

United Way of Roanoke Valley Code of Ethics

The actions of any person associated with United Way of Roanoke Valley (“UWRV”), whether volunteer or employee, can have either a positive or negative impact on the trust that is placed in both UWRV and the United Way network by the people, organizations and communities served. Those associated with UWRV must carefully protect and nurture that trust. One important way of doing so is to ensure that all who participate in and constitute the United Way community have thoughtfully considered core ethical values and standards of United Way.

While no document can anticipate all challenges/issues that may arise, the Code communicates guidelines and will assist the volunteers and staff in making decisions that are ethical and in accordance with applicable legal requirements. UWRV encourages the bringing of questions to the President & CEO or Board Chair.

All staff and volunteers will be required to annually sign our Code of Ethics Acknowledgement and disclose any potential conflicts of interest.

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 seeks to elevate 10,000 families to self-sufficiency by 2030.

OUR GUIDING PRINCIPLES

We believe that people want to – and are able to – break the cycle of poverty. Our focus is on authentic and diversified partnership with families, and following advancement paths which are culturally integrated and driven by collaborative partnerships.

Commitment to Equity, Diversity & Inclusion

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education, and financial stability of every person in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

Cultural Humility and Trauma-Informed Care

We adopt a lens that integrates cultural humility and trauma-informed care, emphasizing empathy, support, and a deep understanding of the diverse backgrounds and experiences of the individuals we work with both internally and externally, as well as those we serve. This integrated approach fosters a safe, inclusive, and supportive environment, helping to build trust, stronger relationships, and more effective engagement. By recognizing the impact of cultural factors and trauma, we are better equipped to engage with and support people in a manner that promotes respect, healing, and resilience. This dual focus enhances our organization's ability to serve our community with sensitivity and effectiveness, regardless of individuals' backgrounds or experiences.

Code Provisions

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.
- Refrain from using 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 supporters are those who have the opportunity to become informed and involved. We

- Promote voluntary giving in dealing with donors and vendors.
- Refrain from any use of coercion in fundraising activities, including predating professional advancement on response to solicitations.

- Promote/publicize United Way results/outcomes to encourage potential donors to support UWRV's mission.

4. DIVERSITY AND EQUAL OPPORTUNITY

United Way of Roanoke Valley is an equal opportunity employer and is committed to diversity, equity and inclusion as previously stated. We:

- Provide equal employment opportunity programs throughout United Way of Roanoke Valley.
- Refuse to engage in or tolerate 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 Executive Committee of the Board.
- 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.

Additionally, we recognize the importance of advocacy in accomplishing UWRV's mission. Advocacy involves efforts to educate and inform the public and policy makers to benefit the communities we serve. While we distinguish advocacy from lobbying activities, we acknowledge that, in certain cases, limited lobbying and advocacy activities are permitted in priority areas identified by the Public Policy Committee and approved by the 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 and CEO, Board chair, and/or another member of the Executive Committee.
2. Staff will contact their supervisor, the United Way of Roanoke Valley president, board chair, or chair of the Operations and Finance 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 reviewed within 30 days, with investigations conducted when warranted, and appropriate action taken based on the policies of the organization.
3. Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.
4. United Way of Roanoke Valley affirms prompt and fair resolution of all reported breaches, ensuring compliance with relevant laws and ethical standards.

Code of Ethics Acknowledgement

I acknowledge that I have received and read my personal copy of the United Way of Roanoke Valley Code of Ethics. I also understand that the Code may be updated with the approval of the Board of Directors. I understand that each United Way of Roanoke Valley volunteer, staff 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 these principles and standards.

Please list all committees, boards, or other organizations on which you serve that could potentially pose a conflict of interest with UWRV:

Please list any company affiliated with either yourself or a family member that could potentially pose a conflict of interest with UWRV. This includes any companies that employ family that could potentially pose a conflict of interest with UWRV:

Printed Name

Signature

Date