

Leading by Example United Way of Racine County CODE OF ETHICS

United Way of Racine County is committed to maintaining and modeling the highest ethical standards. Our organization's ability to achieve its mission and provide leadership and exemplary programming mandates behavior from its employees and volunteers that is above reproach and fully transparent.

The Code of Ethics is based on our mission and guided by our fundamental core values: ***Effectiveness, Transparency, Compassion, and Inclusiveness.***

Effectiveness

United Way of Racine County believes in being effective in every aspect of the organization by measuring its operations in accordance with benchmarks and best operational practices. Effectiveness includes meaningful and measurable progress based on clearly stated objectives in fundraising, community investment, community leadership and organizational accountability.

Transparency

United Way of Racine County honors and respects its contributors by ensuring the work and records of the organization are open to all who have a vested interest. While fully respecting the autonomy of other non-profit partners, it is incumbent upon United Way to assure accountability and transparency of fiscal stewardship and non profit governance practices of its own business and those organizations and other partners where a funding relationship exists.

Compassion

United Way of Racine County is built on our community's compassion and caring for family members, friends and neighbors who need support to be the best they can be. In all aspects of its operations, United Way's compassion is best measured through its commitment to honest and informed relationships with donors, volunteers, staff, partner providers and beneficiaries of services relative to outcomes that improve people's lives.

Inclusiveness

United Way is open to any individual who may have something to offer in support of its mission. United Way believes that the diversity of the community should be reflected in the organization itself (staff and volunteers) and throughout the partnerships that make up the United Way community.

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 organizations, 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. Much of what is outlined in this code relative to employees is reflected in detail in United Way's Personnel Policies and Procedures and in the Code of Conduct for United Way Professionals. While no document can anticipate all of the challenges that may arise, the Code of Ethics can communicate key guidelines and will assist United Way of Racine County 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 to fulfill our 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: United Way of Racine County is responsible to its donors, partner providers, system partners, and program participants in the community who have placed faith in our organization. To uphold this trust we:

- Observe and comply with all laws and regulations affecting United Way of Racine County as a non-profit entity.
- Promote good stewardship of United Way of Racine County 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-United Way purposes.
- Practice transparency in all appropriate financial and programmatic reporting to all donors and the community at large.

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, partner providers and vendors.
- Refrain from any use of coercion in fundraising activities.
- Promote educational and informative strategies that engage volunteers, donors and potential donors in encouraging giving.

INCLUSIVENESS and EQUAL OPPORTUNITY: United Way of Racine 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 Racine County activities and respect others without regard to race, color religion, creed, age, gender, national origin or ancestry, marital status, veteran status, sexual orientation or status as a qualified disabled or handicapped individual.
- Support affirmative action and equal opportunity programs.
- Refuse to engage in or tolerate 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 United Way of Racine County or undermine the public's trust, United Way of Racine County Board members, staff, volunteers, and representatives should:

- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of United Way.
- Ensure that outside employment and other activities do not adversely affect the performance of their United Way of Racine County duties or the achievement of United Way of Racine County's mission.
- Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of United Way of Racine County and not for personal gain or interest.
- Decline any gift, gratuity or favor in the performance of United Way of Racine County duties (promotional or recognition items of nominal value excluded if value is less than \$25)
- Decline the offer of any food, transportation, lodging or entertainment unless directly related to United Way business.
- Refrain from influencing the selection of staff, consultants or vendors who are relatives or personal friends or others affiliated with or employed by such a person where such influence could create an actual or appearance of impropriety.

UNITED WAY OF RACINE COUNTY VOLUNTEERS:

- Should not knowingly take any action or make any statement intended to influence the conduct of United Way of Racine 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. On occasion, a statement or proposal for action in the best interests of United Way may be a response to a need identified in normal daily operations through the volunteer and professional network that is integral to the mission that could result in some business being conducted with those who also volunteer for the organization. Any such business shall be fully transparent and approved by executive committee for any transactions exceeding \$1,000 annually.
- Should disclose all known conflicts or potential conflicts of interest in any matter to the President, Board Chair or Committee Chair who respectively will address the possible conflict with the appropriate committee or Board. Upon the request of the board president or committee chair, member who has possible conflict 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 disclosed inappropriately.
- Respect the privacy rights of all staff and volunteers in the performance of their United Way of Racine County duties.

POLITICAL CONTRIBUTIONS:

United Way of Racine County encourages individual participation in civic affairs. However, as a charitable organization, United Way of Racine County 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 United Way of Racine County.
- 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 United Way of Racine County.
- Refrain from using any United Way of Racine County 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 United Way of Racine County organization if we are identified as an official of United Way of Racine County while engaging in political activities.
- Refrain from engaging in political activities in a manner that may create the appearance that such activity is by or on behalf of United Way of Racine County.

GUIDANCE & DISCLOSURE: Board members, staff, volunteers and representatives are encouraged to seek guidance from the President, Board Chair, Treasurer, Vice-Chair Personnel and/or 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. 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.
- United Way of Racine County affirms prompt and fair resolution of all reported breaches.

Approved by board of directors, April 2006