UNITED WAY OF
MONMOUTH COUNTY

CODE OF ETHICS

Approved by the United Way of Monmouth County on January 20, 2004
Reviewed, amended, and approved by the United Way of Monmouth County April 17, 2007
Re-approved May 4, 2010

OUR CORE VALUES

The mission of United Way of Monmouth County (UWMC) is to improve people's lives by mobilizing the caring power of communities.

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

Accordingly, United Way of Monmouth County plays a unique role both as a leader in the health and human services sector and as a major resource to community and grant-recipient agencies, 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 personal integrity, good judgment, common sense and honest intentions.
- We stand as *"one"* in the relentless pursuit of instilling and promoting public confidence and trust.
- We maintain high standards of excellence and accountability, including prudent use of finances and other resources, 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 positively.
- 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 are made relevant and can have an impact through the spirit of volunteerism.

- We are outstanding in the way we invite volunteers to express their philanthropic belief (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 donors, our own staff and families, boards and volunteers throughout the communities we serve.
- We believe in the movement built from the rich diversity and gifts of all people in all systems.
- We recognize and respect the cultural differences of various groups and communities.

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 amplifies 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.
- We create opportunities for human service organizations and individuals to realize their self-sufficiency goals.

CODE OF ETHICS

United Way of Monmouth County (UWMC) is committed to the highest ethical standards. Indeed, based on the unique trust placed in UWMC 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 UWMC. Volunteers, staff, Board members, and representatives set an example for each other, and for grant recipient organizations, by their pursuit of excellence through high standards of performance, professionalism, and ethical conduct.

This UWMC Code of Ethics (Code) is based on our mission and guided by our fundamental values. Our Core Values Are: **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 the challenges that may arise, the Code communicates key guidelines and will assist UWMC volunteers, staff, Board members, 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 their supervisor or with the UWMC CEO or the President of the UWMC Board of Directors.

1. PERSONAL AND PROFESSIONAL INTEGRITY

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We will therefore:

- Strive to meet the highest standards of performance, quality, service and achievement in working towards the UWMC 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

UWMC is responsible to its stakeholders, which include donors, volunteers, grant-recipient organizations, staff and others who have placed faith in UWMC. To uphold this trust we will:

- Promote good stewardship of all UWMC resources, including donations, grants and other contributions that are used to pay operating expenses, salaries, and employee benefits.
- Refrain from using organizational resources for non-UWMC purposes.
- Observe and comply with all laws and regulations affecting UWMC.

3. SOLICITATIONS AND VOLUNTARY GIVING

The most responsive contributors are those who have the opportunity to become informed and involved. We will therefore:

- Promote voluntary giving in dealing with donors and vendors.
- Refrain from any use of coercion in fundraising activities, including predicating professional advancement in response to solicitations.

4. DIVERSITY AND EQUAL OPPORTUNITY

UWMC is an equal opportunity employer and is committed to the principle of diversity. We will therefore:

- Value, champion and embrace diversity in all aspects of UWMC activities and respect others 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 or handicapped individual.
- Support affirmative action and equal employment opportunity programs throughout UWMC.
- Refuse to engage in or tolerate any other forms of discrimination or harassment.

5. CONFLICTS OF INTEREST

We will avoid any conflict or potential conflict of interest, which could tarnish the reputation of UWMC as well as undermine the public's trust in all United Way organizations.

UWMC STAFF AND REPRESENTATIVES WILL:

- Avoid any activity or outside interest which conflicts with the best interest of UWMC, including involvement with a current or potential UWMC vendor, grantee, or competing organization unless disclosed to and not deemed to be inappropriate by the UWMC CEO and UWMC Board President.
- Ensure that outside employment and other activities do not adversely affect the performance of their UWMC duties or the achievement of UWMC's mission.
- Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the mission of UWMC and not for personal gain or interests.
- Decline any gift, gratuity or favor in the performance of UWMC duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to UWMC business.
- Refrain from influencing the selection or compensation 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.
- Refrain from taking any action, or making any statement, intended to influence the conduct of UWMC in such a way to confer any financial benefit on them, other than authorized compensation, remuneration or reimbursement.

UWMC BOARD MEMBERS, COMMITTEE MEMBERS, AND VOLUNTEERS WILL:

- Refrain from taking any action, or making any statement, intended to influence the conduct of UWMC in such a way to confer any financial benefit on their immediate family members or any organization in which they or their immediate family members have a significant interest as shareholders, owners, directors or officers.
- Disclose all known facts relating to a financial, professional or personal conflict or potential conflict of interest in any matter pending before the Board of Directors, or any committee of such Board, before any discussion, review or vote in connection with such matter.

6. ANNUAL ETHICS DISCLOSURE

All staff, volunteers, Board members, and other representatives shall annually file with the Secretary a disclosure of all actual and potential conflicts of interests.

7. CONFIDENTIALITY AND PRIVACY

Confidentiality is a hallmark of professionalism. We will 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 the UWMC duties.

8. POLITICAL CONTRIBUTIONS

UWMC encourages individual participation in civic affairs. However as a charitable organization, UWMC 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 will therefore:

- Refrain from making any contributions to any candidate for public office or political committee on behalf of UWMC.
- 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 made on behalf of UWMC.
- Refrain from using any UWMC financial resources, facilities or personnel to endorse or oppose a candidate for public office.
- Clearly communicate that we are not acting on behalf of UWMC, if identified as an officer or director of UWMC, while engaged 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 UWMC.

9. GUIDANCE AND DISCLOSURE

Volunteers, staff, Board members, and representatives are encouraged to seek guidance from the Board Executive Committee and Chief Executive Officer concerning the interpretation or application of this Code of Ethics. Any actual or potential breaches of the Code of Ethics should be disclosed. Staff, volunteers, and representatives should contact their immediate supervisor or the Chief Executive Officer. Board members should contact a member of the Board Executive Committee. Reports of actual or potential breaches will be handled in the following manner:

- All reports of actual or potential breaches will be treated in confidence as much as the investigational circumstances and the law allow. If confidentiality cannot be maintained, the individual disclosing the potential breach will be notified.

- The identity of persons reporting actual or potential breaches of this Code will be maintained in confidence to the extent appropriate under the law and circumstances. If confidentiality cannot be maintained, UWMC will notify the individual disclosing the actual or potential breach.
- All reported breaches will be investigated and, if needed, appropriate action taken based upon the policies of UWMC.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.
- UWMC is committed to the prompt and fair resolution of all reported and potential breaches.

CODE OF ETHICS GLOSSARY

Board Member(s): A person or persons who serve in an elected capacity on the Board of Directors of the United Way of Monmouth County.

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.

Committee Member(s): A person or persons who serve on a standing or ad-hoc committee of the Board of Directors of the United Way of Monmouth County.

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 UWMC.

Immediate family members: An individual's spouse, children, parents, siblings, and spouses of children and sibling.

Nonpublic Information: Any business, financial or personal information that 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 that have as retail a value of $25 or less.

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

Staff: All individuals who provide services to UWMC as employees or leased employees.

Vendors: Entities that provide goods and services to UWMC for a fee.

Volunteers: All individuals, who volunteer their time to UWMC beside Board and Committee members.

CODE OF ETHICS CERTIFICATE

I acknowledge that I have received and read my personal copy of the United Way of Monmouth County Code of Ethics. I understand that each United Way of Monmouth County volunteer, staff member, Board member and representative is responsible for adhering to the principles and standards of the Code, and I confirm that I have conducted myself in accordance with the principles and standards of the Code. The certification process is mandatory for all UWMC staff and members of the Board of Directors.

Printed Name _____

Signature _____

Date _____

APPROVED BY UNITED WAY OF MONMOUTH COUNTY BOARD OF DIRECTORS ON JANUARY 20, 2004; re-approved May 4, 2010