

LIVE UNITED[®]



United Way of Central Kentucky

CODE OF ETHICS

April 2015

United Way is synonymous with charitable service. The general public associates the United Way name with thousands of worthy causes all over the country. Indeed, for many people, United Way is the primary way they meet their desire to help their fellow human beings.

Throughout America, United Way organizations have 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 employees should set an example for other nonprofit organizations, by its high standards of performance, professionalism, volunteer and charitable activities, helping of the less fortunate and ethical conduct.

Thus this code of ethics was developed to guide the conduct of all levels of employees and representatives of United Way of Central Kentucky.

This document is meant to enhance and not replace the Personnel Policies of United Way of Central Kentucky. The Executive Committee will adjudicate all alleged breaches of ethics. A special committee of the board may be convened for this purpose.

PERSONAL INTEGRITY

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. Each United Way employee should:

- Respect and seek out the truth and avoid misrepresentation.
- Ensure fairness and objectivity in all activities.
- Set an example, as an employee 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.

It is management's responsibility to:

- Encourage employee development. Communicate with personnel to help them achieve their goals and increase their self-esteem through job enrichment.
- Evaluate employees on a fair and consistent basis. All employees should know what is expected of them and how they are progressing toward fulfilling expectations.
- Show respect and empathy for employees. Be considerate while being mindful of managerial responsibilities.
- Respect the opinions of subordinates on a regular basis.

All United Way employees have the responsibility to:

- Strive to meet performance standards at the highest level.
- Refuse to engage in or tolerate any fraud, misuse, abuse or waste of United Way resources.
- Encourage growth and self-improvement in themselves and their co-workers.
- Exhibit respect for co-workers and all those with whom they come in contact.
- Have the courage to face situations squarely and offer a minority opinion when necessary.
- Examine all alternatives with the understanding that the easiest action is not always in the best interest of the organization.
- Comply with all legal requirements concerning substance abuse.

United Way of Central Kentucky Code of Ethics

- Comply with all other laws and regulations affecting the organization and their personal obligations.
- Discuss any questions concerning interpretations or compliance with the code of ethics with their manager, the United Way volunteer counsel or other designated person.
- Encourage the reporting of violations and protect those who report.

RESPONSIBILITIES TO VOLUNTEERS

Volunteers who serve United Way through its Board of Directors, on committees or individually are crucial to the success of the United Way. In order to assist volunteers to serve effectively and to obtain satisfaction from their service, it is the responsibility of United Way staff, where applicable, to:

- 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 perquisites to volunteers, which are consistent with the spirit of voluntarism.

RESPONSIBILITIES OF VOLUNTEERS

Volunteers also represent United Way and should set examples through their ethical conduct and professionalism.

- Volunteers will review the code of ethics of the United Way and ensure that they adhere to the spirit of the code when making policy or otherwise managing the affairs of the organization.
- No volunteer shall 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 volunteer, a member of his or her immediate family, or any corporation in which he or she or such member has a significant interest as stockholder, director or officer.
- In the event that there comes before the Board of Directors or the Executive Committee a matter for consideration or decision that raises a potential conflict of interest for any member of the board or the committee, the member shall disclose the conflict of interest as soon as he or she becomes aware of it and abstain from voting in connection with the matter. The disclosure and abstention shall be recorded in the minutes of the meeting.

DONOR RELATIONS

United Way has responsibilities to its donors. Donors have placed faith in United Way; it is the responsibility of employees of all United Way organizations not to violate this trust and, where applicable, they should:

- Make full and fair disclosure of all information relevant to donors who have a right to know how their dollars are spent.

United Way of Central Kentucky Code of Ethics

- Spend the donors' money wisely, efficiently and objectively.
- Always observe the wishes of the donors as to allocation of their specific donation.
- Be good stewards of donations that are utilized to pay the salaries of and provide benefits to United Way employees, and refrain from allowing expenditures of United Way funds that by their nature or amount do not directly advance the mission of United Way.

VENDOR RELATIONS

Vendors must be treated fairly to avoid favoritism or appearances of impropriety.

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

EQUAL OPPORTUNITY

United Way is an equal opportunity employer. Every employee should:

- Respect all co-workers and all other individuals without regard to race, color, religion, creed, sex, national origin or ancestry, marital status, veteran status, sexual orientation, or status as a qualified disabled or handicapped individual.
- Support equal employment opportunity programs throughout United Way.
- Refuse to engage in or tolerate in others any form of sexual harassment, as provided in the organization's policy against sexual harassment.

CONFLICT OF INTEREST

No employee should accept any gratuity or favor for doing his or her job. Accordingly, United Way employees should not:

- Solicit or accept gratuities, gifts or favors, other than promotional gifts of nominal value, for themselves or their families.
- Accept food, transportation, or entertainment unless directly related to United Way business.
- Use United Way resources for personal gain.

TRAVEL, ENTERTAINMENT AND RELATED EXPENSES

Travel, entertainment and related expenses should be incurred on a basis consistent with the mission of United Way. Accordingly, expenses incurred should comply with policies adopted by the United Way Board of Directors.

OUTSIDE EMPLOYMENT AND OTHER ACTIVITIES

Outside employment and other activities should not interfere with an employee's responsibilities within United Way and should not adversely affect United Way. An employee must inform his or her supervisor of any significant outside activities. An employee should not use United Way resources to facilitate any outside employment or other activity.

NEPOTISM

Favoritism to relatives is unfair to other employees, and the appearance of favoritism is easily perceived. Accordingly, each United Way employee should:

- Understand that persons related to United Way employees by blood or marriage should not be employed except under special circumstances that are clearly in the best interest of United Way and approved by the United Way Board of Directors.
- Understand that United Way employees must never have supervisory or management authority over relatives.
- Understand that United Way employees with decision-making authority should avoid selecting a consultant or service provider with a relative or personal friend employed by or affiliated with it.

SOLICITATIONS

United Way employees should not be subjected to outside solicitation. Further, employees should be free from unwarranted interruptions in the form of solicitations from other employees, in order to concentrate on work. No employee should:

- Solicit or distribute literature for purposes inconsistent with the United Way mission on United Way premises.
- Use United Way working time for non-United Way purposes.
- Be required to contribute or respond to a solicitation or fear that his or her response will be a factor in the employee's career standing.

CONFIDENTIAL INFORMATION

Confidentiality is a hallmark of professionalism. Each United Way employee should commit to:

- Ensure that all information which is confidential or privileged or which is not publicly available not be disclosed inappropriately.
- Ensure that all non-public information of other persons or firms acquired by United Way personnel in dealing with outside firms on behalf of United Way shall be treated as confidential and not disclosed.

WHISTLE BLOWER PROTECTION

United Way employees and volunteers should have a means to report breaches of the Code of Ethics.

United Way of Central Kentucky Code of Ethics

- Any known or possible breaches of the Code of Ethics should be disclosed. Staff and Volunteers should contact the Board Ethics Liaison per the procedure outlined in the Whistleblower Policy.
- 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 of Ethics.