

# Salesforce.org Philanthropy Cloud

A platform that increases brands' reach through innovative and direct philanthropic engagement

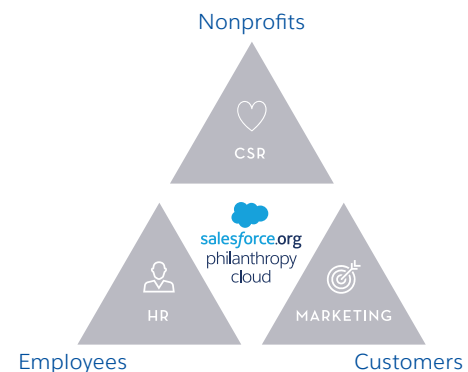


**Salesforce.org Philanthropy Cloud** is a platform that empowers corporations to put their values into action. It extends each company's reach by engaging its customers and employees in philanthropic endeavors, enhancing brand reputation and awareness, attracting and retaining top talent, and delivering greater impact.

Philanthropy Cloud leverages the trust, innovation, and artificial intelligence capabilities of the Salesforce platform to help companies meet their philanthropic goals and measure impact. This first-of-its kind impact solution allows companies, employees, causes, and communities to come together to improve the state of the world.

## Features & Benefits

- Better talent acquisition and retention
- Enhanced brand reputation and awareness
- Increased customer engagement and growth
- Accelerated impact of philanthropic activities
- Tighter business relationships with communities



## Trends in Corporate Philanthropy

The world is changing. The dynamics of corporate success have shifted with more emphasis on a values-based bottom line.

**Employees Drive Impact with Citizen Philanthropy** – Careers are a cornerstone of modern life and yet, according to [Gallup](#), 85% of people worldwide feel disengaged at work. We can no longer solve this issue from the top down; we have to empower employees from the bottom up. When employees are engaged, they don't just participate in change; they drive change through their purpose and generate impact for their business and the world.

**Customers Choose Responsible Brands** – More people are interacting with brands on a personal level, on social media and in real life. Purchasing a product or service is not just an act of commerce; it's a reflection of personal choice and values. Consumers expect brands to stand for something, and they show their approval for that stance with their loyalty and advocacy.

**The Dynamics of Corporate Success Have Shifted** – Profit is no longer the only bottom line companies need to pay attention to. Customers today demand that brands work to improve the world and have purpose-driven values. The companies that respond to this demand by investing in purpose and putting their values into action see returns that ripple through every part of their business.

**Salesforce.org and United Way partnered** to leverage the unique expertise of the leaders in workplace giving. Philanthropy Cloud gives every citizen philanthropist access to 1.4 million nonprofits as well as impact funds (collections of nonprofits dedicated to a given cause), stories, and corporate campaigns that include both giving and volunteering opportunities.

## Philanthropy Cloud helps you...



**Engage Your Employees** – With Philanthropy Cloud, you get an easy-to-use, intuitive, and intelligent interface, combining giving, volunteering, campaign management, and real-time reporting to assess personal, corporate, and community impact.



**Provide a Personalized Experience** – Choose from among millions of nonprofits. With Salesforce Einstein, you get AI-driven personalized recommendations, leading you to deeper, more meaningful ways to engage with your community and drive impact for the causes you are passionate about.



**Build a Movement** – Philanthropy Cloud makes spearheading community fundraisers, mobilizing volunteers, reading inspiring content, and engaging like-minded changemakers easier than ever.



**Tell the Story of Your Social Impact** – Inspire your employees to act by sharing impactful stories about campaigns, nonprofits, causes, and impact funds.



**Optimize Your Collective Impact** – We're building a powerful network of companies, people, and nonprofits working together to solve the world's toughest challenges. You'll join an open ecosystem of changemakers and service providers that will help you accelerate your social mission.



**Elevate Your Brand** – Demonstrate leadership and responsibility for the challenges you face at the local community level and at the global level by inviting your stakeholders to lead in volunteering and giving activities with your backing through direct stewardship and involvement.



## GET IN TOUCH

Contact us at [philanthropycloud@salesforce.com](mailto:philanthropycloud@salesforce.com) or 1-800-667-6389 to learn more.



### About Salesforce.org

Everyone who wants to change the world should have the tools and technology to do so. Technology is the most powerful equalizer of our time, providing access to data, knowledge, and – above all – connections. Salesforce.org gets our technology in the hands of nonprofits, educational institutions, and philanthropic organizations, so they can connect with others and do more good. As a social enterprise, the more missions our technology supports, the more we invest back into technology and communities, creating an endless circle of good. We're here to help; visit us at [Salesforce.org](https://www.salesforce.org).