

## CODE OF ETHICS

As a tax-exempt organization and a recipient of public and donated funds, Goodwill Industries of Southeastern Wisconsin, Inc. recognizes the importance of high ethical standards. We have an employee ethics policy with essential values and ethical behaviors that are expected of all Goodwill employees and volunteers.

As Officers, Employees or Volunteers we pledge to follow both the letter and the spirit of the following Code in order to uphold the highest standards and ensure the integrity, honesty and reputation of the entirety of the Goodwill movement. We are committed to the following Code based on our mission, vision, and guiding principles.

### MISSION

Goodwill provides training, employment and supportive services for people with disabilities or disadvantages who seek greater independence.

### VISION

We transform lives and communities through the power of work.

### GUIDING PRINCIPLES



#### Inspired by People

People are at the heart of what we do. We are people serving people, valuing the talents, uniqueness and potential in each of us. We take the time to get to know people, and we embrace a culture where individuals can truly be themselves. We think about the impact on others before making decisions.



#### Results Matter

Results drive mission. We run successful businesses that give people the opportunity to work and meet community needs—now and into the future. Each of us impacts our mission and we take pride in operating with integrity and owning our results. Better every day is a way of life.



#### Power of the Whole

Our dreams are big, and together, we will accomplish our goals. From the people we hire, to our community partners, we are at our best when we work with people who share our passion. Working together we can do anything.

**A. Business Practices:**

1. We agree to engage in and promote honest and ethical conduct, including but not limited to the soliciting, negotiating and monitoring of all contractual relationships in accordance with our Contracts, Agreements, and Memos of Understanding policy and posted expenditure authorizations.
2. We will avoid the actual or appearance of conflicts of interest.
3. We will comply with applicable laws, rules, and regulations of federal, state, and local governments.
4. We will responsibly use and control all assets, resources, and information in our possession.
5. We will encourage the prompt reporting of any violations of this Code of Ethics or other governing documents to our Chief Compliance Officer or their designee.
6. We will use restricted monies for its requested specific purpose. We will be able to account for its activity and show how the funds were used.
7. We will carefully consider the public perception of personal and professional actions and the effect those actions could have on Goodwill’s reputation in the community.

**B. Marketing Activities:**

1. We will practice honest, transparent and timely communication to facilitate the free flow of essential information in accord with the public interest.
2. Marketing activities and efforts will be conducted in a manner that upholds the integrity of Goodwill and promotes the continued support and trust of the public in Goodwill.
3. We will ensure that all services and products are promoted in a manner that promotes respect for our employees and the people receiving services, as well as sensitivity to cultural values and beliefs.
4. We will protect the privacy of people served and use their stories only with their expressed and written permission.
5. We will disseminate accurate information and promptly correct any erroneous communication for which we may be responsible.

**C. Contractual Relationships:**

Goodwill Industries of Southeastern Wisconsin, Inc., will maintain its relationships with individuals and entities with whom it has established or is considering establishing a contractual relationship in a legal and ethical manner. Conflicts of interest with any current or potential bidders must be declared.

Current and potential contractual relationships will be assessed on the following:

1. Capacity to perform at an acceptable level.
2. An ethical track record.
3. Appropriate certification and/or licensure.
4. Financial capacity to continue acceptable performance.
5. Policies and procedures to guard against waste, fraud and abuse.
6. A business relationship will be avoided if the individual or entity has been identified on the state and/or federal exclusion list(s).
7. Payment expectations will be outlined in Agreements.

**D. Conflicts of Interest:**

We have conflicts of interest policies governing our officers, employees and volunteers. We agree that a conflict of interest arises when an officer, volunteer, or employee is influenced by personal considerations, including but not limited to financial considerations, in the course of performing work for Goodwill. All officers, employees, and volunteers should disclose any activity or relationship that is or may be perceived as a conflict of interest, and a record of that disclosure should be maintained.

**E. Social Media**

We have a social media policy governing our officers, employees, and volunteers. We agree that social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Goodwill, as well as any other form of electronic communication. All officers, employees, and volunteers are encouraged to expand their understanding of Goodwill's social media presence

**F. Service Delivery:**

1. We will maintain the confidentiality of information regarding persons served, in accordance with our Confidential Information – Persons Served policy.
2. We will protect the legal rights of persons served, in accordance with our Rights – Persons Served policy.
3. We will strive to provide quality services at all times.
4. We will strive to avoid any real or perceived conflicts of interest and will make arrangements for alternative services, as needed.
5. We will prohibit the exchange of gifts, money and gratuities between employees and persons served and discourage same among persons served.
6. We will discourage soliciting or fund raising within our programs and workplace, in accordance with our Solicitations policy.
7. We will discourage bringing personal items into the program and workplace. We are not responsible for safeguarding them or how they might be perceived by others.
8. We strongly support the setting of professional boundaries between employees and person served; while honoring a friendly and respectful provider/customer relationship.
9. We limit witnessing of legal documents for persons served to those staff that are Notary Public agents who can perform those duties under the authorities given to them by holding that title.

### **G. Professional Responsibilities:**

1. We are committed to continually improving our relationship with our public, employees and people we serve.
2. We will respect the tools and resources provided to meet the needs of the organization and those that we serve.
3. We will not discriminate because of race, color, creed, sexual orientation, disability or national origin, and we shall endeavor to eliminate or prevent discrimination in rendering services.
4. We will treat one another, persons served, customers and donors with dignity and respect.
5. Staff will abide by the professional code of conduct associated with any professional title held by their position.
6. We will be responsible stewards of Goodwill's resources.

### **H. Human Resources:**

1. Through on-going professional development and continuing education, we will strive to remain current with our skills and abilities relevant to the services we offer.
2. We are committed to diversity within our workforce to effectively meet the needs of the people we serve.
3. We are an equal opportunity employer, committed to supporting an inclusive environment. We understand that individual differences enrich our organization, strengthen our services, and help us to attract and retain top talent. We make all employment decisions based on individual merit, considering qualifications, achievements and skills. We do not tolerate discrimination based on race, color, sex, sexual orientation, gender identity, religion, age, national origin, status as a protected veteran, disability status or any other status protected by law.
4. We are committed to providing a safe, harassment-free, drug-free and healthy working environment.

### **I. Financial Practices:**

1. We will handle all financial practices in accordance with applicable federal, state, and local laws.
2. We will use an integrated system of internal controls.
3. We will follow commonly accepted sound financial management practices.

### **J. Organizational Fundraising**

We have a policy on Fundraising. We strive to develop and maintain relationships with individuals, corporations, and foundations in order to generate financial support for Goodwill's mission.

### **K. Prohibition Of Waste, Fraud, Abuse, Other Wrongdoing**

We have a policy on Waste, Wrongdoing, Fraud, and Abuse. Goodwill is committed to establishing, implementing, and maintaining a corporate compliance program to ensure ethical business practices and compliance with legal and regulatory requirements.

We have a policy on Speaking Up. In accordance with laws governing both for-profit and nonprofit corporations, this is our whistle blower policy and procedures, which encourages employees to report any improprieties

### **L. Procedures For Reporting And Dealing With Allegations**

Sometimes it is not clear what is right in a particular situation. If you have a question about an ethical issue or want to report an ethical violation you observe in your employment, you should contact the Chief Compliance Officer or their designee.

The procedure for reporting and time frames will be consistent with the agency policy Grievance Dispute Resolution Procedure.

Goodwill specifically prohibits discrimination, retaliation, or harassment whenever an employee makes a good faith report regarding such concerns.

### **M. Education For Personnel And Other Stakeholders**

1. Each employee will receive the Code of Ethics as part of his or her orientation process. They are encouraged to ask questions to ensure that they understand the Code. The Code is posted on Goodwill's intranet for ongoing reference.
2. Each board member will be provided with a copy of the Code of Ethics policy at the time of their initial orientation to the board. A copy of the Code of Ethics will be maintained in the board manual.
3. A copy of the Code of Ethics will be maintained in all offices for public review. Reference to the Code and how to access it will be included on the agency web site.

### **N. Advocacy Efforts For Persons Served**

We support persons served, officers, employees, and volunteers to be involved in community activities that promotes equal participation for all individuals with disabilities within their communities.

### **O. Corporate Citizenship**

Goodwill's Community Relations function exists to enable a more strategic and meaningful engagement level within the communities we serve. Engagement happens through volunteerism, hosting and convening, sponsorships, and activities such as Community Day and community Relations Councils.