

UNITED WAY OF BROOME COUNTY
CODE OF ETHICS



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UNITED WAY OF BROOME COUNTY

CODE OF ETHICS

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UNITED WAY OF BROOME COUNTY

CODE OF ETHICS

I. PURPOSE AND PERSPECTIVE

The United Way of Broome County helps individuals and families to realize their full potential—to be the best they can be—and, in so doing, build a stronger community. As an organization of donors, we motivate and organize people to work for a better life for all, by addressing our community's needs through health and human service charities. We strive to achieve this goal through a unified community-wide effort to mobilize resources—dollars, volunteers, in-kind support, and public concern—and apply them in a way that best serves the needs of Broome County residents.

Our ability to achieve our mission depends on the ethical conduct of the organization, including all employees and volunteers serving as our representatives. Consequently, we are committed to promoting ethical behaviors and creating an organizational culture of trust and respect. Furthermore, we are in a unique position to set an example for other not-for-profit organizations, and we can influence their behaviors by adhering to the highest possible standards of performance, professionalism, community involvement, and ethical conduct.

The purpose of this Code of Ethics is to express our fundamental values required to implement our mission and to promote an environment of trust and respect. Accordingly, this Code is a means to assist employees and volunteers to make effective decisions with confidence. It is intended to reinforce our expectation of ethical behavior and decision-making as we conduct business within the organization and within the community.

It is important to note that this Code is not meant to supplant any current policy; nor is it intended to be an exhaustive discussion of each and every ethical behavior. Its intent is to describe major areas associated with ethical attitudes and behaviors and to provide a roadmap for employees and volunteers (including student interns) while representing the United Way. It is one more way we demonstrate our commitment to continue to build on the trust and credibility our staff and volunteers have earned since the creation of the county-wide United Way concept in 1955. Failure to adhere to this Code of Ethics may result in disciplinary action and could include immediate termination of affiliation.

II. OUR CORE VALUES

The United Way of Broome County is synonymous with charitable service. The general public associates the United Way with many worthy causes throughout the community. Indeed, for many people, the United Way is their primary vehicle for meeting their desire to help their fellow human beings.

The United Way has a unique role as a local philanthropic leader benefiting the community and as a major resource for local health and human service charities. Throughout Broome County, the United Way has earned public trust, nurtured by its history of ethical, honest, and responsible charitable service. Our continued success depends on the ethical conduct of the organization, including its employees and representatives.

United Way employees and volunteers set an example for other not-for-profit organizations by their high standards of performance, professionalism, volunteer and charitable activities, and ethical conduct.

To fulfill our obligations to the community, five core values provide the foundation on which we base our actions and decisions:

1. **INTEGRITY:** Only through honesty and reliability do we inspire.
 - We must continually do all that we can to promote public trust.
 - We must strive to be seen as an organization that keeps its promises.
 - We must relentlessly pursue high standards of honesty—from our use of resources to fair, accurate, and honest disclosures of information.
2. **RESULTS:** We earn the confidence of others by investing their resources in efficient and effective services.
 - We support services that change lives by helping people be all they can be.
 - We support services that: help young people succeed; strengthen families; promote health and wellness; build stronger neighborhoods; assist older adults; and handle emergencies and fight hunger and homelessness.
 - We support services within organizations that maintain high ethical standards.
 - We respect the autonomy of funded agencies. At the same time, we will use our best judgement to support efficient and effective services that meet current or emerging community needs.
 - We will remain flexible to meet new challenges, while continuing to offer hope and comfort in times of uncertainty and change.
3. **VOLUNTEERISM:** We can serve the community by reflecting the community.
 - We will be guided by leadership from volunteers who reflect the community.
 - We will involve local citizens in assessing the needs of our diverse community, raising funds, and directing resources to address the community's needs which they have identified.
4. **INCLUSIVENESS:** Our strength comes from our diversity.
 - We aspire to involve every segment of the community in our work.
 - Every individual is special—we respect each person's intrinsic worth.

5. **COMMUNITY LEADERSHIP:** Leadership is needed to effect positive change.
 - We have a unique position and, therefore, a responsibility to act as conveners in identifying and helping to address our community's health and human service related problems.
 - We multiply each person's desire and capacity to help others by allocating resources, whether financial, professional, or in-kind services, to legitimate charities that share our commitment to excellence by providing efficient and effective community services. However, we also accommodate our donor's desire for choice by providing them with the opportunity to direct their gifts in any manner they choose.
 - We convert compassion into action that is directed to strengthen the community's health, recreation, and social welfare programs.

III. CODE OF ETHICS

The United Way of Broome County enjoys the trust and confidence of tens of thousands of Broome County residents. Consequently, we have a special obligation to act responsibly and to maintain our commitment to high ethical standards.

The United Way of Broome County Code of Ethics is based on our mission and is guided by our core values: integrity, results, volunteerism, inclusiveness, and community leadership. Accordingly, this Code guides the conduct of all volunteers of the United Way of Broome County, and is intended to foster an environment that promotes ethical decisions and conduct when carrying out their responsibilities.

1. **PERSONAL AND PROFESSIONAL INTEGRITY:** A personal commitment to integrity in all circumstances benefits each individual, as well as the organization. United Way volunteers, as our representatives:
 - Strive to meet the highest standards of performance, quality, service and achievement in working towards the United Way of Broome County mission.
 - Promote a work environment where honesty, open communication, and minority opinions are valued; misrepresentations are unacceptable.
 - Treat others with respect, fairness, and dignity at all times.
 - Refuse to engage in or tolerate any fraud, misuse, abuse, or waste of organizational resources.
 - Comply with all applicable laws and regulations.
 - Encourage growth and self-improvement in themselves and others.
 - Set an example for high standards of professionalism.
2. **ACCOUNTABILITY:** The United Way has responsibilities to its customers, including donors, staff, volunteers, and beneficiaries. To uphold this trust, United Way volunteers:
 - Provide good stewardship of contributions, grants, and other funds and in-kind resources used by the United Way.
 - Refrain from using organizational resources for non-United Way purposes.
 - Invest donors' money wisely, efficiently, and objectively.

3. **SOLICITATIONS AND VOLUNTARY GIVING:** The most responsive contributors are those who have the opportunity to become informed and involved. United Way volunteers:
 - Promote voluntary giving.
 - Refrain from using coercion in fund raising activities.
 - Refuse to base professional advancement on campaign quotas.

4. **DIVERSITY AND EQUAL OPPORTUNITY SERVICE:** United Way is an equal opportunity employer committed to the principal of diversity with both our employees and volunteers. United Way volunteers:
 - Value, champion, and embrace diversity.
 - Respect others, whether staff, volunteers, or the public at large, and treat them fairly 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 individual with a handicapping condition.
 - Support affirmative action and equal employment opportunities throughout the United Way.
 - Refuse to engage in any form of discrimination or harassment.
 - Strive to create a work environment conducive to professionalism and professional growth and development

5. **CONFLICTS OF INTEREST:** Conflicts of interest, or even the appearance of such a conflict, would tarnish the image and reputation of the United Way and potentially undermine the public's trust in the United Way or our member agencies. Therefore, United Way volunteers shall:
 - Avoid any activity or outside interest that conflicts, or appears to conflict, with the best interests of the United Way of Broome County, including employment by, or involvement with, a current or potential United Way vendor, grantee, or competing organization, unless disclosed to the United Way.
 - Refrain from participating in or influencing any decision or other action of the United Way that could result in a direct or indirect benefit to his or her family, friends, business associates, or any organization with which the volunteer or his or her friends and family members are materially affiliated.
 - Refrain from participating in or influencing the decisions of funded organizations that could result in a direct or indirect benefit to his or her family, friends, business associates, or any organization with which the volunteer is materially affiliated.

6. **PERSONAL GAIN:** United Way volunteers should avoid any opportunity to be unduly influenced in the conduct of their activities by accepting any gratuity or favor for doing his or her job or fulfilling their organizational responsibilities. United Way volunteers:
 - Do not solicit or accept gratuities, gifts, or favors, other than promotional gifts of nominal value, for themselves or their families from commercial vendors or funded agencies.
 - Do not accept any food, transportation, lodging, or entertainment intended to influence a position or action of the organization.
 - Will not use United Way resources, whether financial, equipment, property, or information, for personal gain.
 - Do not influence the selection of staff, volunteers, consultants, or vendors who are relatives or personal friends or affiliated with—or employed by—a person with whom they have a relationship that adversely affects the appearance of impartiality.

7. **CONFIDENTIALITY AND PRIVACY:** Confidentiality is a hallmark of professionalism. United Way volunteers:
- Ensure that all information which is confidential or privileged, or which is not publicly available, is disclosed only to individuals who have a business need to know.
 - Ensure that all non-public information of, or about, other persons or firms, acquired by United Way staff or representatives in dealing with outside firms on behalf of United Way, is treated as confidential.
 - Respect the privacy rights of staff and volunteers in the performance of United Way duties. **If confidentiality cannot be maintained, all parties will be notified.**

IV. DISTRIBUTION OF THE CODE AND RELATED DOCUMENTS

Communication, understanding, and acceptance are the basis for action.

- This code will be provided to, and reviewed with, all United Way student interns and volunteer leadership, and other volunteers as appropriate.
- The United Way's Conflict of Interest Statement will be provided to, and reviewed with, all United Way student interns and volunteers, as appropriate.

V. REPORTING VIOLATIONS OF THE CODE OF ETHICS

1. **DISCLOSURE BY VOLUNTEERS:** United Way of Broome County volunteers are required to disclose any possible breach of the Code of Ethics of which they are aware, either by staff or volunteers. Disclosure by volunteers of this Code should be made to either the President of the Board of Directors or the Executive Director. The Executive Director, in turn, will inform the President of the Board of all reports of possible breaches by a United Way volunteer.

Neither management nor the Board will take adverse action against a volunteer for good faith disclosure of a possible code breach by a United Way employee or another United Way volunteer. Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.

The President of the Board of Directors may consult with the Executive Committee of the Board to determine whether an incident constitutes a breach of this Code. The Executive Committee will initiate an investigation, if warranted, and will provide the volunteer with an opportunity to personally respond. Confidentiality will be maintained to the greatest extent possible.

United Way of Broome County encourages all volunteers to be prompt, open, and forthright in reporting possible breaches of this Code of Ethics.

CERTIFICATE

I have read, understand, and agree to comply with the United Way of Broome County Code of Ethics.

Volunteer Signature

Date

Volunteer Name (Please Print)

Statement: This Code of Ethics is examined periodically, updated, and restated through a joint effort of Board and staff representatives and is approved by the Board of Directors of United Way of Broome County.