



CODE OF ETHICS

Corporate Responsibility

United Way of the Piedmont (UWP) has a unique role as a community leader of philanthropy to benefit human services and as a major resource to local non-profit UWPs. Since 1936, UWP has strived to earn public trust through ethical, honest and responsible service. The continued success of United Way depends upon the ethical conduct of its employees, volunteers, and representatives.

UWP places the highest priority on its relationship with the community. As part of this relationship, United Way responds to, serves, and supports the community by working to connect, engage and inspire people to transform our community. To achieve this goal, United Way strives to create a vision and direction that will generate leadership and encourage the community to be the best it can be.

UWP employees should set an example for other nonprofit UWPs by their high standards of performance, professionalism, volunteer and charitable activities, and ethical conduct.

This Code of Ethics is the policy of UWP and expresses fundamental values. Accordingly, this Code guides the conduct of all employees, volunteers, and representatives of UWP, and is intended to foster an environment that promotes ethical conduct in carrying out their responsibilities.

Personal Integrity

A personal commitment to integrity in all circumstances benefits each individual as well as UWP. UWP employees:

- Respect and seek out the truth and avoid misrepresentation
- Ensure fairness and objectivity in all activities
- Set an example, as employees of a leading nonprofit UWP, for high standards of professionalism
- Honor the right of privacy of all people, including co-workers, contributors, and beneficiaries
- Exhibit respect and fairness toward all those with whom we come into contact

Professional Excellence

As an employer, UWP promotes professional excellence and encourages open and honest communication among all employees to create an atmosphere conducive to personal growth and career development.

Approved 03-13-2025

Diversity, Equity, & 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 economic mobility of every person in every community. We believe that each United Way community member, donor, volunteer, advocate, and employee must have equitable 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. Join us in building a community that embraces diversity, promotes inclusion for all, and works to ensure every individual has the chance to succeed.

UWP Management

- Encourages employee development and communicates with personnel to help them achieve their goals
- Evaluates employees on a fair and consistent basis, so all employees know what is expected of them and how they are progressing toward fulfilling expectations.
- Shows respect and empathy for employees, and is considerate while being mindful of managerial responsibilities.
- Promotes a working environment where honesty, open communication and minority opinions are valued.

UWP Employees

- Strive to meet performance standards at the highest level.
- Refuse to engage in or tolerate any fraud, misuse, abuse or waste of United Way resources.
- Encourage growth and self-improvement in themselves and their co-workers.
- Exhibit respect and empathy in word, behavior, and attitude for co-workers and all those they meet.
- Examine all alternatives with the understanding that the easiest action is not always in the best interest of UWP.

Accountability

- UWP has a responsibility to its stakeholders which include donors, participating agencies, users of services, volunteers and the entire community. These stakeholders have placed faith in UWP. To uphold this trust, United Way employees:

- Make full and fair disclosure of all relevant information to stakeholders, who have a right to know how their dollars are utilized.
- Use resources wisely, efficiently and effectively.
- Are good stewards of all contributions and grants that are utilized by United Way to pay operating expenses, salaries and employee benefits, and refrain from allowing expenditures of United Way funds that, by nature or amount, do not directly advance United Way's vision and mission.
- Observe and comply with all laws and regulations affecting UWP.

Voluntary Giving

UWP believes in voluntary and informed giving. We believe that the most responsive contributors are those who have the opportunity to become informed and involved. We commit to a fundraising approach that is always conducted in a voluntary manner. Giving is a personal matter and decision; no form of coercion is acceptable. We believe that coercion creates animosity, hinders communication and understanding, and eventually leads to decreased support. The coercion of donors, whether real or implied, is contrary to the operating principles of the UWP.

Responsibilities to Volunteers

Volunteers who serve UWP through its Board of Directors or in other ways are crucial to the success of UWP. To assist volunteers to serve effectively and to obtain satisfaction from their service, all UWP employees:

- Support volunteers so they can perform to the highest level of their contribution and personal satisfaction
- Treat all volunteers with fairness, equity and respect, providing appropriate mechanisms for their views and interests to be expressed.
- Involve volunteers at appropriate levels of the decision-making process.
- Assist in the development and understanding of the roles of volunteers and employees, respectively; set clear standards of performance for volunteers; and appropriately recognize their contributions.

Responsibilities of Volunteers

Volunteers also represent UWP and set examples through their ethical conduct and professionalism. UWP asks all volunteers to:



- Review the Code of Ethics of the United Way and ensure they adhere to the spirit of the Code when making policy or otherwise managing the affairs of UWP.
- Refrain from taking any action or making any statement intended to influence the conduct of United Way in such a way as to confer any financial benefit on such volunteers, their immediate family members, or any corporation in which they or their family members have a significant interest as stockholders, directors or officers.
- Disclose all known conflicts or potential conflicts of interest in any manner. This applies to all volunteers participating in committee and/or Board of Directors meetings. Disclosure should occur prior to any review, discussion, and voting connected to the matter. The disclosure and withdrawal shall be recorded in the minutes of the meeting. At the beginning of the UWP's fiscal year, each member of the Board of Directors shall file an annual disclosure of potential conflicts such as, but not limited to, service on another nonprofit board or involvement with a UWP stakeholder.

Disclosure

UWP employees, volunteers and representatives are encouraged to disclose any perceived breaches of the Code of Ethics of which they are aware. Disclosure should be made to the President/CEO or to the Vice President of Finance & Administration. Any reported breaches will be investigated and appropriate action, if needed, will be taken. Confidentiality will be maintained, unless the matter raises serious legal implications. UWP management will not take any adverse action against employees solely for disclosing perceived breaches of the Code. UWP encourages all employees and volunteers to be prompt, open, and forthright in reporting perceived breaches of the Code of Ethics.