

Rationale:

It is in the best interest of the agency, its clients and constituents that persons carrying out fundraising activities on behalf of UCAN, whether as staff or outside contractors/consultants, subscribe to the Association of Fundraising Professionals (AFP) Code of Ethical Principles and Standards.

Ethical Principles:

Persons engaging in fundraising activities on behalf of UCAN, whether as staff or as outside contractors/consultants, shall aspire to the following ethical principles:

1. Practice their profession with integrity, honesty, truthfulness and adherence to the absolute obligation to safeguard the public trust.
2. Act according to the highest standards, values and visions of their organizations, professions, clients and consciences.
3. Put philanthropic mission above personal gain.
4. Inspire others through their own sense of dedication and high purpose.
5. Improve their professional knowledge and skills, so that their performance will better serve others.
6. Demonstrate concern for the interests and well-being of individuals affected by their actions.
7. Value the privacy, freedom of choice and interests of all those affected by their actions.
8. Foster cultural diversity and pluralistic values, and treat all people with dignity and respect.
9. Affirm, through personal giving, a commitment to philanthropy and its role in society.
10. Adhere to all applicable laws and regulations.
11. Require that all outside contractors/consultants working on behalf of/in conjunction with UCAN adhere to all applicable laws and regulations.
12. Avoid even the appearance of any criminal offense or professional misconduct.
13. Bring credit to the fundraising profession by their public demeanor.
14. Encourage colleagues to embrace and practice these ethical principles and standards of professional practice.
15. Be aware of the codes of ethics promulgated by other professional organizations that serve philanthropy.

Ethical Standards:

Further, while striving to act according to the above values, such persons carrying out fundraising activities on behalf of UCAN shall agree to abide by the AFP Standards. Such persons:

Professional obligations

1. Shall not engage in activities that harm the agency, its clients or their profession.
2. Shall not engage in activities that conflict with their fiduciary, ethical and legal obligation to the agency and its clients.
3. Shall effectively disclose all potential and actual conflicts of interest; such disclosure does not preclude or imply ethical impropriety.
4. Shall not exploit any relationship with a donor, prospect, volunteer, client or employee to benefit themselves or the agency.
5. Shall comply with all applicable local, state and federal civil and criminal laws.

6. Shall recognize their individual boundaries of competence and be forthcoming and truthful about their professional experience and qualifications and represent their achievements accurately and without exaggeration.
7. Shall present and supply products and/or services honestly and without misrepresentation and will clearly identify the details of those products, such as availability of the products and/or services and other factors that may affect the suitability of the products and/or services for donors, clients, or nonprofit organizations.
8. Shall establish the nature and purpose of any contractual relationship at the outset and will be responsive and available to organizations and their employing organizations before, during and after any sale of materials and/or services. Shall comply with all fair and reasonable obligations created by the contract.
9. Shall refrain from knowingly infringing the intellectual property rights of other parties at all times. Shall address and rectify any inadvertent infringement that may occur.
10. Shall protect the confidentiality of all privileged information relating to the provider/client relationships.
11. Shall refrain from any activity designed to disparage competitors untruthfully.

Solicitation & use of charitable funds

12. Shall take care to ensure that all solicitation and communication materials are accurate and correctly reflect the agency's mission and use of solicited funds.
13. Shall take care to ensure that donors receive informed, accurate and ethical advice about the value and tax implications of contributions.
14. Shall take care to ensure that contributions are used in accordance with donors' intentions.
15. Shall take care to ensure proper stewardship of all revenue sources, including timely reports on the use and management of such funds.
16. Shall maintain accounting segregation for restricted funds.
17. Shall obtain explicit consent by donors before altering the conditions of financial transactions.

Presentation of information

18. Shall not disclose privileged or confidential information to unauthorized parties.
19. Shall adhere to the principle that all donor and prospect information created by, or on behalf of, the agency is the property of the agency and shall not be transferred or utilized except on behalf of the agency.
20. Shall protect the confidentiality of donors who request anonymity by ensuring their names are not published or listed in publicly available documents regarding the organization.
21. Shall give donors the opportunity to have their names removed from lists that are sold to, rented to, or exchanged with other organizations.
22. Shall, when stating fundraising results, use accurate and consistent accounting methods that conform to the appropriate guidelines adopted by the American Institute of Certified Public Accountants (AICPA).

Compensation

23. Shall not accept compensation or enter into a contract that is based on a percentage of contributions; nor shall they accept finder's fees or contingent fees.
24. May accept performance-based compensation, such as bonuses, provided such bonuses are in accord with prevailing practices within the agency, and are not based on a percentage of charitable contributions.
25. Shall neither offer nor accept payments or special considerations for the purpose of influencing the selection of products or services.

26. Shall not pay finder's fees, commissions or percentage compensation based on contributions and shall take care to discourage the agency from making such payments.
27. When receiving funds on behalf of a donor or client, shall meet the legal requirements for the disbursement of those funds. Any interest or income earned on the funds should be fully disclosed.

Oversight of Activities

The Board of Directors, the Resource Development Committee and the senior leadership of UCAN oversee the fundraising activities of UCAN (see Policy on Solicitation and Acceptance of Gifts for more detail).

If and when engaging outside contractors and/or consultants, UCAN will require a written agreement with such contractor/consultant and require such persons to adhere to the AFP principles and practices delineated above.