

# UNITED WAY OF CENTRAL NEW MEXICO CODE OF ETHICS

## **CONFIDENTIALITY**

Confidential information about constituents (donors and non-donors), as well as confidential information about UWCNM, in the oral form or in electronic, magnetic, or print media is protected so that the relationship of trust between the constituent and the organization is upheld. All constituents have the right to review his/her profile at any time. In addition, no staff member or volunteer shall sell, release or provide the UWCNM constituent list or information contained within the list and/or database to anyone for external purposes without prior approval of the Chairman of the Board or UWCNM President.

## **ACCURACY**

Prospect researchers shall record all data accurately. Such information shall include the source(s). Analysis and products of data analysis should be without personal prejudices or biases.

## **RELEVANCE**

All staff and volunteers shall seek and record only information that is relevant and appropriate to the fundraising and program efforts of UWCNM.

## **ACCOUNTABILITY**

All staff and volunteers shall accept responsibility for their actions and shall be accountable to the profession of development, UWCNM, and to the constituents who place their trust in prospect researchers and/or staff.

## **HONESTY**

All staff and volunteers shall be truthful with regard to their identity and purpose and the identity of their organization during the course of their work.

## **PERSONAL GAIN**

No employee should accept any gratuity for doing his or her job. It is the responsibility of the employee to avoid soliciting or accepting gratuities, gifts, or favors, other than promotional gifts of nominal value for them or their families, or using United Way resources for personal gain.