Community Impact Report 2020
When we serve **all** stakeholders, business is the **greatest platform** for change."

MARC BENIOFF
CEO, SALESFORCE
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The past year has brought a lot of change. Today, we find ourselves facing a pandemic, an economic slowdown, systemic social injustice, and a leadership crisis. As nonprofits, education and corporate impact organizations tackle the world’s toughest challenges, it’s more important than ever to come together as a community to listen, learn and co-create the solutions to these problems.

At Salesforce.org, we believe that technology, when used for social good, can change the world. As a social impact center of Salesforce, we are committed to helping nonprofits and educational institutions reach their full potential. Our technology is built for and with the community. Our partnerships increase the capacity for social innovation. By combining technology, community and partnership we can close the gap between the impact created today and the potential for impact in the future.

Our Community Impact Report is an opportunity to shed light on how our technology, including our Nonprofit Cloud, Education Cloud, and Philanthropy Cloud, is helping to close the impact gap. Our efforts are rooted in donated and discounted technology, valued at more than $1 billion this year alone. Our success is our community’s success. It would not be possible without the collaboration, feedback and insight from our partner ecosystem and community of 40,000+ organizations that are changing the world.

As challenges like food insecurity, inequity in education and poverty become even more pronounced, it’s revealed an opportunity to take a community-based approach to problem solving. By partnering across the nonprofit, public and corporate sectors, we can co-create solutions with greater speed and accountability to achieve greater results. We have seen the power of multi-sector collaboration come to life to address COVID-19. Health experts, business leaders, government officials, and partners from across our ecosystem came together to build a variety of solutions and best practices for building resiliency and evolving beyond the pandemic. We also launched Impact Labs, designed to bring together community members from different sectors and specializations to design technology that supports and addresses tough social issues facing us today. This diversity of voice, experience and thought has fundamentally changed the way we think and act.

Salesforce.org is proud to be on this journey with all of our stakeholders. We have a lot of work to do, but I am confident that by collaborating with our employees, our partners and our community, we will build a better future, together.

It’s going to take community to restore community.
Our Path to Impact

We are a social impact center of Salesforce focused on partnering with the global community to tackle the world’s biggest problems.

Technology

Accelerating social impact with purpose-built technology

Community

Convening, connecting, listening, and learning from nonprofits and educators to co-create a better future

Partnerships

Building social innovation capacity through partner services, pro bono and impact-led partnerships
Leading With Impact
Our Approach to Impact

**Technology**
We accelerate social impact with purpose-built technology.

We offer best-in-class solutions for nonprofits, educational institutions, and philanthropy.

**Community**
We convene, connect, listen to, and learn from the community to co-create a better future.

We provide opportunities for our customers to collaborate on technology solutions for the entire social sector.

**Partnerships**
We build social innovation capacity through partner services, pro bono, and impact-led partnerships.

We work with our partner ecosystem and with Salesforce employees to build skills and expertise.

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In June 2019, Salesforce.org was combined with Salesforce.com to drive greater impact and success for social good organizations. As part of the combination Salesforce.com (“Salesforce”) created a nonprofit and education vertical led by Rob Acker. This vertical is responsible for the sales, marketing, and customer success of the Salesforce Customer Success Platform to the nonprofit and education communities, as well as the development of Salesforce.org’s Nonprofit Cloud, Education Cloud, and Philanthropy Cloud vertical applications. References in this report to Salesforce refer to the combined entity, whereas references to Salesforce.org refer to the non-profit and education vertical led by Rob Acker.
Annual Social Value to the Social Sector

At Salesforce, we believe business is a powerful platform for change, and to achieve intentional change, we must understand the full scale of our work. To this end, we have created a standard methodology to quantify and report on the total annual contributions of Salesforce.org that is transparent, reperformable, and verifiable.

Our methodology is based on a framework from McPherson Strategies, feedback from Salesforce’s Finance and Revenue Recognition teams, and input from the valuation and technical accounting advisory practices of a leading professional services firm. With this methodology, we are able to quantify the total monetary contribution of our technology and employee pro bono services.

This year’s social value does not include grant value and general volunteering value, as it has in previous years. This is due to both of these functions no longer being managed through Salesforce.org. For more information on grants and general volunteering, please download the Salesforce Stakeholder Impact Report.

1 Fiscal20 represents the fiscal year ended January 31, 2020.
2 Salesforce calculates the social value of products sold or donated based on the estimated price Salesforce would have received if a comparable product was sold to a for-profit business of similar size and location, less the price that Salesforce received, if any, for the same product from a qualified non-profit, educational institution or other NGO. When a comparable Salesforce product price is not readily available, a ratio of the weighted average of the Salesforce price to a for-profit company compared to Salesforce price to a non-profit company is used to estimate the social value.
3 The skills based pro-bono volunteering value represents the value of self reported hours donated by Salesforce employees to non-profits to help them implement Salesforce solutions and support the professional capacity of the organization (i.e. board service, financial or legal counsel). Salesforce calculates this value by multiplying the number of pro-bono hours volunteered by Salesforce employees by the estimated billing rate of $195 per hour per as recommended in the CECP 2020 valuation guide.
Technology
Technology
Accelerate social impact with our purpose-built technology

**Nonprofit Cloud**
- Find, know, personalize and engage your constituents at scale
- Create donor-centric experiences to build long-term relationships
- Increase staff capacity to deliver vital programs

**Education Cloud**
- Drive learner and institution success
- Capture 360-degree views across the entire educational journey
- Empower recruitment and admissions, student services, advancement and operations teams to create personalized experiences at scale using one integrated CRM platform for education

**Philanthropy Cloud**
- Connect companies and their employees globally with the causes they are most passionate about
- Empower your company’s champions and employee resource groups to effect change – from home, at the office, or on the go
- Measure and report your impact across all of your giving initiatives
Technology
Efficiency: What We Measure and Learn

Customers can spend their time on the things that matter most
“When we’re doing less of that kind of grunt work, we can do more high level thinking.” - Small Nonprofit

Customers see Salesforce as an organizational investment
“We’re spending more money on Salesforce in its current implementation, but we’re getting significantly more value. So I was looking at the value proposition as opposed to the cash proposition.” - Medium Higher Ed

“I will say there is likely a non provable time-savings across the board. Like I’m thinking about like ways in which you’ve increased efficiency.” - Medium k-12

- 82% of customers say Salesforce has changed/improved how work gets done
- 34% of customers say they are better able to strategize & prioritize due to Salesforce
- 26% of customers say they have reduced operational costs due to Salesforce

All data points reflect the Fiscal Year 2020 unless otherwise noted
Quantitative data from Tech for Social Change Survey, administered June-July 2020
Qualitative data gathered through Impact Interviews September 2019 - January 2020
Technology

Effectiveness: What We Measure and Learn

Improving the quality & quantity of services delivered

“What is the impact that we’re having and how did we as an organization do what we do even better so that we can better serve our students, better serve our communities and ultimately serve more of them.” - Medium k-12

“We’re able to provide better attention to our students and be more attuned to what are their needs, how can we be better supporting them.” - Small Nonprofit

Able to gain a nuanced view of stakeholders and constituents

“I think that the impact on our end, like our constituents is that we’re actually having the right conversation with the right people. And perhaps in the past that it was, we were having every conversation with every person and that wasn’t necessarily wanted.” - Small Nonprofit

84% of customers say Salesforce has improved their organization’s ability to achieve their mission1

35% of customers say they’ve been able to improve the quality of services/support they provide

All data points reflect the Fiscal Year 2020 unless otherwise noted
Quantitative data from Tech for Social Change Survey, administered June-July 2020
Qualitative data gathered through Impact Interviews September 2019 - January 2020

1 In this year’s survey, a third response option was added. “I don’t know” was not offered as a response in previous year’s surveys. The 84% represented here excludes “I don’t know” responses. When they are included in analysis, results are Yes: 68%, No:13%, I don’t know: 19%.
Salesforce.org resources are valuable, but time to make the most of them can be scarce

“You guys have done just such a tremendous job...we’re learning and growing knowledge and getting more comfortable in Salesforce. You’ve made it so easy and accessible. We haven't hit that ceiling yet where we can’t move forward with Salesforce.” - Medium k-12

“You guys offer some really great resources to folks. I wish that I had more time to take advantage of them because I know that there’s such a wealth of information.” - Medium Nonprofit

Connecting to peer organizations is valuable

“It's always good to speak to other people that may have already overcome these challenges so you're not reinventing the wheel. So that was also a really good resource for us.” - Large Higher Ed

All data points reflect the Fiscal Year 2020 unless otherwise noted
Quantitative data from Tech for Social Change Survey, administered June-July 2020
Qualitative data gathered through Impact Interviews September 2019 - January 2020
Technology
Innovation: What We Measure and Learn

Adequate planning is a key ingredient for success
“I think one of the things that’s really important is to do your mapping in advance and that’s quite a big process. And people think ‘I need it for this and I need it for that and I need it for this and we can just add this and add that’. And that’s not how you do it. You have to start at, it’s almost like writing a business strategy. Like you have to map the whole thing right from what’s the vision of the organization and then breaking it down and okay, but how are you going to get the data and insert the data?” - Small Nonprofit

It is crucial to have time and people dedicated to Salesforce
“If it’s a tiny organization like mine is as long as the person who’s looking after it has, that flexibility to determine their own work and, make sure that they are allowed to have time to focus on Salesforce.” - Emerging Nonprofit

43% customers say they are **better able to set and monitor goals** as a result of using Salesforce

41% customers say that they are **better able to measure the impact** of their work

All data points reflect the Fiscal Year 2020 unless otherwise noted
Quantitative data from Tech for Social Change Survey, administered June-July 2020
Qualitative data gathered through Impact Interviews September 2019 - January 2020
CASE STUDY
Harvard Pilgrim Health Care

How Harvard Pilgrim launched its new workplace giving program in the middle of a pandemic.

Challenge
Harvard Pilgrim Health Care didn’t plan on launching its workplace giving platform during a pandemic, but when coronavirus struck, the insurance company kept its launch on track.

Solution
Harvard Pilgrim chose this platform for its volunteer capabilities – just as everyone was hunkering down. Although the company had to forgo in-person training and kick-off celebrations, the platform played a crucial role in the campaign.

Results
Harvard Pilgrim raised $62,017 – a 32% increase over the previous year, the average gift increased by 23%.

The company also donated over one million grains of rice during a virtual volunteering event – enough to feed approximately 70 people for one day – and quickly launched an ongoing employee giving campaign to support racial justice nonprofits.

“With everyone working remotely, Philanthropy Cloud has helped sustain Harvard Pilgrim’s culture of giving back to the communities we serve.”

Henocson Mulatre
Service & Giving Manager, Harvard Pilgrim Health Care Foundation

Sustainable Development Goals:
Community
Community
Convene, connect, listen to and learn from the community to co-create a better future

Power of Us Hub
An online community for Salesforce.org customers, certified partners and staff. The hub is a place to get answers, build your Salesforce skills, share your expertise & connect with others in the nonprofit, higher ed and K-12 sectors who are using Salesforce.

Impact Labs
Impact labs is a collaborative program to co-design innovative technology solutions that address the toughest social issues facing us today. We combine the expertise of our community with the power of the Salesforce platform and pro bono employee volunteers to take risks, find new solutions, and address complex social issues together.

Open Source Commons
Open Source Commons is a community of mission-driven individuals working together to solve the world's most challenging problems. We do this through community sprints, actively listening to each other, educating each other, and bringing our passion, experience, and technical know-how to projects that can be replicated and shared throughout the Salesforce ecosystem.
Community
What We Measure and Learn

The Numbers

102
Nonprofit & Education Trailblazer Groups World-Wide

14
Pro Bono Fellows collaborated through Impact Labs

19
Impact Labs Community Fellows

6
Community-Developed Projects Completed through Community Sprints

302
Community Sprint Attendees

All data points reflect the Fiscal Year 2020 unless otherwise noted.
Community

Community Connection: What We Measure and Learn

[I really appreciate the resources that are there. It got us up and running faster than I thought possible.”] - Medium Higher Ed

“The collegiality [of the Power of us Hub], the fact that you can ask any dumb question, it doesn’t matter. There’s someone else out there dumber than you and, and smarter than you. So you know, it’s this very supportive community, which is really great.”
- Small Nonprofit

“I believe that in order to create cities and communities that thrive, we must work together across sectors and silos like the one Salesforce is creating through this Impact Lab.”
- Amardeep Prasad, City & County of San Francisco, Office of Civic Innovation, Community Impact Lab Fellow

Innovation: What We Measure and Learn

[Community Sprints are] an awesome opportunity to collaborate on community-led projects. It’s one thing to learn from a community and make a contribution, but it’s another thing entirely to have those efforts fuel impact.”
- Community Sprint Participant Feedback

78% of customer organizations are active in the Power of Us Hub

99% of questions are answered in 24 hours in the Power of Us Hub

98% of Community Sprint attendees would recommend sprints to others

All data points reflect the Fiscal Year 2020 unless otherwise noted
Qualitative data from the FY20 Customer Impact Interviews, unless otherwise noted
Launched in early 2020, Salesforce’s inaugural Impact Lab set out to co-create technology solutions that help people experiencing homelessness and amplify the work of those who support them. 19 Community Fellows and 14 Pro Bono Fellows collaborated to research, ideate, and co-design technology solutions. Community Fellows are community members with lived experience and expertise in the field of affordable housing and homelessness. Pro Bono Fellows leverage their Salesforce skills to co-design and build solutions – they have logged over 615 hours of volunteer service to date.

Impact Labs is planning to pilot Personalized Service Referrals, a solution designed to help case managers recommend services to their clients. It provides streamlined, time-saving access to tailored recommendations within a case manager’s existing workflow. Impact Labs plans to release this solution in Fall 2020.

For more information about Impact Labs, including the amazing work our Community Fellows like Habitat for Humanity, Cal State East Bay, Tipping Point Community, United Way Bay Area are doing, see here.

“It’s been inspiring to see how adaptable and resilient nonprofits have been despite some very tough challenges. Working together with organizations on the frontlines to come up with new tech solutions has been powerful.”

Brad Struss
Bigger Boat Consulting, Impact Labs Community Fellow
Partnerships
Partnerships
Building social innovation capacity through partner services, pro bono and impact-led partnerships

**Partner Ecosystem**

The Salesforce.org Partner Ecosystem gives customers access to experts enabling them to take full advantage of the Salesforce Platform.

We work with, and enable, our partners to innovate unique solutions to address customers’ unique needs.

- Consulting Partners offer strategic guidance and implementation on Salesforce and industry trends
- Product Partners provide solutions that offer customers expanded and niche functionality
- Digital Agencies expand customers’ teams with capacity in marketing, product administration, and industry

**Pro Bono Engagement**

Nonprofits and education institutions get access to talented Salesforce employees who volunteer to help them scale their mission and impact with the world’s #1 CRM platform.

**Social Sector Collaboration**

Salesforce.org collaborates with other social impact organizations to promote effective and evidence-based policies and practices in the social sector. Through these efforts, we hope to contribute to an environment that supports the continued success of our nonprofit and education customers and the sector as a whole.
Partnerships

The Numbers

~300 Global Program Partners (Consulting & Product Partners)¹

Employee Satisfaction & Retention

93% of employees who participate in pro bono report that their experience made them happier at work

90% of employees report developing communication, leadership, and other career-crucial skills as a result of their pro bono experience

64% of customers report using a partner/consultant to build, expand or enhance their instance³

96,039 Total Pro Bono Hours (Salesforce skills + other skills)²

¹Salesforce.org maintains a formal partner program which works closely with ~300 consulting and product partners
²Pro Bono data source: Survey of customers and employees participating in pro bono projects
³Quantitative data from Tech for Social Change Survey, administered June-July 2020

All data points reflect the Fiscal Year 2020 unless otherwise noted
Partnerships

Efficiency: What We Measure and Learn

“They [Salesforce consultants] were great... I could not have used Salesforce as anything more than like my phone book without that kind of support.”
- Large K-12 Customer

“And so I really feel like any knowledge and expertise that I have gained really came from kind of like their [Salesforce partner] tutelage and just like being willing to sit with me and walk me through things.”
- Small K-12 Customer

89% of customer survey respondents report they are better prepared to manage Salesforce after their pro bono project.

Effectiveness: What We Measure and Learn

86% of survey respondents say they are better able to meet their mission after their pro bono project.

“Innovation: What We Measure and Learn

“The pro bono project has enabled us to take our nonprofit to scale by giving us a way to keep track of the work we do and the clients we serve. We’re spending less time on administrative tasks and more time providing our clients with housing and job opportunities.”
- Raven Dudley, Senior Accountant, Weld Seattle

“We invested money last year in working with [a consulting company]... and they actually optimized our entire Salesforce system, to better fit what our needs are now.”
- Medium Nonprofit Customer

All data points reflect the Fiscal Year 2020 unless otherwise noted. Qualitative data gathered through Impact Interviews September 2019 - January 2020. Pro Bono data source: Survey of customers and employees participating in pro bono projects.
The Center and Exponent Partners

How The Center is Fostering Connection Amid Social Isolation for NYC’s LGBTQ Community.

Challenge
The Center provides in-person services such as mental health counseling. Social distancing meant finding new ways to support their community, many of whom were feeling an increased sense of isolation.

With the complexities of 24/7 sharing of living spaces due to COVID-19, they needed support options more private than a telephone call.

Staff also needed secure and easy access to confidential information while working from home.

Solution
Exponent Partners case management system housed in Salesforce ensures client records are secure and accessible regardless of where staff is located.

A chat capability was implemented within two weeks time, providing a private and secure channel of communication.

Implementing a new way to allow seamless, direct engagement with followers on social media, increasing their reach on channels their community uses.

Despite the need to be socially distant right now, we’re utilizing the power of technology to connect in many ways including providing crucial health and wellness services...“

Jeffrey Klein, Esq.
Chief Operating Officer, The Center
CASE STUDY
WELD Together

How WELD Seattle scaled program operations by reducing time spent on admin tasks.

Challenge
WELD Seattle equips criminal justice system-impacted individuals with housing, employment, and resources to help them re-enter society. The nonprofit needed a streamlined way to collect job applications, assign workers to jobs, and track their hours worked.

Solution
With pro bono support, the organization created online forms for employers to post jobs and for clients to apply for jobs on their website. Both forms feed data directly into Salesforce, enabling staff to quickly match job seekers with employers. Now, staff spend less time on program administration and are better able to track and report program outcomes to funders.

“The pro bono project has enabled us to take our nonprofit to scale by giving us a way to keep track of the work we do and the clients we serve. We’re spending less time on administrative tasks and more time providing our clients with housing and job opportunities.”

Raven Dudley
Senior Accountant, WELD Together

Sustainable Development Goals:
Response to the COVID-19 Pandemic
COVID-19 Pandemic Impact to Global Nonprofits

Information current as of July 31, 2020

<table>
<thead>
<tr>
<th>Category</th>
<th>Digitizing Programs</th>
<th>Not Digitizing Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>All organization types (233)</td>
<td>190</td>
<td>43</td>
</tr>
<tr>
<td>Other (75)</td>
<td>59</td>
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<td>Social Services (42)</td>
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</tr>
<tr>
<td>Arts &amp; Culture (31)</td>
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<td>7</td>
</tr>
<tr>
<td>Environment/Climate Change (20)</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>K-12/In-School Services (13)</td>
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<td>8</td>
</tr>
<tr>
<td>K-12/After School &amp; Out of School Education (11)</td>
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<td>2</td>
</tr>
<tr>
<td>Counseling/Therapy/Behavioral Health &amp; Substance Abuse (10)</td>
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<td>Advocacy/Legal Services (8)</td>
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<td>4</td>
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<tr>
<td>Data, Research, Evaluation (7)</td>
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<td>1</td>
</tr>
<tr>
<td>Medical Provider/Community-Based Clinic (5)</td>
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<td>1</td>
</tr>
<tr>
<td>Housing/Housing Development/Rental Services (4)</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Public Health (4)</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Workforce Development (3)</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

73% global nonprofits (all causes) are reporting a drop in revenue
82% mid-sized nonprofits have laid off staff
82% move to remote work

Pivot to Remote And Digital
“[COVID-19] inspired us to be more agile, to pivot and approach issues more innovatively, and challenged us to look at our work differently going forward”

“It’s been very difficult in many ways but also very positive in adapting our culture to be more fluid, nimble, and paperless.”

Revenue Changes
“It’s really rough. It’s scary. We don’t know if we’ll survive through the shutdown and even if we do, we don’t have high hopes that the economy will return to normal any time soon, so revenue will continue to be difficult to raise or secure.”

Philanthropy News Digest: Midsize nonprofit employment down by nearly half due to COVID-19
Salesforce.org Customers Talk About the Pandemic

Effect of COVID-19 on Salesforce.org Customers

- Not at All: 51%
- Not Really: 32%
- Somewhat: 4%
- Very Much: 13%

“More than 60% of our funding is gone because of the cancelled events.”

“We have become the single point of access for the whole [community]. We have had 11,000 people contact us to request help of some sort and have partnered with 3 other charities and the local Council to help meet these needs. We have been redeployed completely into this work which has meant not delivering our usual services.”

Quantitative data from Tech for Social Change Survey, administered June-July 2020
Salesforce.org COVID-19 Response at a Glance

We are actively partnering with our nonprofit and education customers to support them in this time of crisis, including creating opportunities to share best practices and learnings, and providing technological and operational support for meeting the growing needs of communities with even fewer resources.

Data reflects Salesforce.org’s activities from February 12, 2020 - July 3, 2020
Help NHS Heroes

Their mission, to make NHS workers’ lives easier and safer by providing instant access to groceries and essential supplies.

CASE STUDY

Challenge

UK NHS struggled to get groceries due to long intense shifts and limited supply in grocery stores.

Solution

A single app aimed at making life seamless for NHS staff, by connecting them with the things they need, from groceries and care packages to PPE, COVID-19 tests, and more.

Results (since March ‘20)

- 5,000 NHS staff using the app
- 1,483 grocery boxes delivered to NHS staff
- 9 Hospitals supported
- 40,000 Items of PPE Distributed
- 5 Farm Shops serving 2.5K NHS Staff

Sustainable Development Goals:
CASE STUDY

University of Kentucky

University of Kentucky supports student well-being during pandemic and plans for safe return to campus

Challenge
During COVID pandemic, conducted massive call campaign, calling 30,000 students to check in on their well-being.

A need to inspire confidence in parents and students, align internal stakeholders, and support a safe return to campus.

Support the ongoing wellness of their community following the COVID pandemic.

Solution
Using Salesforce Care Package to provide staff necessary access to student data.

Tracking all phone calls to students, ensuring their transition to online learning is going well.

Using Work.com solution to enable wellness monitoring and support engagement platform for Project START.

Returning to campus in phases, Salesforce is powering the University to daily assess the health of the Wildcat campus community.

Enabling contact tracers to manage the interactions of its students, faculty and staff.

We see this as an investment in the future long after COVID. This will allow us to provide holistic support to our Wildcat community.”

Julie Balog AVP
Chief Marketing Officer, University of Kentucky

Sustainable Development Goals:
CASE STUDY

Traction Thrive

Traction Thrive Critical Care Resource Management is a globally available, open-source application designed to view, track and allocate healthcare personnel, PPE, ventilator availability and other critical supplies in real-time.

Challenge

Healthcare providers and hospitals need access to the right resources and front-line personnel to address the pandemic.

Solution

Traction Thrive is a globally available, open-source application designed to view, track and allocate healthcare personnel, PPE, ventilator availability and other critical supplies in real-time.

Results (since March ‘20)

- Used by 30 Hospitals from Canada to Nepal.
- 4000 Healthcare Professionals utilizing the app.
- The open source application is being used in several industries to manage critical resources needed to address COVID-19.

Sustainable Development Goals:
CASE STUDY
Austin Independent School District
How Austin Independent School District Quickly Raised Funds to Support Students, Families & Teachers.

Challenge
In response to COVID-19, Austin Independent School District (AISD) had to quickly understand the needs of students, families and teachers districtwide.

AISD found that additional funds urgently needed to be raised to support those impacted.

Solution
Immediately following school closures, AISD created a crisis support campaign in Salesforce.

Leveraged Pardot to communicate with and engage donors and over 5,500 teachers across the district.

Results
Raised over $2M and distributed more than 473K meals to low-income students and families.

Continually tracking data from donors in Salesforce to ensure emerging needs are met.

"Austin ISD is adapting quickly to serve the emerging needs of our students and families during COVID-19. Pardot enables us to communicate effectively and efficiently in order to support our students and school communities.”

Cynthia Smith
Project Specialist III, Austin Independent School District

Sustainable Development Goals:
Sustainable Development Goals
Community Impact

With strong partnerships and pioneering solution, Salesforce.org creates pathways that lead to a full spectrum of Sustainable Development Goals (SDGs).

<table>
<thead>
<tr>
<th>Technology</th>
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<tbody>
<tr>
<td>Reporting on our technology efforts across the SDGs and incorporating the SDGs into the solutions we build</td>
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<table>
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<tr>
<th>Community</th>
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<tbody>
<tr>
<td>Creating Impact Labs, which brings multiple stakeholders together to build solutions to SDG-related issues</td>
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<table>
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<tr>
<th>Partnerships</th>
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<tbody>
<tr>
<td>Mapping pro bono projects and hours to the SDGs</td>
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</table>
Salesforce.org Employee
Pro Bono Hours

Salesforce.org has committed $19M in pro bono value in 2020 towards advancing the entire spectrum of SDGs across the United States.

The SDG mapping above represents a subset of Salesforce employee pro bono hours. These figures include only those hours related to customers that applied for Salesforce skills-related pro bono support between February 1, 2020 and July 13, 2020. N = 4,344 hours
Salesforce.org and SDG-17 Partnerships for the Goals

17.17. Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Salesforce.org works in partnership with peer organizations to promote progress on the SDGs. Our involvement with both NetHope, ImpactCloud, and Impact Labs are indicative of the partnerships we participate in and encourage.

Salesforce.org is a founding partner of the NetHope Center for the Digital Nonprofit, which brings together the expertise of the technology sector and the on-the-ground experience of global nonprofits to create a network of committed forward-looking humanitarians who can apply digital solutions to real world challenges.

#ImpactCloud is a coalition of technology companies committed to positive social impact, with a focus on enabling nonprofit digital transformation. Their goal is to uplevel the nonprofit sector by collaborating to provide nonprofits with better access to technology and digital skillbuilding.
We hope building technology with the guidance and collaboration of our nonprofit and education community will accelerate progress on the business of doing good in today’s pandemic climate, and into the future.”

ROB ACKER
CEO, SALESFORCE.ORG
Methodology

The 2020 Salesforce.org Community Impact Report celebrates the strides that Salesforce.org and our stakeholders are making to advance social impact. Working with our stakeholders, we've identified outcomes across our three primary portfolios: Technology, Community, Partnerships. Salesforce.org's Measurement & Evaluation (M&E) team employs a variety of data collection and analysis methods to determine our social impact. We will describe our processes section-by-section. We welcome your thoughts, ideas and feedback. Contact us at socialimpact@salesforce.org.

Leading With Impact
To develop our current value proposition, theory of impact, approach, and logic model, the Salesforce.org M&E team met with internal stakeholders from across the organization to determine the appropriate outcomes and intended impact. This report covers Salesforce.org's product donation and pro bono programs. For information on grants and employee-inspired giving, please read the Salesforce Stakeholder Impact Report.

Social Value and Community Benefit
We have created a standard methodology to quantify and report on the total annual contributions of Salesforce.org that is transparent, reperformable, and verifiable.

Our methodology is based on a framework from McPherson Strategies, feedback from Salesforce's Finance and Revenue Recognition teams, and input from the valuation and technical accounting advisory practices of a leading professional services firm. With this methodology, we are able to quantify the total monetary contribution of our technology/product and employee pro bono services.

We calculate the social value of donated and discounted product as follows:
- For Salesforce products sold to a qualified non-profit, educational institution, or other non-governmental organizations (collectively “non-profit”), the value is calculated based on the estimated price Salesforce would have received if the product was sold to a for-profit business times the number of active customer licenses available.
- For non-profit specific add-on products donated by Salesforce, such as the Nonprofit Success Pack and our Education Data Architecture offerings, the value is calculated based on the estimated price of a comparable Salesforce add-on for a for-profit customer times the number of active customer licenses available.
- The skills based pro-bono volunteering value represents the value of self reported hours donated by Salesforce employees to nonprofits to help them implement Salesforce solutions and support the professional capacity of the organization (i.e. board service, financial or legal counsel). Salesforce calculates this value by multiplying the number of pro-bono hours volunteered by Salesforce employees by the estimated billing rate of $195 per hour per as recommended in the CECP 2020 Giving in Numbers Valuation Guide.
- The technology, partnerships, and community in order to understand Salesforce.org’s progress on outcomes, it is essential to hear directly from customers. Between June 24, 2020 and July 15, 2020, the Salesforce.org M&E team administered the Tech for Social Change Survey (n=485), to learn about progress on customer outcomes, about how Salesforce.org is supporting customer organizations in meeting their missions, and where we can grow. Tableau and Microsoft Excel were used for quantitative and qualitative data analysis respectively.
- In addition to the Tech for Social Change Survey, between September 2019 - January 2020 (n = 55) we conducted Customer Impact Interviews. In these interviews, customers were asked about how the use of Salesforce contributes to their efficiency, effectiveness, community connection, and innovation. To ensure a representative sample, we stratified by organization size, geographic location, product vertical, and level of engagement. Interviews were recorded, transcribed, anonymized, and then analyzed in Microsoft Excel to extract common themes. The final sample of participating organizations and individuals were kept confidential, and not shared outside of the M&E team.

Salesforce.org’s Response to the COVID-19 Pandemic
The Salesforce.org M&E team tracked Salesforce.org’s activities that pertained to COVID-19 from February 12, 2020 - July 3, 2020. We also surveyed customers to determine the usefulness of our events (n = 226). In addition, we included COVID-19-specific items in our Tech for Social Change Survey, which was administered between June 24, 2020 and July 15, 2020 (n = 485).

Sustainable Development Goals (SDGs)
The mapping of Salesforce’s pro bono hours to SDGs covers all pro bono focused on Salesforce skills between February 1, 2020 and July 14, 2020. These numbers were generated from internal Salesforce data. Starting this year, all customers requesting pro bono support must map the work to a SDG. Donated pro bono hours are self reported by Salesforce employees.
The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company’s results could differ materially from the results expressed or implied by the forward-looking statements it makes.

The risks and uncertainties referred to above include – but are not limited to – risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity, real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company’s financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company’s website at www.salesforce.com/investor. Salesforce.com, Inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

This report contains forward-looking statements.
Appendix
Global Community Benefit Report

The Community Impact model is poised to deliver more than $36 billion in community benefits by 2024, according to a new commissioned IDC study released earlier this year.1 Below, we share more about how the Community Impact model delivers community benefits, including jobs and additional revenue for our customers and partners, and what this means for advancing the SDGs and driving impact scale.

What Does $36 Billion in Community Benefits Really Mean?
Salesforce.org’s Community Impact model is the engine behind the creation of more than $36 billion in new economic community benefits across the world by 2024. Economic community benefit refers to the additional revenue and jobs that will open up for the social sector as organizations take advantage of cloud computing through their use of Salesforce.org purpose-built technology and other resources to help bridge their Impact Gap.2

Read the blog post and full report to learn more.

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1 IDC conducted its data analysis prior to the start of the COVID-19 pandemic
2 These community benefits are in addition to the more than $1 trillion in new business revenues and 4.2 million jobs that IDC forecasted the Salesforce Economy would create late last year
Salesforce Stakeholder Impact Report

Each year, Salesforce publishes the annual Stakeholder Impact Report, which ensures stakeholders have more timely access to the company’s corporate responsibility data – governance, sustainability, equality, trust, employee programs, giving back – and the progress we’ve made on our commitments.

For Salesforce’s complete environment, social, and governance programs and metrics please click here.

Equality
We also publish our diversity numbers annually on our Equality website to promote transparency and hold ourselves accountable.