

CODE OF ETHICS

(Applicable to Board Members, Staff, Volunteers, and Representatives)

United Way of Southwest Virginia (UWSWVA) is committed to the highest ethical standards. Based on the unique trust placed in UWSWVA to serve the public good, we have a special obligation to act ethically. The Code of Ethics is based on our mission and guided by our fundamental core values: Integrity, Impact, Volunteerism, Inclusiveness and Leadership.

The success of the United Way system and our reputation depend upon the ethical conduct of everyone affiliated with our organization. Board members, volunteers, staff and representatives set an example for each other and for partner agencies, 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 values communicate key guidelines and will assist UWSWVA board members, staff, volunteers and representatives in making good decisions that are ethical and in accordance with applicable legal requirements.

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 UWSWVA 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.

ACCOUNTABILITY: UWSWVA is responsible to its stakeholders, which include partner agencies, donors and others in the community who have placed faith in UWSWVA. To uphold this trust we:

- Promote good stewardship of UWSWVA resources, including donations, grants and other contributions that are used to pay for community program services, fundraising expenses and operating expenses.
- Refrain from using organizational resources for non-UWSWVA purposes.
- Observe and comply with all laws and regulations affecting UWSWVA as a non-profit entity.

SOLICITATIONS & 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 the response to solicitations.

DIVERSITY & EQUAL OPPORTUNITY: UWSWVA is an equal opportunity employer and is committed to the principle of diversity. We therefore:

- Value, champion and embrace diversity in all aspects of UWSWVA activities and respect others without regard to race, color, national origin, religion, sex, sexual orientation, gender identity, marital status, pregnancy, childbirth or related medical conditions including lactation, age, or status as a veteran or other category protected under applicable state or municipal law.
- Support affirmative action and equal opportunity programs.
- Refuse to engage in or tolerate in any form of discrimination or harassment.

CONFLICTS OF INTEREST: To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of UWSWVA or undermine the public's trust, UWSWVA Board members, staff, volunteers, and representatives should:

- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of UWSWVA, including involvement with a current or potential UWSWVA vendor, grantee or competing organization unless disclosed to and deemed to be appropriate by the decision-making body who will take the matter to the Board.

- Ensure that outside employment and other activities do not adversely affect the performance of their UWSWVA duties or the achievement of UWSWVA's mission.
- Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of UWSWVA and not for personal gain or interest.
- Decline any gift, gratuity or favor in the performance of UWSWVA duties except for promotional items of nominal value (under \$25). Declines the offer of any food, transportation, lodging or entertainment unless directly related to UWSWVA business.
- Refrain from influencing the selection of staff, consultants or vendors who are relatives or personal friends or affiliated with or employed by a person with whom they have a relationship that might give the appearance of partiality.
- Employment of a board or staff member's immediate family may be considered and approved by the Board of Directors provided that any and all potential or real conflicts of interest are disclosed prior to hiring.
- The employee will provide full disclosure of any real or potential conflict prior to hire. The President and CEO and the Board Leadership will verify the existence of the indicated real or potential conflict and document accordingly in the Board Minutes and in the Employee file. Failure of the Employee to make a full and proper disclosure will result in disciplinary action up to and including termination.
- UWSWVA may not obligate or spend UWSWVA funds to buy or rent goods, space, or services, or provide direct financial assistance through investments, grants, loans or loan guarantees to a board or staff member's immediate family, who has a substantial interest in that transaction. Banking and other financial services, medical, legal and other professional services and management and consultant services, as well as other kinds of skilled labor, are subjected by this limitation.
- UWSWVA board members, staff members, volunteers or representatives will sign a Conflict of Interest Statement annually and will disclose any potential conflict of interest such as financial relationship, agency board member, etc. The signed document will be maintained in the individual's UWSWVA file. Any possible conflict of interest on the part of a board member, staff, volunteer or representative shall be disclosed to the President and CEO or Board Leadership who will take the matter to the Executive Committee or Full Board. Both the minutes of the Executive Committee and the Board shall reflect such disclosure. Any board member, staff member, volunteer or representative having such a possible conflict of interest shall not act, make recommendations or use his or her influence on the matter in question. The foregoing shall not be construed to prevent a board member, staff member, volunteer or representative from briefly stating his or her position on the matter or from answering pertinent questions.

UWSWVA VOLUNTEERS:

- Should not knowingly take any action or make any statement intended to influence the conduct of UWSWVA 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.
- Should disclose all known conflicts or potential conflicts of interest in any matter to the President and CEO or Board President who will take the matter to the Executive Committee or Board. Board members will make their disclosure to the Board, or to the chair of any committee upon which they serve. They will withdraw from the meeting room during any discussion, review and voting in connection with such matter.

CONFIDENTIALITY & PRIVACY: Confidentiality is a hallmark of professionalism. Therefore, we should:

- Ensure that any information which is confidential, privileged or nonpublic is not inappropriately disclosed.
- Respect the privacy rights of all individuals in the performance of their UWSWVA duties.

POLITICAL CONTRIBUTIONS: UWSWVA encourages individual participation in civic affairs. However, as a charitable organization, UWSWVA 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 UWSWVA.
- 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 UWSWVA.

- Refrain from using any UWSWVA 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 UWSWVA organization. If we are identified as an official of UWSWVA while engaging in political activities we are doing so as an individual.
- Refrain from engaging in political activities in a manner that may create the appearance that such activity is by or on behalf of UWSWVA.

ACCEPTANCE OF GIFTS: UWSWVA board members, staff, volunteers, representatives and its funded agencies are prohibited from soliciting personal gifts. They may, however, accept personal gifts, honorarium, favors, personal gratuities or promotional items not exceeding \$25.00 in value from persons receiving benefits or services funded under any UWSWVA program or from any person performing services under contract or otherwise in a position to benefit from any staff or Board member action. Gifts over \$25.00 may only be accepted for United Way of Southwest Virginia's revenue or designated to a tax-exempt non-profit organization.

GUIDANCE & DISCLOSURE: Board members, staff, volunteers and representatives are encouraged to seek guidance from the Executive Committee concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed to the President and CEO. If the known or possible breach involves the President and CEO, the breach should be disclosed to a member of the Executive Committee of the UWSWVA Board of Directors. Reports of possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence to the extent that the organization's duty to investigate and the law will 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 in good faith, reports a breach will itself be treated as a separate breach of the Code.
- UWSWVA affirms prompt and fair resolution of all reported breaches.

EMPLOYMENT OUTSIDE OF UWSWVA

UWSWVA does not wish to prevent an employee from holding outside employment but, in the best interest of all concerned, the following policies have been adopted with regard to additional employment:

- The employee is required to notify the President and CEO when he/she is engaged in any employment outside of UWSWVA. The President and CEO will notify the Board President only when there is a need or problem.
- Such employment shall not interfere with the efficient performance of the employee's duties, constitute a conflict of interest with his/her duties, occur with any UWSWVA partner organization or occur during his/her regular working hours at UWSWVA.

Please see APPENDIX 1 for Code of Ethics examples.