CASE Statement of Ethics

Institutional advancement professionals, by virtue of their responsibilities within the academic community, represent their colleges, universities, and schools to the larger society. They have, therefore, a special duty to exemplify the best qualities of their institutions and to observe the highest standards of personal and professional conduct.

In so doing, they promote the merits of their institutions and of education generally, without disparaging other colleges and schools.

Their words and actions embody respect for truth, fairness, free inquiry, and the opinions of others.

They respect all individuals without regard to race, color, sex, sexual orientation, marital status, creed, ethnic or national identity, handicap, or age.

They uphold the professional reputation of other advancement officers and give credit for ideas, words, or images originated by others.

They safeguard privacy rights and confidential information.

They do not grant or accept favors for personal gain, nor do they solicit or accept favors for their institutions where a higher public interest would be violated.

They avoid actual or apparent conflicts of interest and, if in doubt, seek guidance from appropriate authorities.

They follow the letter and spirit of laws and regulations affecting institutional advancement.

They observe these standards and others that apply to their professions and actively encourage colleagues to join them in supporting the highest standards of conduct.
Principles of Practice for Fund-Raising Professionals at Educational Institutions

Philanthropy is a voluntary exchange in which the values and aspirations of donors are matched with the values and aspirations of those they benefit.

Educational fund-raising professionals work on behalf of those served by their institutions during this exchange of values and represent their universities, colleges and schools to donors, volunteers, and the larger public. In doing so, they also represent the integrity of the institution and of the fund-raising profession. They must, in discharging responsibilities, observe and promote the highest standards of personal and professional conduct and continually strive to increase their knowledge of the profession.

They are intended to provide guidance and direction to educational fund-raisers and volunteers as they make ethical choices during the philanthropic exchange of values. The principles are not, and cannot be, an exhaustive list of rules to be applied to every decision in which ethical principles may be involved.

These ethical principles go hand-in-hand with the expectation that educational fund raising professionals are expected to comply with the letter and the spirit of all laws relevant to charitable giving.

Ethical Principles

Personal Integrity
Individuals will:

• be fair and honest and conduct themselves with integrity;
• not maintain any vested interest in a professionally related activity that could result in personal gain without prior full disclosure and approval;
• respect that their relationships with prospective donors, donors, volunteers, and employees are professional relationships and may not be exploited.

Confidentiality

Individuals will:

• safeguard and respect donor and prospective donor information;
• honour the wishes of an individual and/or organizational constituent with regard to how directory information and/or giving history is used;
• record and keep only information relevant to cultivation, solicitation, and stewardship;
• identify the source of retained information;
• safeguard prospective donor, donor, and other constituent lists compiled by the institution as the property of the institution; these lists may not be distributed or used for unauthorized purposes or for personal gain;
• make every effort to ensure that volunteers, vendors, and external entities with access to constituent information understand and agree to comply with the organization's confidentiality and public disclosure policies.

Public Trust
Individuals will:

• ensure donated funds are used in accordance with donors' intentions;
• obtain specific instructions from a donor before altering conditions of a restricted gift (consistent with applicable law);
• provide prompt, responsive and truthful replies to donor and public inquiry in accordance with the organization's stated policies;
• place the mission and interest of the institution and its donors above personal gain;
• pursue only gifts that fall within, or advance, the institution's mission and/or approved priorities.

Disclosure
Individuals will:

• be truthful about the institution's mission, intended use of funds, and capacity of the institution to use donations effectively for the intended purpose;
• be truthful and specific about the identification of the organization they represent and their employment or volunteer status;
• understand and disclose their areas of expertise and will give appropriate advice regarding the involvement of the donors' legal, accounting, financial and tax advisors;
• help ensure appropriate and consistent accounting, budgeting, and reporting methodologies.

Compensation
Individuals will

• not accept commission-based compensation or compensation based on a percentage of funds raised;
• not accept external compensation for the receipt of a gift or information leading to a gift;
• not agree to pay compensation to individuals in respect of a gift or information leading to a gift.
ePHILANTHROPY CODE OF ETHICAL ONLINE PHILANTHROPIC PRACTICES

Ethical Online Practices and Practitioners will:

SECTION A: PHILANTHROPIC EXPERIENCE

1. Clearly and specifically display and describe the organization’s identity on the organization’s website;
2. Employ practices on the website that exhibit integrity, honesty, and truthfulness and seek to safeguard the public trust.

SECTION B: PRIVACY AND SECURITY

1. Seek to inspire trust in every online transaction;
2. Prominently display the opportunity for supporters to have their names removed from lists that are sold to, rented to, or exchanged with other organizations;
3. Conduct online transactions through a system that employs high-level security technology to protect the donor’s personal information for both internal and external authorized use;
4. Provide either an ‘opt in’ and ‘opt out’ mechanism to prevent unsolicited communications or solicitations by organizations that obtain email addresses directly from the donor. Should lists be rented or exchanged, only those verified as having been obtained through donors or prospects ‘opting in’ will be used by a charity;
5. Protect the interests and privacy of individuals interacting with their website;
6. Provide a clear, prominent and easily accessible privacy policy on its website telling visitors, at a minimum, what information is being collected, how it is being collected, how it can be updated or removed, how this information will be used and who has access to the data.

SECTION C: DISCLOSURES

1. Disclose the identity of the organization or provider processing an online transaction;
2. Guarantee that the name, logo and likeness of all parties to an online transaction belong to the party and will not be used without express permission;
3. Maintain all appropriate governmental and regulatory designations or certifications;
4. Provide both online and offline contact information.

SECTION D: COMPLAINTS

1. Provide protection to hold the donor harmless of any problem arising from a transaction conducted through the organization’s website;
2. Promptly respond to all customer complaints and to employ best efforts to fairly resolve all legitimate complaints in a timely fashion.

SECTION E: TRANSACTIONS

1. Ensure contributions are used to support the activities of the organization to which they were donated;
2. Ensure that legal control of contributions or proceeds from online transactions are transferred directly to the charity or expedited in the fastest possible way;
3. Companies providing online services to charities will provide clear and full communication with the charity on all aspects of donor transactions, including the accurate and timely transmission of data related to online transactions;
4. Stay informed regarding the best methods to ensure the ethical, secure and private nature of online ePhilanthropy transactions;

5. Adhere to the spirit as well as the letter of all applicable laws and regulations, including, but not limited to, charity solicitation and tax laws;

6. Ensure that all services, recognition and other transactions promised on a website, in consideration of gift or transaction, will be fulfilled on a timely basis;

7. Disclose to the donor the nature of the relationship between the organization processing the gift or transaction and the charity intended to benefit from the gift.

As agreed in FFC meeting 06.07.2016