
VALUES PROMOTED BY THE AFP CODE OF ETHICS

The Association of Fundraising Professionals (AFP) serves the public trust by promoting ethical and effective fundraising. AFP members are guided in their ethical decision-making by the AFP Code of Ethical Principles and Standards, which is grounded in a set of values that fundraisers aspire to honor in their lives and work. When these values are evident in our fundraising practice, we believe that our work leads to integrity in our personal, professional, organizational and public lives.

An ethical fundraiser aspires to:

- * **Observe** and **adhere** to the AFP Code and all relevant laws and regulations;
- * Build personal confidence and public support by being **trustworthy** in all circumstances;
- * Practice **honesty** in relationships;
- * Be **accountable** for professional, organizational and public behavior;
- * Be **transparent** and forthcoming in all dealings; and,
- * Be **courageous** in serving the public trust.

We strive to live out these values, which are at the heart of our public character as philanthropic fundraisers, and to grow in our ethical understanding and practice.



ADOPTED BY THE AFP ETHICS COMMITTEE, 9/7/12
