
Standards of Behavior, Core Values and Standards of Ethics

STANDARDS OF BEHAVIOR

- **Integrity.** Our activities, services, and programs are consistent with our stated mission and managed with the highest level of professionalism.
- **Respect and Dignity.** We respect the dignity and autonomy of each person, and the integrity, privacy, beliefs, and cultures of our constituencies. We value respectful, reasoned dialogue when we disagree.
- **Good Citizenship.** We comply with all applicable federal, state, and local laws and regulations. We keep the interests of the community in mind as we advance common objectives and work in partnership.
- **Care and Loyalty.** Our team, board members, and volunteers exercise their duties of care and loyalty. Board members are reasonably informed and participate in board decisions in good faith. They do not use their position for individual personal advantage.
- **Truth-Telling and Openness.** We provide truthful information about our mission, strategies, outcomes, use of donations, and finances. We are accessible and responsive to members of the public.
- **Accountability.** We are mission-focused, produce measurable outcomes, strive for continuous improvement, and maintain sound financial management.
- **Data Privacy.** We respect the privacy of our partners and the clients that are served through our work. We do not share client data that is personal and/or identifiable.
- **Excellence.** We encourage visionary governance, exemplary management, and relevant, effective program delivery. We uphold high ethical and professional standards in all working relationships.
- **Adherence.** UP / UWSL adheres to the Standards of Ethics for Nonprofit Organizations in Utah adopted by the Utah Nonprofits Association.

CORE VALUES

- **Results.** We track, measure, and evaluate the results of our work to ensure we are making meaningful progress.
- **Relationships.** We recognize that relationships built on respect, trust, communication, and understanding are essential to achieving our core purpose.
- **Continuous Improvement.** Until we solve the problems our community faces, we must continue to better our processes by learning from our successes and failures.
- **Equity.** We believe in creating a level playing field so all community members have equal opportunities to thrive.

STANDARDS OF ETHICS

Mission and Evaluation

Mission is to unify and align leaders, partners, communities, and systems so that 100% of kids and families can thrive. UP / UWSL's mission is accomplished through the generosity of others and understanding the need of the communities we serve. We do this through research and data gathering. We periodically revisit our mission, core values, strategies, and goals, and from what we have learned, realign our strategy and efforts to ensure we can be effective in achieving our desired mission-focused outcomes in an ever-changing environment.

Governing Body and Conflicts of Interest

UP and UWSL are each governed by a volunteer Board of Directors. Together, the UP and UWSL Boards, with the guidance of a shared Finance Committee and Governance and Ethics Committee, govern the enterprise. The boards determine the mission, establish governing policies, ensure UP / UWSL is adequately resourced, monitor financial performance, and oversee delivery of mission-focused outcomes and results.

UP / UWSL has policies in place to prevent actual, potential, or perceived conflicts of interest among Board members and members of our team.

Administration of Standards: UP / UWSL has human resource policies in place for paid team members that establish clear expectations and provide for effective performance evaluations. Recognizing that diversity in all its forms is a strength, UP / UWSL seeks to create a culture of inclusion in which every team member can contribute.

Financial and Legal Accountability

UP / UWSL practices sound financial management and complies with all relevant legal requirements. Its financial systems ensure accurate records are kept and resources are used to further its mission. It conducts periodic financial reviews to determine regulatory compliance and has an annual independent audit which is presented to the Boards. These practices are outlined in the organization's Financial Reporting Policy.

A Whistleblower Policy provides team members and others with a confidential means to report suspected impropriety. UP / UWSL complies with all applicable federal, state, and local laws, including those related to fundraising, licensing, financial accountability, human resources, privacy, lobbying / political advocacy, and taxation.

UP / UWSL provides the public with accurate information about its mission, activities, and finances on its website.

Fundraising Ethics

UP / UWSL respects donors' intentions and restrictions, and uses all contributions according to donor intent, ensuring solicitation and promotional materials are truthful. It does not engage in fundraising tactics that are coercive, intimidating, or deceptive.

UP / UWSL informs the boards, team members, and volunteers of its fundraising and financial reporting practices and assumes responsibility for its actions and the actions of others acting on its behalf. UP / UWSL compensates resource development team members with a salary or fixed fee, and not on a percentage-based compensation or a commission. UP / UWSL will not pay any fee to a third party for the completion of a gift.

Public Policy Advocacy: UP / UWSL takes public policy positions on issues related to its mission. Votes on public policy issues must get a 75% affirmative vote from Board members who are present to move the issue forward.

Data and Information Privacy: UP / UWSL protects personal and confidential data in accordance with privacy policies and uses digital and social media tools responsibly and lawfully, as outlined in its Information Technology and Data Privacy policies.

Enforcement: Alleged violations of this policy are promptly reviewed by leadership or the Board Chairs, and disciplinary actions follow HR or board governance procedures.

Adopted by the Board of Directors this 4th day of December 2025.

"Asha Parekh"

Asha Parekh
Chair, UP Board of Directors

"Brian McCallion"

Brian McCallion
Chair, UWSL Board of Directors

RECEIPT AND ACKNOWLEDGMENT of
Standards of Behavior, Core Values, and Standards of Ethics

I have received a copy of the Standards of Behavior, Core Values, and Standards of Ethics adopted by the Board of Directors of Utah's Promise / United Way of Salt Lake.

I have read and reviewed the Standards of Behavior, Core Values, and Standards of Ethics and familiarized myself with the contents. I will actively engage in a good faith effort to meet each of the standards of behavior, core values and standards of ethics of the organization as outlined in the document.

Name: _____

Signature: _____

Date: _____