

A Partnership for Good: Salesforce.org and United Way

Empowering Business and Employees to
Improve the State of the World



A Partnership for Global Impact

For more than 130 years, United Way has partnered with companies around the world to mobilize employees in their communities and add velocity to corporate philanthropic goals. Salesforce.org is a nonprofit social enterprise born out of the belief that the business of business is to improve the state of the world. In 2017, United Way and Salesforce.org forged a partnership to reimagine the future of giving. Our goal is to connect individuals to the causes and communities they care about, using a platform that engages companies, employees, and nonprofit organizations with millions of opportunities to give back in a global philanthropic marketplace.

United Way Key Facts

- Largest privately funded, mission-driven nonprofit in the world
- Ranked #1 by *Chronicle of Philanthropy's* list of America's Favorite Charities
- Engaged in 1,100 communities in the U.S. and another 600 communities across more than 40 countries and territories
- Reaches 60,000 workplaces with 48 million employees in the U.S.
- Fights for the health, education, and financial stability of every person in every community

Salesforce.org Key Facts

- Social enterprise arm of Salesforce.com (NYSE:CRM)
- Uses technology for good
- Born from Salesforce's 1-1-1 model of integrated philanthropy, Salesforce.org has evolved into a self-sustaining social enterprise
- Serving 36K+ customers: nonprofits; higher-ed and K-12 institutions
- \$230M in donated grants toward education, youth workforce development, homelessness, and community development
- Empowered Salesforce employees to achieve 3.2M+ volunteer hours



A Partnership for Good: United Way & Salesforce.org

Our Mission

Salesforce.org and United Way are committed to developing businesses into platforms of change, empowering employees and customers to put their values into action.

Objectives

- Connect companies and their employees to maximize community impact
- Empower employees to be citizen philanthropists
- Leverage technology to transform philanthropy and translate individuals' passions into action at scale

By joining forces, United Way and Salesforce.org give every citizen philanthropist access to a marketplace of giving opportunities to transform their communities by engaging with the causes they are passionate about.

The Platform that Turns Values into Action

United Way and Salesforce.org have joined forces to create Salesforce.org Philanthropy Cloud, a corporate impact platform designed for a new era of giving. By leveraging the most innovative Salesforce technology and the expertise of United Way, the leaders in workplace giving, Philanthropy Cloud gives every citizen philanthropist access to the best opportunities to help transform their communities. This is a new digital marketplace where employees and causes can engage with each other – featuring impact funds (collections of nonprofits dedicated to a given cause), stories, and corporate campaigns. Philanthropy Cloud provides a seamless and transparent giving experience through an integrated database of certified nonprofits, sourced from GuideStar in the U.S. and the Canadian Revenue Agency in Canada.

Personalization is essential to Philanthropy Cloud. Every individual who uses the platform has a unique portable profile featuring the causes they are most passionate about, their skills, giving history, location, and more. Add to that the power of Salesforce's AI-driven recommendation engine, known as Einstein, built right into the platform to customize each employee's experience based on their interests, browsing activity, and donating behavior. These features put employees in the driver's seat and allow them to bring attention and funds to the causes they care about most.

“85% of Salesforce employees are engaged in giving back. After fielding questions for years, we asked ourselves what we could do to help our customers, partners, and others drive that same kind of engagement.”

Nasi Jazayeri

Executive Vice President and General Manager of Philanthropy Cloud at Salesforce.org

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Shared Values

Both companies are deeply committed to their values, and Philanthropy Cloud was built with those key values in mind:

“Philanthropy Cloud is a game-changer. It’s more than a new way to give, it is also a new way to connect with causes, connect with other people who are passionate about the same issues, and make a difference in local communities.”

Brian Gallagher

President and CEO of United Way Worldwide

Trust – With more than 130 years of experience in advancing the common good, United Way has built its legacy on trust. From local to global, United Way vets every organization it partners with, ensuring donors always know where their donations are going. Trust is the #1 value at Salesforce and Salesforce.org. This emphasis on trust propels Salesforce.org to always put the customer first, whether it’s in creating innovative technology or protecting data.

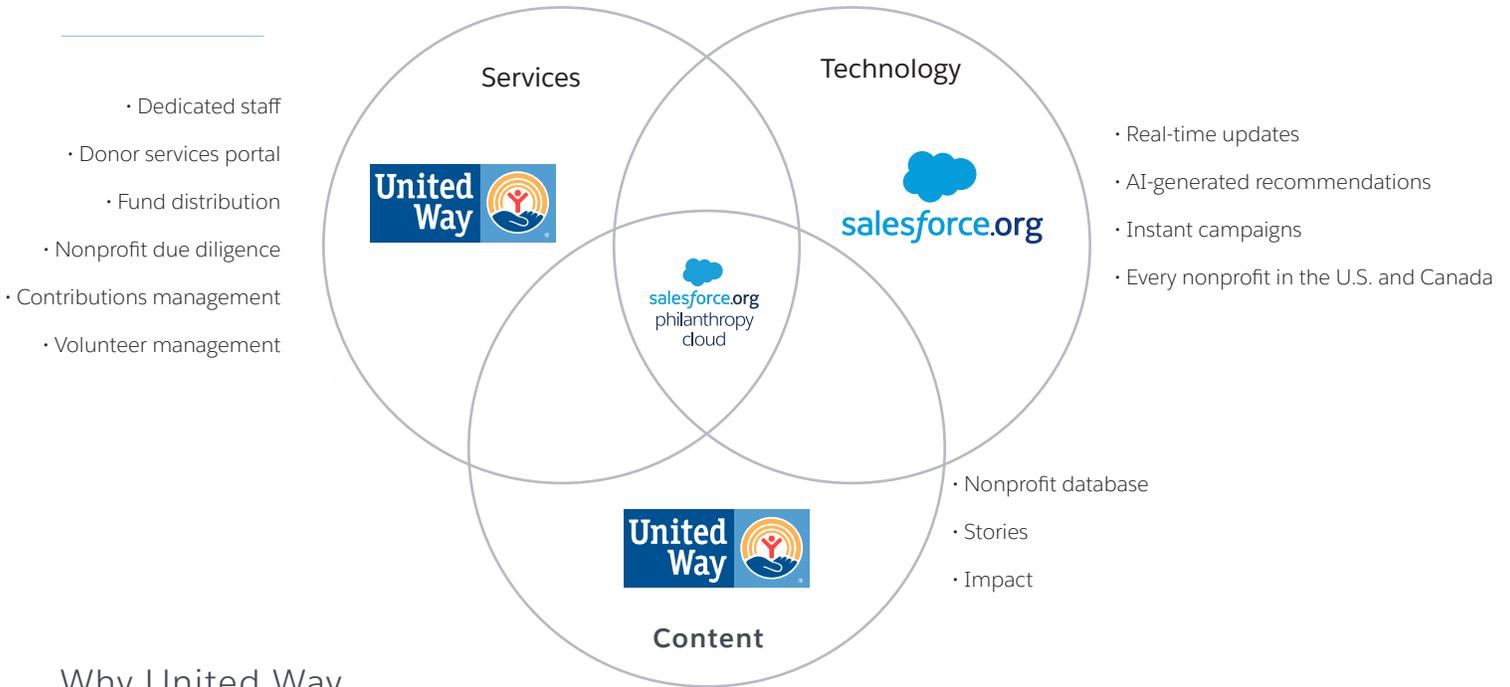
Innovation – Philanthropy Cloud is the corporate impact platform designed for a new era of giving. Not only can users search the marketplace for causes, but they can also read stories about others in their community, immediately see how their contribution is impacting a broader campaign, and receive personalized recommendations on which organizations to contribute to, with the help of an AI-based recommender engine that tailors suggestions based on user activity.

Transparency – Both United Way and Salesforce.org strive to be transparent – in regard to their partnership, their separate organizations, and the nonprofits included in the marketplace. Success for both organizations will be measured by dollars earned, hours volunteered, and communities helped. Philanthropy Cloud offers real-time updates on giving at both the personal and corporate levels. It also provides deep insights and reporting to administrators, ensuring full visibility for corporations, partners, and nonprofits.

Community Impact – We believe that our work begins when we are able to make a positive impact on the community. Our view is that individuals and businesses succeed when their communities succeed.



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Why United Way

United Way is connected to 60,000 workplaces worldwide, including more than half of the Fortune 500. It is deeply embedded in local communities, making it the ideal organization to bring the innovative technology of Salesforce.org Philanthropy Cloud to the broadest audience possible.

United Way is also focused on giving everyone an equal opportunity to contribute. That's why volunteering is a key component of Philanthropy Cloud, allowing donors to choose whether to donate their money, their time, or both – because everyone should have the opportunity to change the world, regardless of their income.

One of the things that makes Philanthropy Cloud unique is its content. United Way and other nonprofits create stories of impact and inspiration, written by individuals who are in the trenches of community service. Philanthropy Cloud brings these stories of struggle, hope, and positive impact directly to employees who care about those causes. This unique content inspires millions of people to keep giving every day.

Benefits

Corporations

Companies are in the best position to make an impact on the world, and employees, customers, and local communities alike expect them to deliver. Implementing a corporate philanthropy program can help businesses in three key areas: human resources, CSR, and marketing.

Nonprofits

Philanthropy Cloud provides a place for nonprofits to authentically engage with new audiences, share their stories of impact, and raise more funds. All organizations in the U.S. or Canada that have a nonprofit designation will automatically be included in Philanthropy Cloud.

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A Partnership to Make the World a Better Place

While nonprofits and corporations are already seeing benefits from this partnership and platform, the true beneficiaries are the communities most impacted by philanthropic giving. Both Salesforce.org and United Way are proud to keep these causes, communities, and individuals at the center of everything we do.

Corporations can start creating their own citizen philanthropists.

Contact us at philanthropycloud@salesforce.com or 1-800-667-6389, or visit us at www.salesforce.org/philanthropy-cloud to learn more.



About United Way Worldwide

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 8.3 million donors worldwide and \$4.6 billion raised every year, United Way is the world's largest privately-funded nonprofit. We're engaged in nearly 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit UnitedWay.org. Follow us on Twitter: @UnitedWay and #LiveUnited.

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.