



Sundre Hospital Futures Foundation Committee Development Plan

Statement of Professional Standards & Code of Ethics

The Wetaskiwin Health Foundation and staff represent to the public, by personal example and conduct, both their employer and their profession. They have, therefore a duty to faithfully adhere to the highest standards and conduct in:

- i. Their promotion of the merits of the Health's mission and of excellence in health care generally, providing community leadership in cooperation with health, educational, cultural and other organizations;
- ii. Their words and actions, embodying respect for truth, honesty, fairness, free inquiry and the opinions of others, treating all with equality and dignity;
- iii. Their respect for all individuals without regard to race, color, sex, creed, ethnic or national identity, handicap or age;
- iv. Their commitment to strive to increase professional and personal skills for improved service to their donors and institutions, to encourage and actively participate in career development for themselves and others whose roles include support for resource development functions, and to share freely their knowledge and experience with others as appropriate;
- v. Their continuing effort and energy to pursue new ideas and modifications to improve conditions for, and benefits to, donors and their institution;
- vi. Their avoidance of activities that might damage the reputation of any donor, their institution, any other resource development professional or the foundation as a whole, or themselves, and to give full credit for the ideas, words, or images originated by others;
- vii. Their respect for the rights of privacy of others and the confidentiality of information gained in the pursuit of their mission;
- viii. To provide through their own examples of philanthropical commitment to the Wetaskiwin Health Foundation and to fully participate in programs of the Foundation.
- ix. Their respect for the law and professional ethics as a standard of personal conduct, with full adherence to the policies and procedures of their institution;
- x. Their pledge to adhere to this statement and the Association for Healthcare Philanthropy's Professional Standards and Conduct and to encourage others to join them in observance of its guidelines.