

LIVING OUR VALUES |

The Ethical Principles of The Giving Institute | Updated 2022



THE
Giving
Institute™
Shared intelligence.
For the greater good.

The Giving Institute is guided by our values of Community, Excellence and Diversity & Inclusion in all that we do. The Ethical Principles of the Giving Institute, to which all members have pledged to adhere, are oriented towards Living Our Values in our work with clients, leadership in the sector, and collaboration with other member firms.

COMMUNITY | bringing people together to create greater influence, more opportunities, deeper knowledge, and lasting impact

1. **Client's Mission:** Members pledge to respect and advance the mission and values of each client organization, and provide only those services that will further the mission of each client.
2. **Collaboration:** Members seek opportunities to collaborate with other member firms in our commitment to enhance the non-profit sector, both through our collective work within the Giving Institute and Giving USA Foundation; and, when working with the same clients, through coordination when appropriate to ensure the organization receives the highest level of service possible.
3. **Professional Development:** Member firms continuously pursue opportunities to enhance our professional skills along with the capabilities of colleagues, clients, and others in the non-profit sector in order to not only understand but build upon and innovate best practices in the sector as a whole.

EXCELLENCE | holding ourselves and the community of generosity to the highest standards and ethical practices

4. **Professional Conduct:** Members conduct themselves in a manner that demonstrates professionalism, honesty and respect for the opinion of others, and treat all with equity and dignity. Members commit to reporting harassing or abusive conduct to organizational leaders.
5. **Letter & Spirit of Law:** Members follow the letter and spirit of applicable laws and regulations, and recognize that content and considerations vary across countries, states, provinces and municipalities.
6. **Clear Representation:** Member firms offer a clear representation of their role in helping ensure client success and do not engage in marketing methods that are misleading to prospective clients, donors, or the public trust. Members do not guarantee fundraising results or promise access to the supporters of other client organizations. Member firms do not provide special consideration to stakeholders of a non-profit organization as compensation for influencing the selection of the firm or its services, and disclose to clients and prospective clients relationships or interests that might be construed as conflicts of interest.
7. **Written Agreements & Professional Fees:** Member firms establish written agreements with each of their client organizations. Members are transparent and fair with respect to how they bill fees and expenses, which will always be in accordance with the written agreement put in place. Member firms charge clients based upon the professional services provided. Consistent with the Association of Fundraising Professionals Code of Ethical Standards, fundraising consulting member firms never frame their fees as a success fee, make them contingent upon charitable gifts being raised, or set fees as a percentage of contributions.

8. **Credentials & References:** Member firms readily share the professional credentials and experience of each of their staff professionals. Member will also provide credible references for their previous client work and ensure ready access to those client references.
9. **Data Protection, Confidentiality & Ethics:** Member firms adhere to the principle that all client data is the property of that organization and will be in compliance with regulatory requirements related to data privacy and security. Members pledge to honor the confidentiality of client data and will not disclose confidential information belonging to or obtained through their affiliation with client. Member firms seek to handle data using data ethics principles such as fairness, inclusiveness, reliability and trust.

DIVERSITY & INCLUSION | fostering a diverse, equitable, inclusionary, and generous community

10. **Diversity, Equity & Inclusion:** Member firms respect that generosity is informed by a range of long-held traditions reaching across countries, faiths and cultures, and recognize that vital new forms of generosity continue to evolve. Members advance this broad view both through our work with clients, and through the strategies, research and diverse membership composition of The Giving Institute. We embrace all others as individuals with unique lived experiences, while cherishing what brings us together in generous community.