



## Statement of Ethical Practice

Fred Darbonne | Forward Partner Solutions

### My commitment

At the core of my work is a single phrase: ***To be an honorable professional.*** This commitment guides my decisions, my interactions, and the tools I develop. It means being transparent, trustworthy, and ethically grounded in all aspects of nonprofit fundraising and strategic support. It also means ensuring that how I work is as principled as the outcomes I help others pursue.

### How I work

**I build systems and tools to help nonprofits raise funds more effectively**—such as donor profile automation, appeal planning frameworks, and campaign calendars. **All of these are independently developed, based on widely accepted industry practices** and my own field experience.

**I do not reuse or repurpose proprietary materials, donor data, or content developed for past employers.** Everything I offer is constructed from the ground up, using my own paid tools, my time, and my strategic judgment.

### Ethical standards and professional benchmarking

I benchmark my work against the most respected codes in the sector:

- **Association of Fundraising Professionals (AFP)** Code of Ethical Standards
- **International Association for Strategy Professionals (IASP)** Professional Standards
- **Marketing and communications industry ethics guidelines**

This benchmarking ensures that my work:

- Protects confidentiality
- Avoids conflicts of interest
- Respects intellectual boundaries
- Builds tools transparently and accountably

### Why this matters

**Nonprofits deserve strategy partners who act with integrity—not just in outcomes but in methods.** I believe that ethical innovation builds trust, and trust is the foundation for long-term success and capacity.

This stance isn't just how I work. It's who I am.