

# CENTRE COUNTY UNITED WAY

## Code of Ethics

Centre County United Way is committed to the highest ethical standards. Indeed, based on the unique trust placed in CCUW 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 CCUW. Volunteers, staff, and representatives set an example for each other, and for United Way partners, by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

This Code of Ethics is based on our mission and guided by these fundamental values: Integrity, Impact, Volunteerism, Inclusiveness, and Leadership. 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 communicates key guidelines and will assist CCUW volunteers, staff and representatives in making good decisions that are ethical and in accordance with applicable legal requirements. All are encouraged to discuss any questions or concerns they have with a supervisor or with the CCUW Board Chair or member of the Executive Committee.

### 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 CCUW mission.
- Communicate honestly and openly and avoid misrepresentation.
- Promote a working environment where honesty, open communication and minority opinions are valued.
- Exhibit respect and fairness toward all those with whom we come into contact.

### 2. ACCOUNTABILITY

CCUW is responsible to its stakeholders, which include partner organizations, donors and others who have placed faith in us. To uphold this trust we:

- Promote good stewardship of United Way resources, including membership fees, grants and other contributions that are used to pay operating expenses, salaries, and employee benefits.
- Refrain from using organizational resources for non-CCUW purposes.
- Observe and comply with all laws and regulations affecting CCUW.

### 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 predating professional advancement on response to solicitations.

### 4. DIVERSITY AND EQUAL OPPORTUNITY

CCUW is an equal opportunity employer and is committed to the principle of diversity. We therefore:

- Value, champion, and embrace diversity in all aspects of United Way activities and respect others without regard to race, color, religion, creed, age, sex, national origin or ancestry,

marital status, veteran status, sexual orientation, or status as a qualified disabled or handicapped individual.

- Work to ensure our volunteers and staff broadly reflect the diversity of our community.
- Support equal employment opportunity programs.

## 5. CONFLICTS OF INTEREST

To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of CCUW as well as undermine the public's trust in all United Way staff and representatives:

- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of CCUW, including involvement with a current or potential CCUW vendor, grantee, or competing organization unless disclosed to and not deemed to be inappropriate by the CCUW Executive Director and CCUW Executive Committee.
- Disclose all known conflicts or potential conflicts of interest in any matter before the board members, if a board member, or any committee upon which the volunteer serves and abstain from voting on any matter in which there is a real or perceived conflict.
- Refrain from serving on the following CCUW committees; Finance, Funds Distribution, Community Initiatives, Community Impact or Women's Leadership Initiative, if a board member of a CCUW partner agency.
- Ensure that outside employment and other activities do not adversely affect the performance of their CCUW duties or the achievement of CCUW's mission.
- Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of CCUW and not for personal gain or interests.
- Decline any gift, gratuity or favor in the performance of CCUW duties, including food, transportation, lodging or entertainment unless directly related to CCUW business, except for promotional items of nominal value (Defined as less than \$50)
- Refrain from 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 affects the appearance of impartiality.

CCUW volunteers:

- Should not knowingly take any action, or make any statement, intended to influence the conduct of CCUW 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, directors or officers.
- 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 their CCUW duties.

## 7. POLITICAL INVOLVEMENT

CCUW encourages individual participation in civic affairs. However as a charitable organization, CCUW 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. We therefore:

- Refrain from making any contributions to any candidate for public office or political committee on behalf of CCUW.
- 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 CCUW.
- Refrain from using any organizational financial resources, facilities or personnel to endorse or oppose a candidate for public office
- Clearly communicate that we are not acting on behalf of the organization, if identified as an official of CCUW, while engaging in political activities in an individual capacity.
- Refrain from engaging in political activities in a manner that that may create the appearance that such activity is by or on behalf of CCUW.

#### GUIDANCE AND DISCLOSURE

Volunteers, staff, and representatives are encouraged to seek guidance concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed. Staff should contact a supervisor or the Executive Director or a member of the Executive Committee should the concern involve the Executive Director. Volunteers should contact a member of the Executive Committee. 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.
- CCUW affirms prompt and fair resolution of all reported breaches.

## Code of Ethics Certificate

Each director, volunteer and staff member is required to disclose in writing, on an annual basis, any potential conflicts of interest with the operations of Centre County United Way and notify the executive director and board president in writing of any additional conflicts of interest that arise during the year

I acknowledge that I have received and read my personal copy of the Centre County United Way Code of Ethics. I understand that each Centre County United Way volunteer, staff member and representative is responsible for adhering to the principles and standards of the Code, and I confirm that I have conducted myself in accord with the principles and standards of the Code. The certification process is mandatory for all CCUW staff and members of the Board of Directors.

\_\_\_\_\_  
PRINTED NAME

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

I, my spouse, or significant other currently serve on the following Board(s) of Directors:

Name	Agency
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

My company has a business relationship(s) with the following agencies:

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