

Ethics In Philanthropy

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Ethical Behavior

- Public Confidence
- Business Scandals
- Charity Scandals
- Internet Scandals

Who Can Be Trusted?

- Charities need to do a better job of producing and disseminating measurable results – Paul. C. Light – NYU Survey
- Charity Navigator revamps approach to evaluate non-profits

Must show results and display integrity to boost public trust

- Focus moving away from evaluation based only on administrative v. program costs
- Accountability and transparency ratings, research on impact and research by other organizations (NY Times article, Nov. 2010)

Integrity

A virtue of uncompromising value

When is integrity challenged?

- When we receive a gift from a donor for a program that is thriving yet there's an equally important program lacking in funds
- When your organization is offered funding from a private source for a pet project that falls outside your mission
- When a program is created to attract funding which then supports cash deficits elsewhere in the organization

Ethics are in jeopardy when...

- People give for political gain
- People give for financial gain
- Vendors give to hold a contract
- Others?

Integrity - Ethics

Ethics – a written set of values

Integrity – imposed from within...doing the right thing

Association of Fundraising Professionals (AFP)

- Donor Bill of Rights
- Ethical Standards
- Membership Oath
- Officially adopt these into your organization's standards
- Continually communicate your standards

Communication is Key

“Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a ripple of hope.”

– Robert F. Kennedy

In the Non-Profit World

- We must communicate what our services and program (mission) costs are and how we fund expenses
- What we charge is only one measurement

Demonstrate Ethics and Integrity

- Keep your Mission *First*
- Demonstrate integrity and ethical standards
- Know the Law (or have counsel who does)
- Communicate ethical standards to donor constituencies
- Be *authentic* or collaborate
- Demonstrate how gifts are used
- Be a good steward
- Be a giver!

Thank you!

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