

United Way Suncoast Code of Ethics

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The United Way Suncoast Code of Ethics (Code) is based on our mission and guided by our Core Values. We are mindful that these Core Values must be clearly articulated, communicated, and continuously reinforced. While no document can anticipate all the challenges that may arise, the Code communicates key guidelines and will assist UWS stakeholders 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 manager, the Talent Department, the CEO, or the UWS Audit & Ethics Committee Chairperson.

CORE VALUES

1. **Integrity** – *Our actions support our mission with transparency.*
2. **Innovation** – *We are agile, creative, and adaptable to our community needs and changing environment.*
3. **Diversity, Equity and Inclusion** – *We seek to understand cultural and community differences and embrace these differences through our words and actions.*
4. **Stewardship** – *We respect time, resources, and generosity.*
5. **Collaboration** – *We build relationships for the greater good.*

CODE of ETHICS

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 toward the UWS mission.
- Communicate honestly and openly, and avoid misrepresentation.
- Promote a working environment where honesty, open communication, and minority opinions are sought and valued.
- Exhibit respect and fairness toward all those with whom we come into contact.

Accountability – UWS is responsible to its stakeholders, including donors and others who have placed faith in UWS. To uphold this trust we:

- Promote good stewardship of UWS resources.
- Do not use organizational resources for non-UWS purposes.
- Observe and comply with all laws and regulations affecting UWS.

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 communications and interactions with donors and vendors.
- Refrain from the use of coercion in fundraising activities.

Diversity, Equity, and Inclusion – UWS values diversity in its team members and volunteers which adds to our ability to understand and respond to the communities we serve. This is reflected in our responsiveness to our fellow team members, volunteers, and to the people we serve. We therefore:

- Provide equal employment opportunities without regard to race, color, religion, gender, age, national origin, sexual orientation, disability, or any other characteristic protected by law.
- Assure equal opportunity and equal consideration to all applicants and team members.
- Are committed to understanding the political, economic, social, and cultural context of our work activities to the best of our abilities.
- Act in ways that respect the dignity, uniqueness, and intrinsic worth of every person – the community, the donors, our own team members and families, boards, and volunteers.

Conflict of Interest – General - Our goal is to avoid a conflict of interest or the appearance of a conflict of interest, which could tarnish the reputation of UWS, as well as undermine the public’s trust in all United Way organizations, team members, and representatives. We therefore:

- Avoid an activity or outside interest which conflicts or appears to conflict with the best interest of UWS, including involvement with a current or potential UWS vendor, grantee, or competing organization unless disclosed to and not deemed to be a conflict by UWS or the UWS Board.
- Refrain from influencing the selection of team members, consultants or vendors who are relatives or personal friends affiliated with, employ, or employed by a person with whom they have a relationship that adversely affects the appearance of impartiality.
- Do not make payments that may improperly influence government officials, business partners or other individuals. Exercise due diligence to ensure funds are not used or diverted to illegal payments of any kind. Ensure payments are in accordance with UWS financial policies.

Rules of Conduct

Volunteers

- Our volunteers should not knowingly take any action, or make any statement, intended to influence the conduct of UWS in such a way to confer any financial benefits 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.
- Our volunteers shall 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/or voting in connection with such matter.
- Members of the board shall annually file with the Board Ethics Officer a disclosure of all known potential conflicts of interest.

Team Members

- Our team members shall not knowingly take any action, or make any statement, intended to influence the conduct of UWS in such a way to confer any financial benefits 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 to the Talent department.
- Ensure that outside employment and other activities do not adversely affect the performance of UWS duties or the achievement of UWS’s mission.
- Ensure that business travel, entertainment, and related expenses are incurred on a basis consistent with the mission of UWS and not for personal gain or interest.

- Decline any gift, gratuity, or favor in the performance of UWS duties except for promotional items of nominal value, and any food, transportation, lodging, or entertainment unless directly related to UWS business.
- Refrain from employing any relatives of current team members or Board members.
- Avoid the appearance of impropriety.
- Executive Team members shall annually file with the Talent department a disclosure of all known potential conflicts of interest.

Confidentiality and Privacy – Confidentiality is a hallmark of professionalism. We therefore:

- Respect the privacy rights of all individuals in the performance of their UWS duties.
- Ensure that all information, which is confidential, privileged, or nonpublic, is not disclosed inappropriately.
 - Refer all questions (including job references) concerning current or past team members to the Talent department. Upon hire, each team member is required to sign a confidentiality agreement and it is filed with the Talent Department.
 - Team members should only release information on volunteers, UWS campaigns, or clients on a need-to-know basis and as appropriate to the job responsibility.
- Refrain from use of information acquired in the course of work for personal gain.

Political Contributions – UWS encourages individual participation in civic affairs. However, as a charitable organization, UWS may not make contributions to any candidate for public office or political committee and team members may not intervene in any political campaign on behalf of or in opposition to any candidate for public office on behalf of UWS. We therefore:

- Refrain from making any contributions to any candidate for public office or political committee on behalf of UWS or in a manner that may create the appearance that the contribution is on behalf of UWS.
- Refrain from using any organizational financial resources, facilities, or team members 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 UWS, 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 UWS.

Guidance and Disclosure – Volunteers, team members, and representatives are encouraged to seek guidance from the Audit & Ethics Committee and/or UWS Audit & Ethics Committee Chairperson concerning the interpretation or application of this code of ethics. Any known or possible breaches of the code of ethics should be disclosed to a manager or the UWS Audit & Ethics Committee Chairperson. Team members and representatives should contact a manager or the UWS Audit & Ethics Committee Chairperson. Volunteers should contact the UWS Audit & Ethics Committee Chairperson with reports of suspected or known accounting, auditing, or financial impropriety in accordance with our code of ethics.

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, including termination of employment for serious misconduct, fraud, theft, falsification of records, dishonesty, or violation of UWS policies.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the code.

- UWS affirms prompt and fair resolution of all reported breaches.

Definition of Terms

- **Candidate for public office:** an individual who files for public office or is proposed by others as a contestant for an elected public office, whether such office is federal, state, or local, and whether such office is partisan or non-partisan.
- **Core Values:** values or beliefs that form the basis on which the organization and team members operate from.
- **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 UWS.
- **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 \$200 or less.
- **Representatives:** individuals who provide professional services to UWS as independent contractors, consultants, or loaned executives.
- **Team Members:** all individuals, who provide services to UWS as employees or leased employees.
- **Vendors:** entities which provide goods and services to UWS for a fee.
- **Volunteers:** all members of the UWS Board of Directors, and all Board Committee members, and others who perform their UWS duties without compensation.

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Board Approved (revised): March 28, 2012 (Updated for Suncoast name change 10/8/12)

Board Approved (revised): May 25, 2016

Board Approved (revised): August 23, 2023

**United Way Suncoast
Code of Ethics Certificate of Receipt**

I acknowledge that I have received and read the United Way Suncoast Code of Ethics. I understand and confirm that I will conduct myself in accord with the principles and standards of the Code.

Printed Name

Signature

Date