

Standards of Behavior, Core Values and Standards of Ethics

STANDARDS OF BEHAVIOR

Utah's Promise / United Way of Salt Lake (UP / UWSL) affirms the following to be its basic standards of behavior:

Integrity. Our organization's activities, services, and programs are consistent with our stated mission, compatible with our organizational capacity, respectful of the interests of our varied constituencies, 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 varied constituencies – our team members, donors, volunteers, partners, and the clients and communities with whom we work. Policies that govern our working relationships with these constituencies (e.g., privacy, confidentiality, fair process) reflect this commitment. We value respectful, reasoned dialogue with one another when we disagree.

Good Citizenship. We comply with all applicable federal, state, and local laws and regulations. We keep the broader interests of the community in mind as we advance common objectives and look for opportunities to work in partnership with those working in the private, public, and nonprofit sectors.

Care and Loyalty. As an organization, our team, board members, and other volunteers exercise their duties of care and loyalty. Individual 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 who express an interest in the affairs of our organization.

Accountability. The true measure of our success is whether we have improved, at a population level, the education, health, and financial stability outcomes around which we convene partnerships and narrowed disparities based on race and income. Being mission-focused, producing measurable outcomes, striving for continuous improvement, conducting data evaluation, and developing and maintaining sound financial management are important elements of our accountability.

Stewardship. We accomplish our mission through the generosity of others. We respect donors' intentions and restrictions on the use of their gifts and promote responsible stewardship of the resources they entrust to us for the accomplishment of our work. We value their privacy and do not share sensitive or private information.

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 support and encourage visionary governance, exemplary management, excellent service, outstanding program delivery, and exceptional team members. We value and 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

UP / UWSL embodies and advocates for the following Core Values, i.e., the principles that distinguish the organization and act as the basis for decision-making to accomplish its organizational goals and the strategic priorities outlined in the Equity Roadmap..

- **Results.** As an organization, we hold ourselves accountable to achieve measurable population-level results and eliminate disparities or other factors that predictably and unfairly correlate with life outcomes. As individuals, we hold ourselves accountable to the goals we set and the commitments we make. Tracking, measuring, and evaluating the results of our work allows us to make meaningful progress and keeps us accountable and engaged with partners, donors, and our communities.
- **Relationships.** We recognize that relationships built on respect, trust, communication, and understanding are essential to achieving our core purpose. We embrace each individual's unique talents, assume the best of others, and operate in the spirit of cooperation.
- **Continuous Improvement.** We are a learning organization, and we must strive for excellence by learning from and sharing our successes and failures. We are committed to surpassing our previous achievements by embracing change, curiosity, and collaboration.
- **Equity.** We frame our work with a mindset that acknowledges and seeks to address systemic barriers for marginalized groups. We believe this mindset requires both personal reflection as well as knowledge of and commitment to dismantling systems of oppression and structural racism.

STANDARDS OF ETHICS

1. MISSION AND EVALUATION

- A. Mission Statement: "We build powerful partnerships that achieve lasting social change."
 - i. UP / UWSL's mission is developed, defined, and formally approved by the Board of Directors. UP / UWSL's activities and strategies are consistent with its mission.
 - ii. UP / UWSL is always aware that its mission is accomplished through the generosity of others, and it executes strategies which are competently managed and have been determined, through research and data gathering, to be needed by the communities it serves.
- B. Evaluation
 - i. UP / UWSL periodically revisits its mission, core values, strategic anchors, and goals.

2. GOVERNING BODY

UP / UWSL is governed by a volunteer Board of Directors with the support and guidance of a network of board committees and subcommittees. The board determines the mission of the organization, establishes governing policies, ensures that UP / UWSL is adequately resourced, monitors the organization's financial performance, and oversees delivery of mission-focused outcomes and results.

3. AVOID CONFLICTS OF INTEREST

- A. Members of the Board of Directors, and team members, act in the best interest of UP / UWSL, rather than personal or third-party interests.
- B. UP / UWSL has policies in place to prevent actual, potential, or perceived conflicts of interest.

4. ADMINISTRATION OF STANDARDS

- A. **Human Resource Policies.** UP / UWSL has human resource policies in place for its paid team members. Such policies establish clear expectations and provide for meaningful and effective performance evaluation.
- B. **Diversity Policies and Practices.** UP / UWSL embraces a philosophy that values diversity, equity, and inclusion, which its Board and team members actively strive to ensure throughout the organization.

5. FINANCIAL AND LEGAL ACCOUNTABILITY

UP / UWSL practices sound financial management and complies with all relevant legal and regulatory requirements. Its financial systems ensure that accurate financial records are kept and that financial resources are used to further its mission and charitable purposes. It conducts periodic financial reviews to determine regulatory compliance.

A. **Financial Accountability**

- i. UP / UWSL creates and maintains financial reports on a timely basis that accurately portray its financial status and activities.
- ii. UP / UWSL provides timely internal financial statements to the Finance Committee and Board. Internal financial statements identify and explain material variances between actual and budgeted revenues and expenses
- iii. UP / UWSL makes its annual audited financial report and IRS Form 990 available to the general public
- iv. UP / UWSL's Whistleblower Policy provides team members and others with a confidential means to report suspected impropriety
- v. UP / UWSL has written financial policies governing: (a) investment of its assets; (b) internal control procedures.

B. **Legal Compliance and Accountability**

- i. UP / UWSL is aware of and complies with all applicable federal, state, and local laws. This includes laws related to fundraising, licensing, financial accountability, human resources, privacy, lobbying and political advocacy, and taxation.

6. DISCLOSURE OF INFORMATION TO PUBLIC

- A. UP / UWSL provides the public with accurate information about its mission, activities, and finances on its website. This information is available to the general public at any time.
- B. UP / UWSL's officers and team members are accessible and responsive to members of the public who express interest in the affairs of the organization.

7. FUNDRAISING PRACTICES

UP / UWSL respects the interests and intentions of its donors, partners, stakeholders, and the general public. It is managed with a high level of professionalism and integrity. Unethical fundraising practices threaten public trust and violate UP / UWSL's policies.

A. **Legal Compliance**

- i. UP / UWSL solicits donations from the public, is properly organized as a tax-exempt charity, and acts in compliance with both the spirit and the letter of all local, state, and federal laws governing charitable solicitations.

B. Fundraising Activities

- i. UP / UWSL uses solicitation and promotional materials that are accurate and truthful and identify the organization, its mission, and its intended use of solicited funds.
- ii. UP / UWSL does not engage in solicitation tactics that are coercive, intimidating, or deceptive.
- iii. UP / UWSL respects the integrity, privacy, and pride of those it serves and of its volunteers. Specifically, it does not use names, photos, or case histories in any publicity or fund-raising activities without prior written consent.

C. Use of Gifts and Reporting

- i. UP / UWSL ensures that contributions are used in accordance with donors' intentions and obtains consent before altering the intended use of a restricted gift.
- ii. UP / UWSL accurately records and receipts gifts and reports to donors and the public in a timely way on the use and management of contributed funds.

D. Fundraising Management

- i. UP / UWSL informs the board, team members, and volunteers of its fundraising and financial reporting practices and their importance to UP / UWSL's mission.
- ii. UP / UWSL assumes responsibility for its own actions and the actions of all others acting on its behalf.
- iii. UP / UWSL's fundraising costs are not excessive in relation to the costs of activities directly related to its mission and outcomes.
- iv. 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.

8. PUBLIC POLICY ADVOCACY

UP / UWSL takes public policy positions on issues related to its mission, has written internal policies in place that define the process it uses to decide whether it should take a stand on specific public policy issues, and the public policy positions it takes. Votes on public policy issues must get a 75% affirmative vote from Board members who are present to move the issue forward.

9. INFORMATION MANAGEMENT

- A. UP / UWSL has policies in place that identify who has access to certain information and security procedures in place to prevent unauthorized access
- B. UP / UWSL has a Website Privacy Policy to ensure that those visiting its website understand why UP / UWSL collects particular information and how their personal privacy is protected
- C. UP / UWSL has an Information Technology & Data Privacy Policy in place to protect data that is gathered and distributed to ensure that individual or aggregate data is not used improperly. Within our data collection efforts, we abide by all local, state, and federal laws. This policy also ensures personal information on individual clients, donors, team members, and others is kept confidential unless permission to release information has been obtained
- D. Social Media. All social media tools available to team members and volunteers must be accessed and used in a responsible manner. E-mail, Facebook, Twitter, Instagram, LinkedIn, blogs, and other electronic means of communications are used only to promote the activities of UP / UWSL and the partnerships it supports. Use of these applications to communicate and engage with the public must be in accordance with all applicable Federal policies. UP / UWSL's systems may not be used for any activity that could be

harmful, illegal, or embarrassing to UP / UWSL, or any of its Board, team members or stakeholders, in any way.

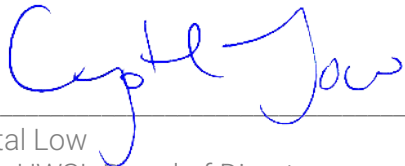
10. ENFORCEMENT

Enforcement of this code shall commence promptly following notice to the President and CEO of any violation or alleged violations of this policy. If the President and CEO is in violation of this policy, notice will be made to the Chair of the Board of Directors. Following notice, steps will be taken by UP / UWSL to determine what, if any, disciplinary actions should be taken.

Adopted by the Board of Directors this 15th day of September 2023.



Kirk Aubry
Chair, UP Board of Directors



Crystal Low
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: _____