



**Santa Rosa Plateau**  
F O U N D A T I O N

SOP# \_\_\_\_\_  
Effective Date: 7-7-10

Prepared by: Exec. Comm.  
Approved by: Board of Directors

**Title: SANTA ROSA PLATEAU FOUNDATION - CORE VALUES AND  
CODE OF ETHICS**

**Core Values:**

**1. Integrity**

- Our organization's activities, services, and programs are consistent with our stated mission and compatible with our organizational capacity.
- We maintain the highest standards of excellence and accountability, including prudent use of finances, and fair, accurate, and honest disclosures of information.

**2. Honesty and Transparency**

- We provide truthful information about our program activities, use of donations, and finances.
- We are accessible and responsive to our members and the public who inquire about the affairs of our organization.

**3. Stewardship**

- We are able to accomplish our mission through the generosity of others and respect donor's intentions and restrictions on the use of their gifts.
- We promote responsible stewardship of the resources entrusted to us for the accomplishment of our work.

**4. Care and Loyalty**

- We comply with all applicable federal, state, and local laws and regulations.
- We as individual Board members are informed and participate in Board decisions in good faith.
- We do not use our position for individual personal advantage.
- We keep the interests of the community we serve in mind as we look for opportunities to become partners with those working in the private and public sectors.

## **5. Respect and Dignity**

- We respect the dignity, uniqueness, and intrinsic value of every person – the people we serve, the donors, our volunteers, staff and others.
- We value respectful, reasoned dialogue with one another when we disagree.

## **6. Accountability**

- We recognize that the true measure of our success is whether individuals and the communities we serve change for the better as a result of our work.
- We strive to produce measurable outcomes through program evaluations.
- We recognize that developing and maintaining sound financial management is an important element of our accountability.

## **7. Excellence**

- We believe in striving to be the best in our volunteer efforts, our relationships, our ideas, and our service and program delivery.
- We value and uphold the highest ethical and professional standards in all working relationships.

## **Code of Ethics:**

### **1. Personal and Professional Integrity**

As representatives of the Santa Rosa Plateau Foundation (SRPF), all staff, Board members and volunteers act with honesty, integrity, and openness. The SRPF promotes a working environment that values respect, fairness, and integrity.

### **2. Mission**

The SRPF's mission is to fund education, research, and preservation of the Santa Rosa Plateau Ecological Reserve. All of our programs and projects support this mission, and we are loyal and passionate about this mission. We also ensure that all those who work on behalf of SRPF are committed to the mission.

### **3. Governance**

The Foundation's Board of Directors is responsible for setting the mission and strategic direction and overseeing the organization's finances, operation, and policies. The Board ensures that:

- Board members have the requisite skills and experience to carry out their duties and understand and fulfill their governance duties acting for the benefit of the organization and the greater good of the community;
- There is a conflict of interest policy and any conflicts of interest or appearance thereof are avoided or appropriately managed through disclosure, recusal, or other means. Examples of conflicts include (but are not limited to):
  - Doing business with a Board member or his/her firm;
  - Pressuring the organization to hire a friend, relative or business associate.
- It is responsible for the hiring, firing and regular review of the performance of the Executive Director (ED) and that the compensation of the Executive Director is reasonable and appropriate;
- The ED provides the Board with timely and comprehensive information to carry out its duties;
- The SRPF conducts all transactions and dealings with integrity and honesty;

- The SRPF promotes working relationships with Board members, staff, volunteers and members that are based on mutual respect, fairness, and openness;
- The SRPF is fair and inclusive in the selection of Board, staff, and volunteers;
- Policies of the organization are in writing, clearly articulated and officially adopted;
- The resources of the organization are responsibly and prudently managed;
- The SRPF has the capacity to carry out its programs effectively; and
- Any information deemed confidential and proprietary by the SRPF shall be treated as such; for example but not limited to, donor information, personal information of board directors, SRPF members and volunteers.

#### **4. Legal Compliance**

The SRPF is knowledgeable of and complies with all local, state and federal laws and regulations.

#### **5. Responsible Stewardship**

The SRPF manages its funds responsibly and prudently. We:

- Use our resources to further our mission.
- Allocate resources to ensure effective financial systems, internal, controls, competent staff, and professional management;
- Compensate staff and consultants reasonably and appropriately;
- Maintain reasonable fundraising costs;
- Do not accumulate excessive operating funds;
- Prudently draw from our endowment fund consistent with donor intent and the public purpose of the Foundation;
- Ensure all spending practices and policies are fair, reasonable, and appropriate in fulfilling our mission; and
- Create financial reports that are timely, accurate, and used as a tool in managing resources.

#### **6. Openness and Disclosure**

The SRPF provides comprehensive and timely information to the public, the media, and all stakeholders and is responsive to reasonable requests for information. All information about the SRPF fully and honestly reflects our policies and practices. The current 990 tax return and audited financial statements are posted on our website and available to the public. All solicitation materials accurately represent our policies and practices and reflect the dignity of our members.

#### **7. Program Evaluation**

The SRPF is committed to continuous improvement and regularly reviews program effectiveness. We take the lead in bringing new ideas to our members and promote education and learning as a key to successfully meeting community needs.

#### **8. Inclusiveness and Diversity**

The SRPF promotes inclusiveness and diversity in its staff, Board and volunteers through recruitment, hiring, retention and promotion. We understand that diversity enriches our programs, and we strive to the entire community, as well as reach out to marginalized populations.

#### **9. Fundraising**

We are open, honest, and prudent in our fundraising practices. We respect the privacy of our donors and use resources consistent with their intent.

We:

- Inform donors of our mission, the way resources will be used and our capacity to use donations effectively;
- Inform donors of the identity of Board members and that we expect the Board to exercise prudent judgment in its stewardship responsibilities;
- Provide access to our most recent financial reports;
- Assure donors that their gifts will be used for the purposes for which they are given
- Provide appropriate acknowledgement and recognition of gifts;
- Assure donors that the information about their donations is handled with respect and with confidentiality to the extent provided by the law;
- Assure donors that their relationship with us will be of the highest professional nature;
- Inform donors whether those seeking donations are volunteers, employees of the SRPF or hired solicitors;
- Keep mailing lists confidential; and
- Encourage donors to ask questions when making a donation, and we provide prompt, truthful and forthright answers.

#### **10. Membership**

The SRPF ensures that our members are committed to the public good, are trustworthy, open, honest, and use their resources responsibly. The SRPF:

- Provides members with honest assessments and feedback about their readiness;
- Listens to members, responds with empathy, and acts with humility and transparency;
- Keeps the best interests of members and the community in mind;
- Encourages diversity of thought, people and ideas;
- Maintains in confidence any information shared; and
- Helps our members to improve their impact in the community.