



CODE OF ETHICS

Heart of West Michigan United Way is committed to the highest ethical standards. Based on the unique trust placed in United Way to serve the public, we have a special obligation to act ethically.

The success of our organization and reputation depends upon the ethical conduct of everyone affiliated with Heart of West Michigan United Way. Volunteers, staff, and Board members set an example for each other by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

Our Code of Ethics is based on our mission and guided by the fundamental values of integrity, community impact, volunteerism, inclusiveness, and leadership.

While no document can anticipate all the challenges that may arise, our Code of Ethics communicates key guidelines to assist United Way volunteers, staff, and Board members in making good decisions that are ethical and in accordance with applicable legal requirements. All are encouraged to discuss any questions or concerns that they have with a member of HWMUW Executive Team, or the President or Chief Volunteer Officer.

I. 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 Heart of West Michigan United Way's mission.
- Communicate honestly, openly, and avoid misrepresentation.
- Promote a working environment where honesty, open communication, and all opinions are valued.
- Exhibit respect and fairness toward everyone with whom we come into contact.

II. ACCOUNTABILITY

Heart of West Michigan United Way is responsible to its stakeholders, which include agencies, donors and others who have placed faith in the organization. To uphold this trust we:

- Promote good stewardship of resources, including donations, grants and other contributions that are used to fund community health and human service programs, pay operating expenses, salaries, and employee benefits.
- Will not use organizational resources for non-United Way purposes.
- Observe and comply with all laws and regulations affecting Heart of West Michigan United Way.

III. SOLICITATION AND VOLUNTARY GIVING

The most responsive contributors are those who have the opportunity to become informed and involved. We, therefore:

- Promote voluntary giving in dealing with donors and vendors.
- Refrain from any use of coercion in all our fund raising activities.

IV. EQUAL OPPORTUNITY

Heart of West Michigan United Way is an equal opportunity employer and is committed to the principle of diversity. We, therefore:

- Embrace diversity in all aspects of United Way 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.
- Refuse to engage in or tolerate any other form of discrimination or harassment.

V. CONFLICT OF INTEREST

To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of Heart of West Michigan United Way, as well as undermine the public's trust in all United Way organizations.

Staff and Board Members are to:

- Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of United Way, including involvement with a current or potential vendor, grantee, or competing organization unless disclosed to, and not deemed to be inappropriate by, the United Way Board of Directors.
- Ensure that outside employment and other activities do not adversely affect the performance of their United Way duties or the achievement of the organization's mission.
- Ensure that travel, entertainment, and related expenses are incurred on a basis consistent with the mission of United Way and not for personal gain or interests.
- Decline any gift, gratuity, or favor in the performance of United Way duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to United Way business.
- Refrain from influencing the selection of staff, consultants, 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.
- Members of the Board shall disclose any potential conflicts of interest with Heart of West Michigan United Way on an annual basis.

Heart of West Michigan United Way Volunteers:

- Should not knowingly take any action, or make any statement, intended to influence the conduct of Heart of West Michigan United Way in such a way to confer any financial benefit on themselves, their immediate family, or any organization in which they or their immediate family members have a significant interest as stakeholders, directors, or officers.
- Disclose any 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 voting in connection with such matter.

VI. CONFIDENTIALITY AND PRIVACY

Confidentiality is a hallmark of professionalism. We, 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 their United Way duties.

VII. POLITICAL CONTRIBUTIONS

As a charitable organization, Heart of West Michigan United Way is prohibited from making political contributions to any candidate for public office or to any political committee. We, therefore:

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

GUIDANCE AND DISCLOSURE

Volunteers, staff and Board members are encouraged to seek guidance from United Way's Executive Team, the President, or chief Volunteer Officer 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 possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence.
- All reported breaches will be investigated 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 of Ethics.
- Heart of West Michigan United Way affirms prompt and fair resolution of all reported breaches.



Heart of West Michigan
United Way

Code of Ethics for Board Members and Employees

CERTIFICATE

I have read and thoroughly understand the Heart of West Michigan United Way code of Ethics Policy and its requirement, and hereby certify:

_____ I am conforming to the Code of Ethics Policy and have no conflict to report.
To the best of my knowledge and belief, I am not now, nor have I been in the past,
engaged in any activity or relationship with might create a conflict of interest with United Way.
Neither are any of my family members so engaged.

_____ I have a potential conflict of interest, or a question regarding the application of
these policies to my particular situation. Please provide pertinent details below:

Signature: _____ Date: _____

Print Name: _____