

**United Way of Greater Eau Claire**

**Statement of Policy**

**Subject: Code of Ethics**

Adopted by the  
Board of Directors: December 2001

Verified: December 2003  
December 2004  
December 2005  
June 2008

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Norm Keller  
Chair, Board of Directors

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Date

**Preamble**

The primary mission of the United Way of Greater Eau Claire (UWGEC) is to effectively mobilize and unite the community through voluntary and cooperative efforts to improve the quality of life by meeting human needs. The vision of the United Way of Greater Eau Claire is to address strategic priorities by being a leading catalyst for health and human services in Greater Eau Claire. It seeks to do this by uniting people to build a strong community through service to others, creative problem solving, and efforts to help people become as self sufficient as possible as well as contributing members of the community.

The UWGEC seeks to promote its mission through its strategic priorities. It has identified its strategic priorities to be:

- Add value to the Eau Claire community beyond that of the independent efforts of agencies in the area of health and human services.
- Raise and distribute resources to respond to assessed needs in the Eau Claire community.

To successfully fulfill our mission, vision, and strategic priorities the United Way of Greater Eau Claire is committed to the highest ethical standards. Indeed, based on the unique trust placed in the United Way of Greater Eau Claire we have a special obligation to act ethically.

The success of the United Way of Greater Eau Claire depends on our reputation and conduct. UWGEC plays a unique role both as a leader in the health and human services sector and as a major resource to member United Way agencies to build trust through all that we do. This bond of trust goes far beyond legal and regulatory requirements. To this end, we have carefully considered and established our core values.

## Our Core Values

1. **Inclusiveness**...We are *caring* and act in ways that respect the dignity, uniqueness, and intrinsic worth of every person—the community, the donors, our own staff and families, boards, and volunteers.
2. **Integrity**...We are *trustworthy* and inspire the highest truth.
3. **Impact**...We are *results oriented*, relevant to people and to community.
4. **Leadership**...We are *professional*—bringing all segments together to promote individual well being and common good.
5. **Volunteerism**...We are *innovative*, enriching people's lives through the spirit of volunteerism.

The recognition and establishment of our mission, vision, priorities, and core values is what makes the United Way of Greater Eau Claire unique. We have an obligation to both articulate these foundations of principles and beliefs and to act in an ethical and professional manner. To this end we have established our Code of Ethics.

## Ethical Principles and Practices

The United Way of Greater Eau Claire has recognized and established the following ethical principles and practices.

1. **Accountability:** United Way of Greater Eau Claire is responsible to its members, donors, volunteers and anyone who has placed faith in this organization. In recognition of this, the United Way of Greater Eau Claire seeks to:
  - Promote good stewardship of resources.
  - Refrain from using resources for other than organizational purposes.
  - Comply with all laws and regulations of the organization.
2. **Trustworthiness and Honesty:** United Way of Greater Eau Claire staff and volunteers are expected to function with personal and professional integrity. In recognition of this, the United Way of Greater Eau Claire seeks to:
  - Strive for the highest standards of performance, quality, service and achievement in working towards the UWGEC mission.
  - Communicate openly and avoid misrepresentation.
  - Promote an open and honest working environment.
  - Promote voluntary giving.
  - Refrain from any use of coercion in fundraising activities.
  - Be respectful and fair towards all with whom we come into contact.
3. **Diversity and Equal Opportunity:** United Way of Greater Eau Claire is an equal opportunity employer; is committed to the principle of diversity. We therefore:
  - Value, champion, and embrace diversity in all aspects of the United Way of Greater Eau Claire activities and respect others without regard to race, color, religion, creed, age, sex, sexual orientation, national origin or ancestry, marital status, veteran status, or status as a qualified disabled or handicapped individual.
  - Refuse to engage in or tolerate any form of discrimination or harassment.
4. **Confidentiality:** United Way of Greater Eau Claire applauds the fundamental foundation of professionalism—confidentiality. In an effort to support this belief it is vital to:

- Ensure that all information, no matter how or where it is obtained, remains confidential, privileged, or nonpublic so that any information is not disclosed inappropriately.
- Continually respect the privacy of all with whom we come in contact.
- Consider breaking confidentiality only when it is legally warranted to do so.

**5. Conflicts of Interest:** United Way of Greater Eau Claire must always consider the public's trust in the organization's business and duties. All board members, volunteers and staff scrupulously avoid conflicts of interest between the interests of United Way and personal, professional, and business interests. This includes avoiding potential and actual conflicts of interest, as well as perceptions of conflicts of interest. With this in mind staff and volunteers should:

- Avoid outside activities that conflict with, or appear to conflict with, the overall mission of the organization.
  - Ensure that information obtained will not be used for personal or professional gain. Such information will be considered confidential.
  - Ensure that outside employment or other activities do not adversely affect the performance of their UWGEC duties or conflict with the overall mission of the organization.
  - Ensure that any expenses incurred are consistent with the mission of the organization and not gathered for personal gain or interest.
  - Decline any gift, gratuity or favor given in the performance of United Way of Greater Eau Claire duties, except those of nominal value.
  - Refrain from influencing the selection of staff, consultants, or vendors who are relatives or personal friends or affiliated with, employ, or are employed by a person with whom they have a relationship that adversely affects the appearance of impartiality.
- The Executive Committee and/or Board of Directors should review this Code of Ethics regularly from date of enactment.

#### *Glossary*

**PROMOTIONAL ITEMS OF NOMINAL VALUE:** Gifts used to promote an organization's name, products, or services that have retail value of \$25 or less.

**REPRESENTATIVES:** Individuals who provide personal services to UWGEC as independent contractors, consultants or loaned executives.

**STAFF:** All individuals, who provide services to UWGEC as employees or leased employees.

**VENDORS:** Entities that provide goods and services to UWGEC for a fee.

**VOLUNTEERS:** All members of the UWGEC Board of Directors and committees appointed by the Board of Directors, who perform their UWGEC duties without compensation.