



JORDAN  
FAMILY  
FOUNDATION

# CODE OF CONDUCT



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As a matter of fundamental principle, The Jordan Family Foundation, Inc. (“JFF”) and The Jordan Scholars Program (“JSP”) require their respective representatives to adhere to the highest ethical standards - simply because it is the right thing to do. The history of success of JFF and JSP is due to the continuous adherence to the exemplary standards of professional conduct demanded of anyone representing JFF and JSP and the dedication by such representatives to the mission of JFF and JSP.

## STATEMENT OF VALUES

The JFF Code of Conduct is built on a foundation of widely shared values. These values include:

- 1. Commitment to the greater good;**
- 2. Respect for the worth and dignity of individuals;**
- 3. Inclusiveness and social justice;**
- 4. Respect for pluralism and diversity;**
- 5. Transparency, integrity and honesty;**
- 6. Responsible stewardship of our resources;**
- 7. Commitment to excellence and to maintaining trust.\***

\*This trust is earned every day, in every possible way. All representatives of JFF and JSP are required to continually represent the core values of integrity, honesty, fairness, openness, respect, and responsibility.

## I. PERSONAL AND PROFESSIONAL INTEGRITY

All staff, consultants, board members, advisers and volunteers associated with JFF and JSP are required to act with honesty, integrity and openness in all their dealings with their constituents and the public. Also, JFF and JSP promote, practice, and demonstrate a work environment that values respect, fairness, and integrity.

No JFF and/or JSP personnel will be hired, either part-time or full-time, if they have any visible tattoos of any kind or any jewelry which is not customary or conservative (such as a wedding ring for a man or conservative earrings for a woman). Facial jewelry and neck jewelry are strictly prohibited. All JFF and JSP personnel will be well presented, well groomed and well spoken. No smoking will be allowed by any such personnel. Every individual who works for the benefit of JFF and JSP is a reflection on the Jordan Family and, as such, will be held to the highest standards.

## **II. MISSION**

### **THE JORDAN FAMILY FOUNDATION, INC.**

**“Bridging the gap of educational opportunities available to at-risk kids.”**

JFF is a non-profit Florida corporation which established JSP in 1995 at a high school in Brooklyn, New York. In 2008, JFF established a new program in Chicago, Illinois called The Chicago Urban Sports Initiative, Compete For Life (“CFL”).

In 2016, JFF moved JSP to Mater Dei Prep in Middletown, New Jersey. In June 2021, JFF moved the activities and operations of JSP to Archbishop McCarthy High School, Inc., an outstanding co-educational parochial school in Southwest Ranches, Florida.

Through need-based scholarships, JFF and JSP are committed to helping young boys and girls, primarily from minority communities, who need help the most. JSP, and through it JFF, strives to bridge the gap in opportunities for academic, athletic, and artistic enrichment available to these underserved youth.

Since inception, JFF and JSP have funded four-year high school tuitions for more than 120 deserving students and all have gone on to graduate from first-rate colleges and universities across the country.

Additionally, JFF supports its partner school with funding for capital improvement projects, school operations, and various extra-curricular activities.

The end goal of all JFF and JSP programs and activities revolve around helping these underserved children thrive in life—not only as students but also as productive members of their communities and society at large. JFF and JSP offer consistent and continual support even after high school, through college, and into adulthood, striving to help them develop self-confidence, character, work ethic, and general life skills that will serve them well for the rest of their lives.

### **THE JORDAN SCHOLARS PROGRAM**

**“To provide first-rate educational opportunities to underserved and at-risk boys and girls.”**

JSP serves as the primary vehicle for JFF in assisting underprivileged kids by providing them with academic scholarships to a first-rate secondary educational institution. Central to the goals of JFF and JSP are the principles of diversity and inclusion. The mission of JFF and JSP is to help those who need it most, particularly young minorities from low socio-economic communities. JFF and JSP strive to bridge the gap of access to the best educational opportunities available.

The JFF and JSP partnership with Archbishop McCarthy is critical to this mission. JFF and McCarthy share many of the same core values, namely the desire to develop “the whole student.” Together, JFF and McCarthy share the same objective to see all Jordan Scholars achieve a personal level of excellence in the areas of academics, fitness, teamwork, commitment, respect for others, sportsmanship, and overall character. JFF believes these are the key pillars upon which any young man or woman can build a successful life.

The JFF and JSP offices, meeting rooms, Football Field (and surroundings), Fitness Center and all other facilities utilized by JFF and/or JSP will be kept pristine, clean, neat, orderly and organized. The comportment of these facilities is a reflection on the Jordan Family name and, accordingly, the highest standards will be demanded of all in connection with these facilities. Everything must be spit shine clean, neat and organized.

### **III. LEGAL COMPLIANCE**

JFF is knowledgeable of and complies with all laws, regulations, and applicable codes of conduct, when providing resources to partner institutions for need-based financial aid to at-risk students or other grants related to capital projects and special programs.

### **IV. PROFESSIONAL STANDARDS**

Representatives of JFF and JSP collaborate and communicate directly when setting shared standards and living up to their organizational core values. All representatives of JFF and JSP are expected to maintain the highest standard of ethical conduct when acting on behalf of JFF and JSP. Such representatives are responsible for knowing the policies and regulations of the localities in which JFF and JSP operate as well as JFF policies that apply to the work of JFF and JSP. Leadership has the added responsibility of setting a good example and being accountable for the actions of anyone who reports to them.

### **V. DIVERSITY AND EQUAL OPPORTUNITY**

Sexual harassment and/or discrimination based upon race, color, creed, gender or sexual orientation will not be tolerated and will be grounds for immediate termination.

### **VI. DRUG-FREE WORKPLACE**

JFF is a drug-free workplace. Nonprescription drugs and alcohol are strictly prohibited in the facilities occupied by JFF and/or JSP and the use of nonprescription drugs and alcohol by any of the personnel of JFF and/or JSP while performing their duties on behalf of JFF and/or JSP is strictly prohibited. Any violation of these provisions prohibiting use and/or possession of nonprescription drugs or alcohol will be grounds for immediate termination for cause.

### **VII. GIFTS/CONFLICTS OF INTEREST**

Without the prior written approval of John W. Jordan II, Chief Executive Officer of JFF, none of the JFF and/or JSP representatives may accept and/or make gifts of more than nominal value (such as a lunch or dinner) from an actual or potential client, customer, contractor, supplier, grant recipient, or business. Such representatives of JFF and/or JSP must report any such gifts which they make to John W Jordan II. Meals and other business entertainment expenses incurred by any representative of JFF and/or JSP are subject to the same standard: they must be modest, infrequent and fully documented.

### **VIII. POLITICAL ACTIVITY**

As a nonprofit organization with tax-exempt status, JFF is prohibited from using any assets to endorse political candidates, mobilize supporters to elect or defeat candidates, or align itself with political parties.

## **IX. PROPRIETARY MATERIAL**

Confidential information, copyrights, and trademarks are all forms of proprietary material. Whether belonging to JFF or to partner institutions, all proprietary information is to be treated as a valuable asset of the owner and may not be disclosed or used without permission. Confidential information is information that is not generally known outside of JFF or its partner institutions or associated community programs and is not known by the public at large. Examples of confidential information include financial reports, board reports, donor information, personnel information about current or former employees or members, and vendor bids. All representatives of JFF and/or JSP have a duty to protect this information regardless how it is obtained. Any such confidential information may not be disclosed outside of JFF without the prior written consent of John W. Jordan II, Chief Executive Officer of JFF.

## **X. PUBLIC STATEMENTS**

Except for immaterial public statements made by representatives of JFF and/or JSP in connection with the performance of their duties in the ordinary course, no public statements regarding JFF and/or JSP may be made without the prior written approval of John W. Jordan II, Chief Executive Officer of JFF.

## **XI. SUPPORT OF THIS CODE OF CONDUCT**

JFF is committed to supporting its people in meeting these ethical standards of conduct. In similar fashion, all JFF officers, directors, employees, and volunteers must uphold these standards in their work conduct. It is the responsibility of everyone associated with JFF and/or JSP to report promptly any violations of this Code of Conduct to any of the following individuals: John W. Jordan II, Chief Executive Officer of JFF, or John W. Jordan III, President of JFF and Executive Director of JSP or Steve Rist, legal counsel to JFF. JFF will not tolerate any reprisal or retaliation or suspected violation of these standards or the law.



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