

CCVNA Foundation -- Code of Ethical Principles

The CCVNA (Central Coast Visiting Nurse Association) Foundation was incorporated in 1996 to encourage, receive, administer and disburse tax-deductible, donated funds to all of the VNA and Hospice programs. The CCVNA Foundation shall strive to promote high ethical standards in the fundraising profession and to preserve and enhance philanthropy and volunteerism.

Members of CCVNA Foundation Board of Directors and staff are motivated by an inner drive to improve the quality of life through the causes they serve. They serve the ideal of philanthropy; are committed to the preservation and enhancement of volunteerism; and hold stewardship of these concepts as the overriding principle of their professional life. They recognize their responsibility to ensure that needed VNA and Hospice resources are vigorously and ethically sought and that the intent of the donor is honestly fulfilled.

To these ends, CCVNA Foundation Board and staff embrace certain values that they strive to uphold in performing their responsibilities for generating philanthropic support.

CCVNA Foundation Board and staff shall, in regard to

A. Professional obligations

- not engage in activities that harm the organization or conflict with their fiduciary, ethical and legal obligations to VNA and Hospice, or VNA and Hospice clients.
- effectively disclose all potential and actual conflicts of interest; such disclosure does not preclude or imply ethical impropriety.
- not exploit for personal gain any relationship with a donor, prospect, volunteer or employee for the benefit of the Board or staff member or of VNA and Hospice.
- comply with all applicable local, state, provincial, federal, civil and criminal laws.
- recognize their individual boundaries of competence and be forthcoming and truthful about their professional experience and qualifications.

B. Solicitation and Use of Philanthropic Funds

- ensure that all solicitation materials are accurate and correctly reflect the organization's mission and use of solicited funds.

- ensure that donors receive informed, accurate and ethical advice about the value and tax implications of contributions and that contributions are used in accordance with donors' intentions.
- ensure proper stewardship of philanthropic contributions, including timely reports on the use and management of such funds.
- obtain explicit consent from the donor before altering the conditions of contributions.

C. Presentation of information

- not disclose privileged or confidential information to unauthorized parties.
- adhere to the principle that all donor and prospect information created by, or on behalf of, CCVNA Foundation is the property of the Foundation and shall not be transferred or utilized except on behalf of the Foundation.
- give donors the opportunity to have their names removed, should lists ever be sold to, rented to, or exchanged with other organizations.
- use accurate and consistent accounting methods that conform to the appropriate guidelines adopted by the American Institute of Certified Public Accountants (AICPA) when stating fundraising results

D. Compensation

- not accept compensation that is based on a percentage of contributions; nor accept finder's fees.
- accept performance-based compensation, such as bonuses, only if such bonuses are in accord with prevailing practices within VNA and Hospice, and are not based on a percentage of contributions.
- not pay finder's fees, or commissions or percentage compensation based on contributions, and shall take care to discourage VNA and Hospice from making such payments.

***Adopted by Board of Directors,
CCVNA Foundation
10/03/06***