

CODE OF ETHICS

Last approved by UWMC Board of Directors June 24, 2014.

Approved by UWMOC Board of Directors October 30, 2018.

Mission and Vision

United Way of Monmouth and Ocean Counties (UWMOC) mobilizes donors, volunteers and community partners to improve the lives of youth and their families.

UWMOC's vision is that every child is successful, every family is financially stable and every community we serve is stronger.

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

Accordingly, United Way of Monmouth and Ocean Counties plays a unique role both as a leader in the health and human services sector and as a major resource to community, 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.

Core Values

To best serve Monmouth and Ocean counties in a compassionate and caring manner, we base our actions and decisions on the following core values:

Community-Focused: We are leaders who identify the unmet needs of our community and collaborate with volunteers and partners to work to make a substantial difference in these areas.

Accountable: We are reliable and set goals for ourselves and our partners in order to have a measurable impact.

Trustworthy: We conduct ourselves with the utmost regard for integrity, fairness, ethics and respect for one another.

Inclusive: We are committed to involving diverse ideas and perspectives to improve our ability to understand community needs, strengths and resources.

Code of Ethics

United Way of Monmouth and Ocean Counties (UWMOC) is committed to the highest ethical standards. Based on the unique trust placed in UWMOC 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 UWMOC. Volunteers, staff, board members and representatives set an example for each other, and for partner organizations, by their pursuit of excellence through high standards of performance, professionalism and ethical conduct.

This Code of Ethics (Code) is based on our mission and guided by our fundamental values above.

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 UWMOC 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, the President/CEO or the Chair of the Board of Directors.

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 UWMOC's 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

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

- Promote good stewardship of all UWMOC 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-UWMOC purposes.
- Observe and comply with all laws and regulations affecting UWMOC.

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 predicated professional advancement in response to solicitations.

Inclusion

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

- Value, champion and embrace inclusion in all aspects of UWMOC 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 UWMOC.
- Refuse to engage in or tolerate any other forms of discrimination or harassment.

Conflicts of Interest

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

UWMOC staff and representatives will:

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

UWMOC board members, committee members and volunteers will:

- Not knowingly take any action, or make any statement, intended to influence the conduct of UWMOC 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 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.

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.

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 UWMOC duties.
- Refrain from use of information acquired in the course of our work for personal gain.

Political Contributions

UWMOC encourages individual participation in civic affairs. However, as a charitable organization, UWMOC 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 UWMOC.
- 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 UWMOC.
- Refrain from using any UWMOC financial resources, facilities or personnel to endorse or oppose a candidate for public office.
- Clearly communicate that we are not acting on behalf of UWMOC, if identified as an officer or director of UWMOC, 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 UWMOC.

Guidance and Disclosure

Volunteers, staff, board members, and representatives are encouraged to seek guidance from the Board Executive Committee and President/CEO 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 President/CEO. 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, UWMOC 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 UWMOC.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.
- UWMOC 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 United Way of Monmouth and Ocean Counties.

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 United Way of Monmouth and Ocean Counties.

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 UWMOC.

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 UWMOC as independent contractors, consultants or loaned executives.

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

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

Volunteers: All individuals who volunteer their time to UWMOC other than board and committee members.

Code of Ethics Certificate

I acknowledge that I have received and read my personal copy of United Way of Monmouth and Ocean Counties' Code of Ethics. I understand that each 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 UWMOC staff and members of the Board of Directors.

Name: _____

Signature: _____

Date: _____