



UNITED WAY OF CANADA – CENTRAIDE CANADA

CODE OF ETHICS

INTRODUCTION

United Way of Canada – Centraide Canada provides leadership, support and assistance to United Ways – Centraides across Canada to strengthen individual and collective development, and facilitate cross-Movement collaboration on shared issues to help its members improve lives and build community. Its vision is for the United Way – Centraide Movement, “To be Canada’s most recognized, highly trusted, valued leader and partner in building caring communities.”

United Way of Canada – Centraide Canada understands that achieving this vision is predicated upon the health of the entire Movement – that our collective success is dependent upon the individual behaviour of its volunteers and staff. The purpose of this Code of Ethics is to define acceptable behaviour, to promote the highest standards of practice and to establish a framework for ethical conduct and responsibilities. In this way, United Way of Canada – Centraide Canada strives to serve as a model of professional, ethical behaviour for the Movement and for other organizations within the voluntary sector.

This Code of Ethics is based upon the Movement’s mission and is guided by its aspirations and values and well as by the mission and operating principles of United Way of Canada – Centraide Canada.

UNITED WAY – CENTRAIDE MOVEMENT

Mission

To improve lives and build community by engaging individuals and mobilizing collective action.

Aspirations

We *aspire* to:

- ❑ Energize and inspire people to make a difference
- ❑ Provide meaningful opportunities for individuals to realise their potential by demonstrating volunteer leadership in service to community
- ❑ Reflect the diversity of the communities we serve
- ❑ Craft human care agendas within and across our communities

- ❑ Build coalitions around agendas
- ❑ Increase investments in agendas by expanding and diversifying our own resource development and fundraising efforts and supporting those of others
- ❑ Ensure investments have recognizable impact
- ❑ Strengthen the United Way – Centraide Movement, building on individual and collective strengths and abilities of autonomous, local United Ways – Centraides

Values

Our *values* are to:

- ❑ Provide non-partisan leadership in social change.
- ❑ Endorse innovation, partnerships and collective action
- ❑ Respect community wisdom and encourage citizen involvement
- ❑ Encourage and promote volunteerism and volunteer leadership
- ❑ Demonstrate trust, integrity, transparency, inclusivity and respect
- ❑ Embrace diversity.

UNITED WAY OF CANADA - CENTRAIDE CANADA

Mission

To provide leadership, support and services that strengthen the United Way – Centraide Movement and help its members improve lives and build community.

Operating principles

- ❑ Be a champion of the Movement’s interests and goals
- ❑ Provide and share leadership
- ❑ Be a bridge to federal and national partners involved in community building
- ❑ Provide a pan-Canadian perspective
- ❑ Be responsive to the Movement’s needs

The Code is intended to provide volunteers and unelected officers of United Way of Canada – Centraide Canada with information that will help them to make sound, ethical decisions that comply with moral and legal requirements.

ACCOUNTABILITY

United Way of Canada – Centraide Canada volunteers and unelected officers occupy a position of trust with stakeholders – United Ways – Centraides, donors and others – and shall act at all times to preserve that trust. To do so we commit to:

- ❑ Transparency in monitoring, evaluating and reporting our performance;
- ❑ Good stewardship of our resources including membership fees, grants, contributions and donations that are used for salaries, employee benefits and operating expenses; and,
- ❑ Compliance with the policies of United Way of Canada – Centraide Canada.

DIVERSITY AND EQUALITY

United Way of Canada – Centraide Canada is committed to reflecting the communities it serves both in terms of diversity and geographic representation. In so doing, we commit to:

- ❑ Providing equal opportunities regardless of race, national or ethnic origin, colour, religion, sex, sexual orientation, age or mental or physical disability;
- ❑ Promoting diversity in all of our activities;
- ❑ Not showing favouritism in or influencing the selection of staff, consultants or vendors who are relatives, friends or are affiliated with or employed by a person or organization with whom we have a relationship that could suggest partiality; and
- ❑ Thwarting any form of discriminatory behaviour or harassment.

POLITICAL ACTIVITY

United Way of Canada – Centraide Canada supports involvement of volunteers and non-elected officials in their communities; however, as a charitable organization, it cannot engage in partisan political activity. As a result, in our capacity of UWC-CC volunteer or unelected officer, we will not:

- ❑ Engage in political activity in a way that may give the appearance we are representing United Way of Canada – Centraide Canada. Prohibited activities include, but are not limited to:
 - Directly or indirectly supporting or opposing any political party or candidate for public office;
 - Engaging in propaganda;
 - Distributing political literature or leaflets to the public during an election campaign that directly or indirectly supports or opposes any political party or candidate;
 - Financing political activities either directly or indirectly;
 - Being a candidate for any public office;
 - Treating candidates differently in terms of providing opportunities to present their position on an issue.

And we will:

- ❑ Make it clear that we are acting as individuals and not as volunteers of United Way of Canada – Centraide Canada if engaging in partisan political activities.

PERSONAL CONDUCT

Honesty, integrity and respect for others in personal conduct under all situations is essential to the organization and individuals. In this regard, we commit to:

- ❑ Communicating in an open and honest way with each other and with our stakeholders;
- ❑ Creating a positive working environment where different views are appreciated and criticism is constructive and delivered with sensitivity;
- ❑ Striving for excellence in all that we do;
- ❑ Treating others with respect and fairness; and
- ❑ Promoting voluntary giving and avoiding coercive tactics in dealing with donors and vendors.

CONFLICT OF INTEREST

An important aspect of maintaining the trust of stakeholders in United Way of Canada – Centraide Canada and the Movement as a whole is to avoid conflicts of interest or the appearance of a conflict of interest. To this end, we commit to:

- ❑ Taking every due and proper measure to ensure that there is not and shall not appear to be, any conflict between the personal and private interests of volunteers and non-elected officials and our responsibility to United Way of Canada – Centraide Canada, its stakeholders and the general public;
- ❑ Ensuring that employment and other activities do not adversely affect performance of our duties or the achievement of the mission;
- ❑ Ensuring claimed expenses relate to activities conducted in pursuit of the mission of United Way of Canada – Centraide Canada and not for personal gain or interests;
- ❑ Refusing to accept any gift, gratuity or favour in the performance of our duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to the business of United Way of Canada – Centraide Canada;
- ❑ Not knowingly taking any action, or making any statement to influence decisions of United Way of Canada – Centraide Canada that would result in financial benefit for ourselves, our immediate family or any organization in which we or our immediate family members have a significant interest;
- ❑ Divulging all known conflicts or potential conflicts of interest in any matter before the Board of Directors or any committee upon which we serve;
- ❑ Withdrawing from any discussion, review and voting in connection with matters that may constitute a conflict of interest; and
- ❑ Filing a disclosure of all known potential conflicts of interest with the Board Chair at the beginning of each term.

PRIVACY AND CONFIDENTIALITY

Respecting the privacy and confidentiality is paramount to preserving the trust of our stakeholders: In this regard, we commit to:

- Taking appropriate precautions and complying with federal and provincial laws regarding the disclosure of information;
- Safeguarding the privacy rights of volunteers and non-elected officials in the performance of their duties.
- Adhering to the Board policies and procedures on privacy and confidentiality.

DISCLOSURE OF BREACH OF CODE OF ETHICS

Known or possible breaches of the Code of Ethics should be disclosed to the Board Chair. Reports of possible breaches will be:

- Treated promptly and fairly;
- Treated in confidence to the degree allowed by the law and the organization's duty to investigate (Individual(s) disclosing the possible breach will be notified if confidentiality cannot be maintained.); and
- Investigated and, if needed, appropriate action taken.

Retaliation against the individual(s) who disclose the possible breach in good faith will be treated as a separate breach of the Code.

CODE OF ETHICS DECLARATION

I, _____, have read, understand and agree to abide by the Code of Ethics for United Way of Canada - Centraide Canada.

I understand that such adherence is a condition of my commitment as a volunteer or unelected officer. I understand that a violation of the Code of Ethics may be grounds for termination as a volunteer or as an unelected officer.

Signed this _____ day of _____, 20____.

(Signature)