

# Code of Ethics

## “Doing the Right Thing the United Way” Ethical Guideline for United Way of Etowah County

United Way of Etowah County, Inc. was formed in 1984 to raise funds in a united appeal for the operating expenses of community-accepted charitable, health, welfare, and character building agencies.

**Statement of Mission:** United Way is improving lives by mobilizing the caring power of our community.

**Statement of Vision:** We see a safe community with strong families working together, successful children moving toward becoming productive citizens, and a community where the disabled are reaching their potential and senior citizens can maintain their independence. We recognize a community of diverse people with a shared vision of caring for one another. Because the success of United Way of Etowah County depends upon continuing public trust in United Way of Etowah County and accountability of United Way of Etowah County to the public we serve, we subscribe to the following ethical guidelines which we call “Doing the Right Thing the United Way.”

- 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 mission of United Way of Etowah County.
  - 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:** United Way of Etowah County is responsible to its stakeholders, which include donors and others who have placed faith in United Way of Etowah County. To uphold this trust we:
  - Promote good stewardship of United Way of Etowah County resources.
  - Refrain from using United Way resources for purposes outside the United Way mission.
  - Observe and comply with all laws and regulations affecting United Way of Etowah County.
- 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 predicting professional advancement on response to solicitations.
- 4. DIVERSITY AND EQUAL OPPORTUNITY:** United Way of Etowah County 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 of Etowah County in full compliance with all state and federal laws and regulations.
  - Support affirmative action and equal employment opportunity programs throughout United Way of Etowah County.
  - Refuse to engage in any form of improper discrimination or harassment.
- 5. CONFLICTS OF INTEREST:** To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of United Way of Etowah County, United Way of Etowah County staff and representatives, as outlined in the Conflict of Interest Policy to include but not limited to the following:
  - Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of United Way of Etowah County including involvement with a current or potential United Way of Etowah County vendor, grantee, or competing organization unless disclosed to and not deemed to be inappropriate by the United Way of Etowah County Executive Committee.
  - Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of United

Way of Etowah County and not for personal gain or interests.

- Decline any gift, gratuity or favor in the performance of United Way of Etowah County duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to United Way of Etowah County business.
- Refrain from influencing the selection of staff, consultants or vendors who are relatives or personal friends or are affiliated with or employed by a person with whom they have a relationship that adversely affects the appearance of impartiality.

United Way of Etowah County volunteers:

- Should not knowingly take any action, or make any statement, intended to influence the conduct of United Way of Etowah County in such a way as 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, volunteers and staff shall inform the Chief Volunteer Officer in writing of all known potential conflicts of interest on an annual basis.

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 our United Way of Etowah County duties.

7. **POLITICAL CONTRIBUTIONS AND/OR ENDORSEMENTS:** As a charitable corporation, United Way of Etowah County is prohibited from making contributions and/or endorsements to any candidate for public office or to any political committee. We therefore:

- Refrain from making any contributions and/or endorsements to any candidate for public office or political committee on behalf of United Way of Etowah County, including the use of United Way of Etowah County facilities for political campaign activities.
- Refrain from making any contributions and/or endorsements to any candidate for public offices or political committee in a manner that may create the appearance that the contribution is on behalf of United Way of Etowah County.