

**University of Florida Foundation, Inc. (UFF)
Code of Ethics**

Policy #: 1.02
Effective Date: March 2, 2018
Responsible Department: Talent Management

1. PURPOSE

To ensure that all fundraising and related business operations and activities on behalf of the University of Florida by UFF, Advancement, and any other UF-affiliated organizations are conducted in accordance with the highest standards of ethical conduct.

2. APPLICABILITY

All Advancement staff, other University employees, and all volunteers engaged in soliciting gifts on behalf of the University.

3. POLICY

UFF is dedicated to the highest standards of ethical conduct in its fundraising activities and business operations. *A guiding principle in soliciting and accepting gifts for UF is that the donor is to be treated fairly and with respect. In all matters involving a donor or prospective donor, the interests of the donor shall come before that of UF or UFF, as outlined in the Donor Bill of Rights attached to this policy. Seeking to further the philanthropic cause of UF shall not outweigh a proper concern for the best interests of the donor.*

Advancement staff advocate these ethical standards by incorporating them into all fundraising and business activities and by serving as models of professionalism to others. Staff members are supported and encouraged in these efforts through appropriate opportunities for training, education, and leadership. Staff members are expected to be familiar with professional standards of ethics, including the Donor Bill of Rights, the CASE Statement of Ethics, and the CASE Principles of Practice for Fundraising Professionals.

Staff should not render professional advice to donors, and donors should always be advised to obtain their own tax, legal, and other professional advice in connection with the making of a gift.

All Advancement staff members and all UFF Executive Board members are required to sign a Statement of Ethics.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Executive Director of Talent Management (mlong@uff.ufl.edu).

Certified as approved by the UFF Executive Board on



Susan G. Goffman, Secretary

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Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- To have access to the organization's most recent financial statements.
- To be assured their gifts will be used for the purposes for which they were given.
- To receive appropriate acknowledgment and recognition.
- To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The text of this statement in its entirety was developed by the American Association of Fundraising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP).