



CODE OF ETHICS

INTRODUCTION

The CDR Fundraising Group mission is to provide fundraising assistance and related services to its clients, which are nonprofit organizations. CDR Fundraising Group distinguishes itself as an organization that leads the industry with proven fundraising methodologies, innovation, and an unswerving commitment to the highest ethical ideals and professional standards.

This Code of Ethics and its accompanying documents have been adopted by the CDR board of directors to: promote honest and ethical conduct in all our business dealings and company-related interpersonal interactions; foster compliance with the letter and spirit of all applicable laws and regulations; and prevent wrongdoing and the appearance of wrongdoing.

CDR Fundraising Group has prepared these ethical guidelines and presents them in the context of the following general standards:

- Honesty and integrity
- Respect and equal treatment
- Compliance with laws and regulations
- Loyalty to our company, fellow employees, clients, agents and vendors
- Principles of fair business dealings
- Respect for charitable donors
- Responsible stewardship and protection of resources belonging to our company, clients and fellow citizens

Collectively, these documents set the standards for what we expect of ourselves and those with whom we work.

The CDR Fundraising Group expects every one of its employees, directors and agents to comply with these guidelines at all times and in all company-related activities. Deviations from these guidelines shall be confronted by company managers immediately, and may be grounds for disciplinary procedures up to and including dismissal from employment and exclusion from participation in any company activities.

This Code of Ethics was formally adopted by the CDR Fundraising Group board of directors on August 1, 2006, and became effective immediately. For more information about this Code of Ethics, please correspond directly with the president/CEO of CDR Fundraising Group.

STATEMENT OF MISSION AND VALUES

This code of ethics is based on the foundation of CDR Fundraising Group's mission, vision and values. Our commitment to this mission, in accordance with these values, guides us in formulating and adhering to the code of ethics that follows.

MISSION: To partner with nonprofit organizations by providing an integrated mix of strategic fundraising, marketing and consulting services.

VISION: We will be recognized as a pioneering, highly effective provider of strategically integrated fundraising services to nonprofits around the world. Our success will come from combining proven methodologies with innovative talent, creative concepts and leading-edge technologies.

VALUES: Through attitude and actions, as employee-owners, we incorporate these values into our daily work:

Clients Come First – Our first obligation is to do what’s best for our nonprofit partners. We promote products and services that consistently meet their business objectives.

Integrity – In everything we do, we meet or exceed the spirit and the letter of the law, industry best-practices and professional ethics. We are firmly accountable for our services.

Honesty, Reliability and Trustworthiness – Our word is our contract. We keep the promises we make to clients. Our advice to clients is straightforward, what we believe to be in their best interests, and contains no hidden agenda.

CODE OF ETHICS

1. Personal and Professional Integrity

CDR Fundraising Group employees and directors act with honesty, integrity, commitment and openness in their dealings as representatives of the organization. Our organization promotes a working environment that values respect, fairness and integrity.

- We develop and encourage the practice of high standards of personal and professional conduct;
- Our employees exemplify a professional level of courtesy, respect and objectivity when participating in CDR Fundraising Group activities;
- CDR Fundraising Group designs and maintains work environments that honor and protect the health and safety of its employees, subcontractors and clients;
- Confidential information acquired in the course of work by CDR Fundraising Group employees will not be used for anyone’s personal advantage;
- CDR Fundraising Group resources are used exclusively in pursuit of the organization’s mission and will not be used for the personal advantage of directors, employees or subcontractors;
- CDR Fundraising Group encourages each individual on its staff to affirm, through acts of personal giving and volunteerism in proportion to each person’s own capabilities, a commitment to charity and philanthropy.

2. Governance and Operations

Our organization has an active governing body, the board of directors, that is responsible for setting our mission and strategic direction, and overseeing the finances, operations and policies of the organization. The governing body, and the policies that it establishes:

- Ensure that the organization conducts all transactions and dealings with integrity and honesty;

- Provide credible and effective oversight to the organization’s work;
- Comply with applicable federal, state and local laws, regulations and fiduciary responsibilities;
- Include a conflict-of-interest policy to ensure that any conflicts of interest or the appearance thereof are avoided or appropriately managed through disclosure, recusal or other means;
- Respect the confidentiality of sensitive information about our clients, their donors and our employees;
- Ensure that the organization promotes working relationships among directors, employees, subcontractors and clients that are based on mutual respect, fairness and openness;
- Ensure that the organization is fair and inclusive in its hiring and promotion policies and practices for all employees and volunteer positions;
- Ensure that the organization’s resources are responsibly and prudently managed;
- Ensure that our organization has the capacity to effectively carry out its services to our clients.

Important organization policies are in writing, clearly articulated, and easily accessible to employees through our employee handbook and elsewhere.

3. Respect for Clients

As noted in the CDR Fundraising Group values statement, our first obligation is to do what is best for our nonprofit partners. We promote products and services that consistently meet their business objectives. These principles are applied:

- Interactions with clients are completely honest. We do not take unfair advantage, misrepresent our company or employees, or conceal or manipulate information against a client’s interests. Results of tests conducted on behalf of clients are presented fully and interpreted conservatively.
- Proposals to potential clients are clear and accurate, and communicate complete expectations regarding products, services and associated costs that proposed services are likely to require. We propose only those services our company can competently deliver. Testimonials used in proposals are presented in proper context and authorized in advance by the persons being quoted.
- We provide services to clients based upon their needs, not ours.
- We provide clients as much information as we can, and as much as they desire, to explain why we work for them in the ways that we do, the results of our work for them, and the basis on which they are charged for our services.
- We compete fairly, vigorously, and continuously for our clients’ business. We do not take a client’s business for granted or treat it as an entitlement based upon past performance. We recognize a client’s right at any time to consider modifying or terminating their relationship with our company if that is in the best interest of their organization or its donors.
- We protect our clients’ proprietary and sensitive information with the same respect and security with which we protect our own.

4. Legal Compliance

CDR Fundraising Group is knowledgeable of, and complies with the spirit as well as the letter of, all laws, regulations and applicable international conventions related to consulting with nonprofit organizations and the business of fundraising. We take it as our obligation to offer assistance to our clients to do the same.

5. Responsible Stewardship

The CDR Fundraising Group applies its funds appropriately and manages its funds and other resources responsibly and prudently. To that end:

- We strive for operational practices and policies that will ensure the best value results for our clients, and the most favorable employment situations for our employees.
- CDR Fundraising Group provides high-quality services at fair prices to its clients while providing fair compensation to employees.
- We maintain effective accounting systems, internal controls, competent employees, reporting procedures, and other resources and practices that are critical to professional management and accountability.
- The organization compensates employees and any others who may receive compensation, reasonably, appropriately, and within the limits of common practice.
- Financial reports are factually accurate and complete in all material respects.
- CDR Fundraising Group financial statements are annually submitted for independent audit or review.

6. Quality and Evaluation

CDR Fundraising Group is committed to organizational effectiveness and the continuous improvement of its services.

- We design our products and services to make them responsive to the needs of our clients;
- CDR Fundraising Group is committed to high standards of excellence and quality for the services and products we provide to clients;
- Our organization regularly reviews program effectiveness and incorporates lessons learned into future programs;
- CDR Fundraising Group reviews its employees' performance on a regular basis to ensure the highest possible employee performance for our clients, and to provide feedback each employee can use for his or her own professional development;
- At least once per year, our organization reviews its internal compliance with this Code of Ethics.

7. Inclusiveness, Diversity and Respect

The CDR Fundraising Group has a policy of promoting inclusiveness, diversity and respect for all people.

- Our employees and subcontractors reflect cultural diversity and promote respect, tolerance, justice and peace for all people;
- Our organization respects, tolerates and encourages diversity of opinions and dissent;
- CDR Fundraising Group takes meaningful steps to promote inclusiveness in its operations and programs;
- Promotional materials accurately represent our organization's policies and practices and reflect the dignity of our clients;

- CDR Fundraising Group works cooperatively with other organizations in and serving the nonprofit sector;
- CDR Fundraising Group actively promotes ethical behavior as a responsible partner among peers, in the work environment and in our community.

8. Fundraising

In its work with nonprofit clients, CDR Fundraising Group is fully accountable for its role in the honest solicitation of charitable funds, the efficient administration of those funds, and the effective use of funds in pursuit of our organization's mission and the missions of those organizations for which we work. With regard to fundraising, the CDR Fundraising Group:

- Establishes realistic expectations of donor gifts that can be raised;
- Respects the privacy concerns of individual donors;
- Promotes mechanisms that allow donors the opportunity for their names to be deleted from our clients' mailing lists;
- Will not provide fundraising assistance to organizations in the knowledge that such organizations are likely to engage in actions that would be illegal, offensive to the CDR Fundraising Group values, or in violation of the CDR Fundraising Group Code of Ethics;
- Engages in fundraising activities only in genuine expectation that donors' gifts will be used for the purposes for which they were given;
- Encourages its clients to provide donors with acknowledgment and recognition;
- Ensures that information about donations is handled with respect and confidentiality to the extent provided by the law;
- Ensures that relationships with individuals of interest to donors are professional in nature;
- Does not receive compensation for the company or our employees on the basis of a percentage of charitable contributions raised;
- Does not receive compensation for the company or our employees on the basis of finders' fees (for recruiting donors);

Discloses fully all fees and other revenue associated with our services to our clients.