

United Way of Seneca County

Our Core Values

The mission of the United Way of Seneca County (UW of SC) is to facilitate the organized capacity of people to care for one another. We will achieve this through community building, broad-based fundraising and investing in programs that demonstrate results.

This critical role requires that all of us involved in the UW of SC, who foster such an essential public good, must assume the responsibility of earning public trust.

Accordingly, United Way of Seneca County plays a unique role both as a leader in the health and human services sector and as a major resource to partner United Way agencies and programs to build trust through all that we do. This bond of trust goes far beyond legal or regulatory requirements to include our core values, and ethics.

To fulfill this special obligation, five core values provide the foundation on which we base our actions and decisions.

1. **INTEGRITY:** We act with integrity that inspires the highest truth.
 - We stand as “one” in the relentless pursuit of instilling and promoting public confidence and trust.
 - We maintain the highest standards of excellence and accountability, including prudent use of finances, and fair, accurate, and honest disclosures of information.
 - We keep our promises. People know it: “United Way makes my caring count.”
2. **IMPACT:** We make a positive difference and have a measurable impact of enduring consequence.
 - We make a difference in our community and collectively in our world. Our efforts change lives.
 - We are committed to a United Way that is relevant to its people, its community, and the times.
 - We assume responsibility as good stewards of and are accountable for our work and sustainable results.
3. **VOLUNTEERISM:** We make a positive difference and have a measurable impact through the spirit of volunteerism.
 - United Way is outstanding in the way it invites volunteers to express their philanthropic beliefs (expression of one’s “love of humanity”).
 - We believe that the most effective models of service and excellence are created through the leadership of volunteers.
4. **INCLUSIVENESS:** We are strong only when we are inclusive.
 - We aspire to involve every segment of the community in every aspect of our work.
 - We act in ways that respect the dignity, uniqueness, and intrinsic worth of every person—the community, the donors, our own staff and families, boards, and volunteers.
 - We believe in a movement built from the rich diversity and gifts of all people in all systems.

5. CATALYTIC LEADERSHIP: We initiate catalytic leadership for community building to effect positive change.
- We are effective educators and conveners—bringing all segments of the community together to promote individual well being and common good.
 - We are leaders of a process that multiplies the impact of people's innate desire and capacity to care for one another.
 - We help transform visions of compassion and giving into dynamic reality.

United Way of Seneca County

Code of Ethics—June 2001

United Way of Seneca County (UW of SC) is committed to the highest ethical standards. Indeed, based on the unique trust placed in UW of SC to serve the public good, we have a special obligation to act ethically.

The success of the United Way system and our reputation depend upon the ethical conduct of everyone affiliated with the UW of SC. Volunteers, staff, and representatives set an example for each other, and for partner United Way agencies and programs, by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

This UW of SC Code of Ethics (Code) is based on our mission and guided by our fundamental values. (See *Our Core Values*): Integrity, Impact, Volunteerism, Inclusiveness, and Catalytic Leadership.

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 communicates key guidelines and will assist UW of SC volunteers, staff, and representatives in making good decisions that are ethical and in accordance with applicable legal requirements. All are encouraged to discuss any questions or concerns they have with a supervisor or with the Board Ethics Committee.

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 UW of SC 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.
2. **ACCOUNTABILITY:** UW of SC is responsible to its stakeholders, which include partner UW of SC agencies and programs, donors and others who have placed faith in UW of SC. To uphold this trust we:
 - Promote good stewardship of UW of SC resources, including membership fees, grants and other contributions that are used to pay operating expenses, salaries, and employee benefits.
 - Refrain from using organizational resources for non-UW of SC purposes.
 - Observe and comply with all laws and regulations affecting UW of SC.
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 predicated professional advancement on response to solicitations.
4. **DIVERSITY AND EQUAL OPPORTUNITY:** UW of SC is an equal opportunity employer and is committed to the principle of diversity. We therefore:

- Value, champion, and embrace diversity in all aspects of UW of SC activities and respect others without regard to race, creed, color, religion, national origin, gender, age, disability, marital status, sexual orientation, veteran or citizenship status..
 - Support affirmative action and equal employment opportunity programs throughout UW of SC.
 - Refuse to engage in or tolerate in any other form of 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 UW of SC as well as undermine the public's trust in all United Way organizations, UW of SC staff and representatives:
- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of UW of SC, including involvement with a current or potential UW of SC vendor, grantee, or competing organization unless disclosed to and not deemed to be inappropriate by the UW of SC Board Ethics Committee.
 - Ensure that outside employment and other activities do not adversely affect the performance of their UW of SC duties or the achievement of UW of SC's mission.
 - Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of UW of SC and not for personal gain or interests.
 - Decline any gift, gratuity, or favor in the performance of UW of SC duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to UW of SC business.
 - Refrain from influencing the selection of staff, consultants, or vendors who are relatives or personal friends or affiliated with, employ, or employed by a person with whom they have a relationship that adversely affects the appearance of impartiality.
- UW of SC volunteers:
- Should not knowingly take any action, or make any statement, intended to influence the conduct of UW of SC in such a way 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.
 - Disclose all known conflicts or potential conflicts of interest in any matter before the Board of Directors, if they are Board members, or any committee upon which they serve and withdraw from the meeting room during any discussion, review and voting in connection with such matter.
 - Members of the Board shall annually file with the Board of Ethics Committee a disclosure of all known potential conflicts of interest.
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 their UW of SC duties.
7. POLITICAL CONTRIBUTIONS: UW of SC encourages individual participation in civic affairs. However as a charitable organization, UW of SC 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 UW of SC.

- 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 UW of SC.
- Refrain from using any 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 organization, if identified as an official of UW of SC, while engaging in political activities in an individual capacity.
- Refrain from engaging in political activities in a manner that may create the appearance that such activity is by or on behalf of UW of SC.

8. GUIDANCE AND DISCLOSURE: Volunteers, staff, and representatives are encouraged to seek guidance from the Board Ethics Committee concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed. Staff, representatives, volunteers should contact the Board of Ethics Committee. Reports of possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence as much as the organization's duty to investigate and the law 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 reports a Breach in good faith will be treated as an independent breach of the Code.
- UW of SC affirms prompt and fair resolution of all reported breaches.

United Way of Seneca County

CODE OF ETHICS GLOSSARY

Candidate for Public Office: An individual who offers herself or himself or is proposed by others as a contestant for an elected public office, whether such office is federal, state, or local.

Contribution, political: Anything of value, including monetary and in-kind gifts, provided for the purpose of influencing the outcome of an election.

Donors: All individuals and entities that make charitable or in-kind contributions to UW of SC.

Immediate Family Members: An individual's spouse, children, parents, siblings, and spouses of children and siblings.

Nonpublic Information: Any business, financial, or personal information, which is not publicly known or available.

Political Committee: Any party, committee, association, fund or other organization organized and operated primarily for accepting contributions to influence the selection, nomination, or election of any individual to any federal, state or local office.

Privileged Information: Information that is protected from involuntary disclosure by legally recognized privileges such as attorney-client, doctor-patient, and others.

Promotional Items of Nominal Value: Gifts used to promote an organization's name, products, or services which have a retail value of \$25 or less.

Representatives: Individuals who provide personal services to UW of SC as independent contractors, consultants, or loaned executives.

Staff: All individuals, who provide services to UW of SC as employees or leased employees.

Vendors: Entities which provide goods and services to UW of SC for a fee.

Volunteers: All members of the UW of SC Board of Directors and committees appointed by the Board of Directors, who perform their UW of SC duties without compensation.

Code of Ethics Certificate

I acknowledge that I have received and read my personal copy of the United Way of Seneca County Code of Ethics. I understand that each United Way of Seneca County volunteer, staff member and representative is responsible for adhering to the principles and standards of the Code, and I confirm that I have conducted myself in accord with the principles and standards of the Code.

PRINTED NAME

SIGNATURE

DATE