

## **CODE OF ETHICS**

### **UNITED WAY OF CENTRAL FLORIDA**

United Way of Central Florida (UWCF) is synonymous with charitable service. The general public associates the UWCF name with scores of worthy causes throughout Polk, Hardee and Highlands counties. Indeed, for many people UWCF is the primary way they meet their desire to help their fellow human beings.

UWCF has a unique role as a local leader of philanthropy to benefit human services and as a major resource to local United Way organizations. Throughout central Florida, United Way agencies have earned public trust, nurtured by years of ethical, honest, and responsible charitable service by UWCF. The continued success of UWCF depends upon the ethical conduct of each organization; its employees and representatives.

UWCF employees should set an example for other non-profit organizations by their high standards of performance, professionalism, volunteer and charitable activities, helping of the less fortunate and ethical conduct.

Thus, this code of ethics was developed to guide the conduct of all levels of employees and representatives of UWCF.

### **PERSONAL INTEGRITY**

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. Each UWCF employee should:

Respect and seek out the truth and avoid misrepresentation.

Ensure fairness and objectivity in all activities.

Set an example, as an employee of a leading non-profit organization, 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.

## **PROFESSIONAL EXCELLENCE**

As an employer, UWCF promotes professional excellence and encourages open and honest communication among all employees to create an atmosphere conducive to personal growth and career development.

It is the management's responsibility to:

Encourage employee development. Communicate with personnel to help them achieve their goals and increase their self-esteem through job enrichment.

Evaluate employees on a fair and consistent basis. All employees should know what is expected of them and how they are progressing toward fulfilling expectations.

Show respect and empathy for employees. Be considerate while being mindful of managerial responsibilities.

Respect the opinions of subordinates on a regular basis.

All UWCF employees, at every level, have the responsibility to:

Strive to meet performance standards at the highest level

Refuse to engage in or tolerate any fraud, misuse, abuse or waste of UWCF resources.

Encourage growth and self-improvement in themselves and their co-workers.

Exhibit respect for co-workers and all those they come in contact with.

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 violations and protect those who report.

## **RESPONSIBILITIES TO VOLUNTEERS**

Volunteers who serve the UWCF through its Board of Directors or otherwise are crucial to the success of the UWCF. In order to assist volunteers to serve effectively and to obtain satisfaction from their service, it is the responsibility of UWCF managers and/or employees to:

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.

Provide benefits and perquisites to volunteers, which are consistent with the spirit of voluntarism.

## **RESPONSIBILITIES OF VOLUNTEERS**

Volunteers also represent UWCF and should set examples through their ethical conduct and professionalism.

Volunteers will review the code of ethics of the United Way of Central Florida and ensure that they adhere to the spirit of the code when making policy or otherwise managing the affairs of the organization.

No volunteer shall knowingly take any action or make any statement intended to influence the conduct of UWCF in such a way as to confer any financial benefit on such volunteer, a member of his or her immediate family, or any corporation in which he or she or such member has a significant interest as stockholder, director or officer.

In the event that there comes before the Board of Directors or the Executive Committee a matter for consideration or decision that raises a potential conflict of interest for any member of the board or the committee, the member shall disclose the conflict of interest as soon as he or she becomes aware of it and abstain from voting in connection with the matter. The disclosure and abstention shall be recorded in the minutes of the meeting.

## **DONOR RELATIONS**

UWCF has responsibilities to its donors. Donors have placed faith in UWCF organizations; it is the responsibility of employees with UWCF and of all United Way agencies not to violate this trust and, where applicable, they should:

Make full and fair disclosure of all information relevant to donors who have a right to know how their dollars are spent.

Spend the donors' money wisely, efficiently and objectively.

Always observe the wishes of the donors as to allocation of their specific donation.

Be good stewards of donations that are utilized to pay the salaries of and provide benefits to UWCF and agency employees, and refrain from allowing expenditures of UWCF funds that by their nature or amount do not directly advance the mission of the UWCF.

## **VENDOR RELATIONS**

Vendors must 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**

UWCF is an equal opportunity employer. Every employee should:

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, or status as a qualified disabled or handicapped individual.

Support affirmative action and equal employment opportunity program throughout UWCF.

Refuse to engage in or tolerate in others any form of sexual harassment, as provided in the organization's policy against sexual harassment.

## **CONFLICT OF INTEREST**

To avoid even the appearance of a conflict of interest, which would tarnish the image of the organization and undermine the public's trust in United Way, UWCF employees should:

Avoid any activity or outside interest, which conflicts or appears to conflict with the best interest of UWCF. Any involvement with a current or potential UWCF vendor, grantee, or competing organization may violate this code and should be cleared with the President.

Refrain from participating in or influencing any decision or other action of UWCF or any local United Way agency that could result in a direct or indirect benefit to his or her family or any organization with which the employee is substantially affiliated.

## **PERSONAL GAIN**

No employee should accept any gratuity or favor for doing his or her job. Accordingly, UWCF employees should not:

Solicit or accept gratuities, gifts or favors, other than promotional gifts of nominal value, for themselves or their families.

Accept food, transportation, or entertainment unless directly related to UWCF business.

Use UWCF resources for personal gain.

## **TRAVEL, ENTERTAINMENT AND RELATED EXPENSES**

Travel, entertainment, and related expenses should be incurred on a basis consistent with the mission of UWCF. Accordingly, expenses incurred should comply with policies adopted by the UWCF Board of Directors.

## **OUTSIDE EMPLOYMENT AND OTHER ACTIVITIES**

Outside employment and other activities should not interfere with an employee's responsibilities within UWCF and should not adversely affect UWCF. An employee is encouraged to inform his or her supervisor of any significant outside activities. An employee should avoid using UWCF resources to facilitate any outside employment or other activity.

## **NEPOTISM**

Favoritism to relatives is unfair to other employees, and the appearance of favoritism is easily perceived. Accordingly, each UWCF employee should:

Understand that persons related to UWCF employees by blood or marriage should not be employed except under special circumstances that are clearly in the best interest of UWCF and approved by the UWCF Board of Directors.

Understand that UWCF employees must never have supervisory or management authority over relatives.

Understand that UWCF employees with decision-making authority should avoid selecting a consultant or service provider with a relative or personal friend employed by or affiliated with it.

## **SOLICITATIONS**

UWCF employees should not be subjected to outside solicitation. Further, employees should be free from unwarranted interruptions in the form of solicitations from other employees, in order to concentrate on work. No employee should:

Solicit or distribute literature for purposes inconsistent with the UWCF mission or UWCF promises.

Use UWCF working time for non-UWCF purposes.

Be required to contribute or respond to a solicitation or fear that his or her response will be a factor in the employee's career standing.

## **CONFIDENTIAL INFORMATION**

Confidentiality is a hallmark of professionalism. Each UWCF employee should commit to:

Ensure that all information which is confidential or privileged or which is not publicly available not be disclosed inappropriately.

Ensure that all non-public information of other persons or firms acquired by UWCF personnel in dealing with outside firms on behalf of UWCF shall be treated as confidential and not disclosed.

## **A DONOR BILL OF RIGHTS**

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship of responsibilities.

To have access to the organization's most recent financial statements.

To be assured their gifts will be used for the purposes for which they were given.

To receive appropriate acknowledgment and recognition.

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

To have the opportunity for their names to be deleted from mailings lists that an organization may intend to share.

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Adopted by Board of Directors March 17, 1994