

United Way of Henry County & Martinsville
Code of Ethics

Revised: December 15, 2016

Revised: December 13, 2005

Adopted: December 12, 2001

The general public associates the United Way of Henry County & Martinsville with worthy causes throughout the community. Indeed, for many people United Way is the primary way they meet their desire to help their fellow human beings. United Way has a unique role as a leader of local philanthropy to benefit human services. Throughout Henry County and Martinsville, United Way has 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 its employees and representatives.

United Way places the highest priority on its relationship with the community. As part of this relationship, United Way responds to, serves and supports programs working to increase the organized capacity of people to care for one another. In an effort to achieve this goal, United Way strives to create a vision and direction that will generate leadership and encourage individuals to be the best they can be in our community. United Way employees, Board of Directors and other volunteers set an example for other nonprofit organizations by their high standards of performance, professionalism, volunteer and charitable activities, helping of the less fortunate, and ethical conduct.

This Code of Ethics is the policy of United Way and expresses fundamental values. Accordingly, this Code guides the conduct of all employees and representatives of United Way, and is intended to foster an environment that promotes ethical conduct in carrying out their responsibilities.

Personal Integrity: A personal commitment to integrity in all circumstances benefits each individual as well as the organization. UWHC/M employees, Board members and other volunteers:

- Respect and seek out the truth and avoid misrepresentation.
- Ensure fairness and objectivity in all activities.
- Set an example, as representatives of a leading nonprofit 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, United Way promotes professional excellence and encourages open and honest communication among all employees to create an atmosphere conducive to personal growth and career development.

United Way's management:

- 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, employee opinions.

United Way employees:

- Strive to meet performance standards at the highest level.
- Refuse to engage in or tolerate any fraud, misuse or abuse of UWHC/M resources.
- Encourage growth and self-improvement in themselves and their co-workers.
- Exhibit respect for co-workers and all those they come into contact with.
- Examine all alternatives with the understanding that the easiest action is not always in the best interest of the organization.
- Comply with all laws and regulations affecting the organization and their personal obligations.
- Discuss any questions concerning interpretations or compliance with the code of ethics with the director or Executive Committee member.

Accountability and Efficiency: United Way has responsibilities to its customers, which include local donors and other stakeholders. These customers have placed faith in UWHC/M. To uphold this trust, United Way:

- Makes full and fair disclosure of all relevant information to customers, who have a right to know how their dollars are spent.
- Spends customers' money wisely, efficiently and objectively.
- Is a good steward of contributions utilized by United Way to pay operating expenses, salaries and employee benefits, and refrains from allowing expenditures of United Way funds that by their nature or amount do not directly advance United Way's mission.

Voluntary Giving: The most responsive contributors are those who have the opportunity to become informed and involved. Fund raising is always conducted in a voluntary manner; coercion creates animosity, hinders communication and understanding, and eventually leads to decreased support.

The coercion of donors – whether real or implied – is contrary to the operating principles of United Way. Giving is a personal matter and decision; no form of coercion is acceptable.

Responsibilities to Volunteers: Volunteers, who serve United, through its Board of Directors or otherwise, are crucial to the success of United Way. In order to assist volunteers to serve effectively and to obtain satisfaction from their service, employees:

- 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 prerequisites to volunteers, which are consistent with the spirit of volunteerism.

Responsibilities of Volunteers: Volunteers also represent United Way and set examples through their ethical conduct and professionalism. Volunteers:

- Review the Code of Ethics and ensure they adhere to the spirit of the Code when making policy or otherwise managing the affairs of the organization.
- Do not knowingly take any action or make any statement intended to influence the conduct of United Way in such a way as to confer any financial benefit on such volunteers, their immediate family members, or any organization in which they or their family members have a significant interest as stockholders, directors or officers.

Vendor Relations: Vendors are treated fairly to avoid favoritism or appearances of impropriety. United Way:

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

Diversity and Equal Opportunity: United Way is an equal opportunity employer and is committed to the principle of diversity. United Way employees and volunteers:

- Value, champion and embrace diversity as an integral part of their business.
- Agree to prohibit unfair or discriminatory practices against any volunteer, employee or any person served by United Way, because of sex, race, color, national origin, age, religion, disability, sexual orientation, gender identity or any other legally protected characteristic.
- Strive to create an environment conducive to professionalism.

Personal Gain: No employee should accept any gratuity or favor for doing his or her job. United Way employees:

- 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 United Way business.
- Do not use United Way resources for personal gain.

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 trust in United Way, employees:

- Refrain from participating in or influencing any decision or other action of United Way or local agency that could result in a direct or indirect benefit to his or her family or any organization with which the employee is materially affiliated.
- Ensure that outside employment and other activities do not interfere with their responsibilities within United Way and do not adversely affect United Way. Employees are encouraged to inform their supervisor of any significant outside activities.
- Likewise, Board members and other volunteers should avoid any conflict of interest.

- If a matter comes before the Board of Directors or Executive Committee for a vote that raises a potential conflict of interest for any member of the board or committee, the member should disclose the potential conflict as soon as he or she becomes aware of it. Each situation will be reviewed as it arises as to whether the individual should refrain from any vote on the matter.

Whistleblower Policy: The Board of Directors encourages the employees or volunteers to disclose any improper actions by the organization. Employees may report to the Executive Director or a member of the Executive Committee. No adverse personnel action will be taken against an employee of the United Way in retaliation for any lawful disclosure of information on a matter of public concern to a public body, which information the employee, in good faith, believes evidences (1) a violation of any law, (2) mismanagement, (3) gross waste or misappropriation of funds, or (4) an abuse of authority, collectively referred to as “alleged wrongful conduct.” Alleged wrongful conduct does NOT include personnel actions involving employee grievances and related complaints.

The Executive Director or any employee with authority to make or materially influence significant personnel actions shall not take or recommend any adverse personnel action against an employee in retaliation for disclosing alleged wrongful conduct to a public body. Any employee found to have violated this policy shall be disciplined up to and including termination. This policy applies only to employees acting in good faith.

Travel, Entertainment and Related Expenses: Travel, entertainment and related expenses are incurred on a basis consistent with the mission of United Way. Accordingly, expenses incurred will comply with policies adopted by the Board.

Confidential Information: Confidentiality is a hallmark of professionalism. United Way employees, Board members and other volunteers:

- Ensure that all 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 UWHC/M personnel in dealing with outside organizations on behalf of United Way is treated as confidential and not disclosed.

Disclosure: United Way 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 the Executive Director or a member of the Executive Committee. Any reported breaches will be investigated and appropriate action, if needed, will be taken. Confidentiality will be maintained for the individual disclosing the breach, unless the matter raises serious legal implications. In such instances, the individual disclosing the breach will be notified. United Way management will not take any adverse action against employees solely for disclosing perceived breaches of the Code. United Way encourages all individuals who represent the United Way to be prompt, open and forthright in reporting perceived breaches of the Code of Ethics.

Certification: I have read this policy as presented above and agree to abide by the requirements.

Name: _____ Signature: _____ Date: _____