



United Way of Danville-Pittsylvania County

Code of Ethics

Recognizing the unique public trust placed on United Way by the citizens of Danville and Pittsylvania County, the staff and volunteers of the United Way are committed to the highest ethical standards of behavior.

While no document can anticipate all of the challenges that may arise in our operations, the following key guidelines will assist all staff and volunteers in making decisions that are ethical and in accordance with sound business practices.

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 mission of United Way of Danville-Pittsylvania County.
- Communicate honestly 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: United Way of Danville-Pittsylvania County is responsible to its stakeholders, which include donors, funded organizations, and others that have placed their trust in United Way. To uphold this trust we:

- Promote good stewardship of United Way of Danville-Pittsylvania County resources that are used to pay operating expenses, salaries, and employee benefits.
- Refrain from using organizational resources for non United Way purposes.
- Observe and comply with all laws and regulations affecting United Way of Danville-Pittsylvania County.

SOLICITATION and VOLUNTARY GIVING: The most responsive contributors are those who have an 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 predicating professional advancement on response to solicitations.

DIVERSITY and EQUAL OPPORTUNITY: The agency is an equal opportunity employer and is committed to the spirit and letter of all federal, state and local laws and regulations pertaining to equal opportunity.

Diversity and inclusion are at the heart of what it means to LIVE UNITED. There shall be no discrimination on the basis of race, color, ethnicity, gender, gender identity, sexual orientation, creed, national origin or ancestry, socio-economic, veteran status or other protected status. There shall be no discrimination against an otherwise qualified individual by reason of disability or age, as defined in the applicable laws.

In addition, to ensure full equality of opportunity in all operations and activities of the United Way of Danville-Pittsylvania County, every staff member employed in this organization shall be selected under fair employment procedures that provide equal employment opportunities to all people. This policy extends to all terms, conditions and privileges of employment.

CONFLICTS OF INTEREST: To avoid any conflicts of interest or the appearance of a conflict of interest which could tarnish the reputation of United Way of Danville-Pittsylvania County, as well as undermine the public's trust in all United Way affiliated operations, the staff and representatives of United Way of Danville-Pittsylvania County will:

- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of United Way of Danville-Pittsylvania County, including involvement with a current or potential United Way of Danville-Pittsylvania County vendor, grantee, or competing organization unless such involvement is disclosed and deemed appropriate by the volunteer leadership of United Way of Danville-Pittsylvania County.
- Ensure that outside employment and other activities do not adversely affect the performance of their United Way related duties or the achievement of the objectives of United Way of Danville-Pittsylvania County.
- Decline any gift, gratuity, or favor in the performance of United Way duties except for promotional items of nominal value (\$25.00 or less), and any food, transportation, or

entertainment unless directly related to United Way of Danville-Pittsylvania County 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.
- Not knowingly take any action, or make any statement, intended to influence the conduct of United Way of Danville-Pittsylvania County 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 Executive Committee, and withdraw from any meeting or specific vote during discussion surrounding any known conflicts.
- Comply with all applicable governmental rules and regulations.
- Be full, fair, accurate, timely and understandable in disclosing period reports.
- Conduct ourselves honestly and ethically, including the ethical handling of actual or apparent conflicts of interest between personal and professional relationships.

CONFIDENTIALITY and PRIVACY: Confidentiality is a hallmark of professionalism. We therefore:

- Ensure that all information, which is confidential or nonpublic, is not disclosed inappropriately.
- Respect the privacy rights of all individuals in the performance of their United Way duties.

POLITICAL CONTRIBUTIONS: As a charitable corporation, United Way of Danville-Pittsylvania County is prohibited from making contributions to any candidate for public office or to any political committee. We therefore:

- Refrain from making any contributions to any candidate for public office or political committee on behalf of United Way of Danville-Pittsylvania County, including use the use of facilities for political campaign activities.
- Refrain from making any contributions to any candidate for public office in a manner that may create the appearance that the contribution is on behalf of United Way of Danville-Pittsylvania County.

GUIDANCE and DISCLOSURE: Volunteers, staff, and representatives are encouraged to seek guidance from the volunteer leadership of United Way of Danville-Pittsylvania County concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed. Reports of breaches will be handled in the following manner:

- All reports will be treated in confidence as much as the organizations duty to investigate and law allow. If confidentiality cannot be maintained, the individual disclosing the breach will be notified.
- All reported breaches will be investigated and, if needed, appropriate action taken based on the policies of the organization.
- Retaliation against the person who suspects and reports a breach in good faith will be treated as an independent breach of the Code of Ethics.

The United Way Board of Directors, under the guidance of the Board Chair and Executive Committee will take action it deems appropriate with regard to dismissal of board members and/or staff who violate conflict of interest policy.