

**Salina Area United Way**  
**Code of Ethics**  
Adopted: September 16, 2003

## **Introduction**

Salina Area United Way is committed to the highest ethical standards. The success of our United Way depends upon the ethical conduct of everyone affiliated with Salina Area United Way. This Code establishes key guidelines to assist Salina Area United Way volunteers and staff in making appropriate 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 towards the Salina Area United Way 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**

Salina Area United Way is responsible to its stakeholders, which include donors, funded programs and others who have placed faith in United Way. To uphold this trust we:

- ✍ Promote good stewardship of all Salina Area United Way resources, including allocations, grants, and other contributions that are used to pay for program operating expenses, salaries, and employee benefits.
- ✍ Publish and widely disseminate an annual report that conveys information to the public in all critical areas of operation, including board and staff leadership, mission, goals and values of the Salina Area United Way, the central governance structure, program activities and achievements, and financial information that includes campaign revenues and overhead costs.
- ✍ Maintain accurate financial records which are audited annually by an independent certified public accountant.
- ✍ Are honest and faithful stewards and protect the funds entrusted to us.
- ✍ Refrain from using Salina Area United Way resources for non-United Way purposes.
- ✍ Observe and comply with all laws and regulations affecting Salina Area United Way.

## **Fundraising**

Giving is a personal matter and decision; no form of coercion is acceptable. To promote voluntary giving we will:

- ✍ Accept only those gifts that are made in a non-coerced manner. Salina Area United Way management will address allegations of corporate coercion immediately.
- ✍ Use accurate and truthful solicitation and promotional materials.

## **Conflict of Interest**

To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of Salina Area United Way, all Salina Area United Way staff, volunteers and representatives shall:

- ✍ Make full disclosure of all potential and actual conflicts of interest by filling out the Salina Area United Way Conflict of Interest Disclosure Statement.
- ✍ Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of Salina Area United Way, including involvement with a current or potential United Way vendor, grantee, or competing organization unless disclosed or not deemed to be inappropriate by the Salina Area United Way Board of Directors.
- ✍ Should not knowingly take any action, or make any statement, intended to influence the conduct of Salina Area United Way in such a way to confer any financial benefit to 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 to the Executive Director or President of the Board of Directors any potential conflict of interest as soon as they become aware of it.
- ✍ Decline or refrain from soliciting any gift, gratuity or favor in the performance of Salina Area United Way duties, except for promotional items of nominal value.
- ✍ Refrain from using Salina Area United Way resources for personal gain.

Salina Area United Way employees should:

- ✍ Ensure any outside employment does not adversely affect performance of Salina Area United Way duties.
- ✍ Ensure that other personal activities do not negatively impact Salina Area United Way's reputation or credibility.
- ✍ Not serve on any Salina Area United Way member agency board or major committees.

## **Diversity and Equal Opportunity**

Salina Area United Way is an equal opportunity employer and is committed to the principle of diversity. Salina Area United Way employees and volunteers:

- ✍ Value, champion, and embrace diversity as an integral part of their business.
- ✍ Respect all co-workers and all other individuals without regard to race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, disability, sexual orientation, or age.
- ✍ Strive to create an environment conducive to professionalism.

## **Confidentiality**

Confidentiality is the hallmark of professionalism. Salina Area United Way employees and volunteers:

- ✍ Will ensure that all information which is confidential or privileged or which is not publicly available is not disclosed inappropriately. Any communication regarding such data must be limited only to the persons who are entitled to such data. Unauthorized disclosure of confidential data is a serious breach of trust.
- ✍ Shall respect the privacy rights of all individuals in the performance of their Salina Area United Way duties.
- ✍ Shall refer requests for information from the media or any other entity to the Salina Area United Way Executive Director or Communication Director.
- ✍ Shall hold in confidence donor lists and other fundraising related information. Such information will not be used for any purpose external to the organization except upon approval by the Board of Directors.

## **Responsibilities to Volunteers**

Volunteers who serve through the Board of Directors or in other capacities are crucial to the success of the Salina Area United Way. In order to assist volunteers to serve effectively and to obtain satisfaction from their service, Salina Area United Way directors and employees:

- ✍ 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.

## **Responsibilities of Volunteers**

Volunteers also represent Salina Area United Way and set examples through their ethical conduct and professionalism. Volunteers will:

- ✍ Review the Code of Ethics of the Salina Area United Way and ensure that they adhere to the spirit of the Code when making policy or otherwise serving the organization.
- ✍ Avoid taking any action or making any statement intended to influence the conduct of Salina Area United Way in such a way as to confer any financial benefit on such volunteers, their immediate family members, or any organization in which they or their family members have a significant interest as stockholders, directors or officers.

## **Political Views**

As a charitable corporation, Salina Area United Way is prohibited from making contributions to any candidate for public office or to any political committee. We therefore:

- ✍ Do not make any contributions to any candidate for public office or political committee on behalf of Salina Area United Way, including the use of Salina Area United Way facilities for political campaign activities.
- ✍ Do not make 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 Salina Area United Way.
- ✍ In certain cases, limited lobbying/advocacy activity is allowed.

## **Guidance and Disclosure**

Volunteers, staff, and representatives are encouraged to seek guidance from the Board President and Executive Director concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed immediately to either the Executive Director or President of the Board. 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 expeditiously 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.
- ✍ Salina Area United Way affirms prompt response and fair resolution of all reported breaches.