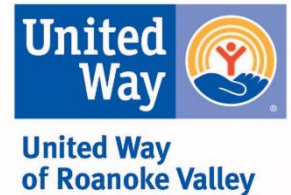


# United Way of Roanoke Valley



## OUR MISSION

United Way of Roanoke Valley improves lives by mobilizing the caring power of people in our community.

## OUR VISION

United Way of Roanoke Valley will elevate 10,000 families to self-sufficiency by 2030.

## OUR GUIDING PRINCIPLES

To achieve our mission and vision, United Way of Roanoke Valley upholds these principles that define and express how we interact with one another.

### **Belief that people want to and are able to break the cycle of poverty**

This means that United Way of Roanoke Valley will:

- Engage with mutual respect, be holistic in focus, and advocate for those taking the steps needed towards self-sufficiency
- Nurture the interest of families and educate them about the path(s) and resources available to them.
- Openly advocate on behalf of families that demonstrate a sustained commitment to advancing beyond poverty.

### **Advancement paths which are culturally integrated**

This means that United Way of Roanoke Valley will:

- Promote knowledge of others as an essential path to advancement, access supports and resources beyond our boundaries (geography, race, culture, age, status), and exposure to, and engagement with, role models
- Elevate success stories and have the courage to illuminate long-held social barriers that must be overcome.

### **A focus on authentic and dignified partnership with families**

This means that United Way of Roanoke Valley will:

- Utilize family-led engagement, and asset (strength)-based support/growth
- Serve families where they are most present, and address what is most needed
- Allow families to 'opt-in' to the path to self-sufficiency and be in control of the path and pace of advancement
- Provide families with an active guide/advocate who will support their connection and access to supports and advancement opportunities.

### **Driven by collaborative partnerships**

This means that United Way of Roanoke Valley will:

- Promote the connectivity of partners: mission, leadership, information
- Provide clear partner roles and accountabilities: Shared purpose
- Centrally share information among providers, with family permission, to ensure continuity and understanding of the path being taken by the family
- Support organizations that may create a formal 'alliance' of partners to prioritize resources and programs on the path to self-sufficiency.

# OUR CODE OF ETHICS

Our Code of Ethics is based on our guiding principles and defines in detail how United Way staff, volunteers, and representatives are encouraged to act, reflecting the unique trust placed in this organization to serve the public good. We are all responsible for maintaining the public's trust in our integrity, and without public trust, we cannot serve our mission.

## 1. PERSONAL AND PROFESSIONAL INTEGRITY

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We strive to:

- Meet the highest standards of performance, quality, service, and achievement in working towards the United Way of Roanoke Valley mission.
- Communicate honestly and openly and avoid misrepresentation.
- Promote an environment where honesty, open communication, and divergent opinions are valued.
- Show respect and fairness toward all those with whom we come into contact.
- Keep our promises.

## 2. ACCOUNTABILITY

United Way of Roanoke Valley is responsible to its stakeholders, which includes everyone who shares a common association or interest in developing a stronger community, and others who have placed faith in United Way of Roanoke Valley. To uphold this trust we:

- Promote wise stewardship of United Way resources that are used to invest in programs and initiatives and to cover operating expenses.
- Recognize that in our role of supporting programs that help people, the greatest help we can provide is empowerment. Programs alone do not change lives. We support programs that empower people to change their own lives rather than provide assistance that keeps people in need.
- Do not use organizational resources for non-United Way purposes.
- Observe and comply with all laws and regulations affecting United Way of Roanoke Valley.

## 3. SOLICITATIONS AND VOLUNTARY GIVING

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

- Promote voluntary giving in dealing with donors and vendors.

- Do not condone any use of coercion in fundraising activities, including predicated professional advancement on response to solicitations.

#### **4. DIVERSITY AND EQUAL OPPORTUNITY**

United Way of Roanoke Valley is an equal opportunity employer and is committed to the principle of diversity. We:

- Value and embrace diversity in all aspects of United Way of Roanoke Valley activities.
- Respect others without regard to race, color, religion, creed, age, sex, national origin, marital status, veteran status, sexual orientation, or status as a qualified disabled or handicapped individual.
- Provide equal employment opportunity programs throughout United Way of Roanoke Valley.
- Refuse to engage in any other form of discrimination or harassment.

#### **5. CONFLICT OF INTEREST**

To help maintain our integrity and the public's trust, we:

- Avoid any activity or outside interest which conflicts or appears to conflict with the best interests of United Way of Roanoke Valley, including involvement with a current or potential United Way of Roanoke Valley vendor, grantee, or competing organization unless disclosed to and not deemed to be inappropriate by the Operations & Finance Committee.
- Ensure that outside employment and other activities do not adversely affect the performance of our United Way of Roanoke Valley duties or the attainment of United Way of Roanoke Valley's mission and goals.
- Ensure that travel, entertainment, and related expenses are incurred on a basis consistent with the mission of United Way of Roanoke Valley and not for personal gain or interests.
- Decline any gift, gratuity, or favor in the performance of United Way of Roanoke Valley duties (except for promotional items of nominal value) and any food, transportation, lodging, or entertainment unless directly related to United Way of Roanoke Valley business.
- 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 we have a relationship that adversely affects the practice and appearance of impartiality.

- Do not knowingly take any action or make any statement intended to influence the conduct of United Way of Roanoke Valley in such a way as to confer any financial benefit on ourselves, our immediate family members, or any organization in which we or our 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 Board of Directors or any committee upon which we serve, and withdraw from the meeting room during any discussion, review, and voting in connection with such matter, as appropriate under the circumstances.

## **6. CONFIDENTIALITY AND PRIVACY**

Confidentiality is a hallmark of professionalism. We:

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

## **7. POLITICAL CONTRIBUTIONS AND ENDORSEMENTS**

As a charitable corporation, United Way of Roanoke Valley is prohibited from making contributions to any candidate for public office or to any political committee. We:

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

In certain cases, limited lobbying/advocacy activity is allowed as approved by the United Way of Roanoke Valley Board of Directors.

## **GUIDANCE**

Any known or possible breaches of ethics should be disclosed using the following guidelines:

1. Board members and volunteers will contact the United Way of Roanoke Valley president, committee chair, board chair, or chair of the Policy Committee.
2. Staff will contact their supervisor, the United Way of Roanoke Valley president, board chair, or chair of the Policy Committee.

Reports of possible breaches will be handled in the following manner:

1. 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.
2. All reported breaches will be investigated and, if needed, appropriate action taken based on 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.

United Way of Roanoke Valley affirms prompt and fair resolution of all reported breaches.

While no document can anticipate all of the challenges that may arise, the Code of Ethics will assist United Way of Roanoke Valley volunteers, staff, and representatives in making good decisions that are ethical and in accordance with applicable legal requirements.

### **CODE OF ETHICS EXAMPLES**

These examples are provided only to illustrate how provisions of the Code of Ethics may be applied under certain circumstances. The outcome of any particular situation depends on the facts presented, and in all cases, the language of the Code of Ethics is controlling.

#### **HARASSMENT**

Joe is continually teased by his younger co-workers for being an "old-geezer" and "out of touch" and not able to keep up with the pace of the office

*This could be considered harassment and is, at least, contrary to maintaining a positive work environment. Joe should tell his co-workers that their behavior is unwelcome and ask them to stop. If it continues, he should bring it to the attention of his supervisor or the Compliance Officer.*

#### **CONFLICT OF INTEREST**

1. A firm that your father owns is interested in bidding on a contract to supply goods to your United Way.

*You must notify your supervisor and the President & CEO of United Way. It is important to avoid even the appearance of conflict of interest or favoritism, especially in situations that could appear to personally benefit you or your family. However, as long as you do not participate in, or are able to remove yourself from the decision making process, and do not have influence in the awarding of the contract, he will likely be allowed to submit a bid.*

2. While at a conference you bump into a representative from a hotel who learns you are planning United Way's next conference. He invites you to dinner and then offers you tickets for you and your spouse to attend the theater.

*This should be considered a conflict of interest. You should decline any gift or entertainment that exceeds a nominal value. Similarly, you should not offer any entertainment or gift to a potential donor or supplier that could be interpreted as inappropriately influencing their decision about interaction with United Way.*

## **SOLICITATION**

Your daughter is in the school band and at your previous job you sold gift wrapping paper for her to your colleagues at work. Can you do that at United Way of Roanoke Valley?

*Solicitations are permitted at United Way of Roanoke Valley. However, solicitation should be done in such a manner to avoid coercion, whether real or implied, and also to avoid conducting personal business during working time. You, therefore, should not directly solicit those members of the staff over whom you exercise supervisory authority. You may, however, solicit in a manner that is non-personal such as posting your request on a bulletin board.*

## **NEPOTISM/FAVORITISM**

Your sister-in-law is graduating at the top of her class from college this spring. You think she would be a great asset to your department at United Way of Roanoke Valley.

*Favoritism based on family or close personal relationships is unfair to other employees. The appearance of such favoritism is easily perceived, even when such situations are harmless. To avoid such an appearance, United Way employees may not supervise or exercise management authority, directly or indirectly, over staff with whom they have a relationship that may adversely affect impartiality. While it may seem like a mutually beneficial situation to bring your sister-in-law into your department, this may create an awkward or unfair situation for co-workers or other potential employees.*

## **CONFIDENTIALITY**

1. A reporter from a magazine calls and asks for your comments concerning United Way's new fundraising strategy towards its largest donors.

*Although you may want to be helpful, it is important that you do not give out potentially proprietary or confidential information. For your protection and that of the organization, it is necessary that you refer the call to the Vice President of Marketing and Communications or the United Way of Roanoke Valley President & CEO.*

2. You have been asked by your child's sports team to help send out fundraising letters since you are familiar with United Way and may have contact with generous givers.

*Using the names of donors or amounts contributed to the United Way to raise funds for another organization is a breach of confidentiality. Donor information is considered confidential and proprietary.*

## **POLITICAL CONTRIBUTIONS**

I serve on the board of my local United Way organization. I would like to make a personal donation to my Congressman. Is this something I can do under United Way's political contribution policy?

*United Way of Roanoke Valley, as a charitable corporation, legally cannot make political contributions. There is no legal restriction on our volunteers, staff, or other representatives. However, in making contributions in an individual capacity, volunteers, staff, and representatives should refrain from actions that imply or create the appearance that the contribution is on behalf of United Way of Roanoke, such as use of United Way stationery, name, or logo.*