CONFLICT OF INTEREST:** To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of the UWGWP as well as undermine the public's trust in all United Way organizations, UWGWP staff, volunteers, and representatives:
- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of the UWGWP, including involvement with a current or potential UWGWP vendor, grantee, or competing organization unless disclosed to and not deemed to be inappropriate by the UWGWP Executive Committee.
 - Ensure that outside employment and other activities do not adversely affect the performance of their UWGWP duties or the achievement of the UWGWP's mission.
 - Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of the UWGWP and not for personal gain or interest.
 - Decline any gift, gratuity, or favor in the performance of UWGWP duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to UWGWP business.
 - Refrain influencing the selection of staff, consultants, or vendors who are relatives or personal friends or affiliated with, employ, or employed by a person with whom they have a relationship that adversely affect the appearance of impartiality.

UWGWP volunteers:

- Should not knowingly take any action, or make any statement, intended to influence the conduct of the UWGWP in such a way to confer any financial benefit on themselves, their immediate family members, or any organization in which they or their immediate family members have a significant interest as stakeholders, director or officers.
- Disclose all known conflicts or potential conflicts of interest in any matter before the Board of Directors, if they are Board members, or any committee upon which they serve and withdraw from voting in connection with such matter.
- Members of the Board shall annually file with the Executive Director a disclosure of all known potential conflicts of interest.

6. **CONFIDENTIALITY AND PRIVACY:** Confidentiality is a hallmark of professionalism. We therefore:

- 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 the UWGWP duties.

7. **POLITICAL CONTRIBUTIONS:** Under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Contributions to political campaign funds or public statements of position (verbal or written) made on behalf of the organization in favor of or in opposition to any candidate for public office clearly violate the prohibition against political campaign activity. Violating this prohibition may result in denial or revocation of tax-exempt status and the imposition of certain excise taxes. As a charitable corporation, the UWGWP is prohibited from making contributions to any candidate for public office or to any political committee. We therefore:

- Refrain from making any contributions to any candidate for public office or political committee on behalf of the UWGWP, including the use of the UWGWP facilities for political campaign activities.
- Refrain from making any contributions to any candidate for public office or political committee in a manner that may create the appearance that the contribution is on behalf of the UWGWP.

GUIDANCE AND DISCLOSURE

Staff, volunteers, and representatives are encouraged to seek guidance from the Board of Directors concerning the interpretation or application of the Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed. Staff, volunteers, and representatives should contact the Executive Director or Executive Committee Members. Reports of possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence as much as the organization's duty to investigate and the law allow. If confidentiality cannot be maintained, the individual disclosing the possible breach will be notified.
- All reported breaches will be investigated and, if needed, appropriate action taken based upon the policies of the organization.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code of Ethics.
- The UWGWP affirms prompt and fair resolution of all reported breaches.

*Reviewed:
April 27, 2007
June 15, 2011
August 2014
September 28, 2022*