Philanthropy Cloud

Improve employee engagement and drive greater impact through workplace giving and volunteering.
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 employees in philanthropic endeavors, enhancing brand reputation and awareness, attracting and retaining top talent, and delivering a greater impact on their community and the world.

Let’s take a closer look.
Engage Your Employees
Give employees a sense of ownership by enabling them to lead and drive their desired activities and contributions to the philanthropic causes they espouse. Furthermore, leverage technology to simplify and personalize their experience, and enrich their knowledge through a recommendation engine, powered by Salesforce Einstein, our embedded and proprietary AI technology.

Improve Visibility and Accessibility to Philanthropy
Philanthropy Cloud is a one-stop shop for employees to see every nonprofit and school. It increases the visibility and transparency of organizations’ philanthropic activities, letting employees learn about and participate in the causes of their choice with a single click.

Drive Community Impact
A corporation has the opportunity to scale its impact and rally its employees for causes of their choice. By gaining access to nonprofits directly and measuring the impact, a company can lead its giving campaigns with desired outcomes in mind to drive positive change in society.
Customers who’ve used Philanthropy Cloud have seen up to…

- up to 32% increase in amount raised
- up to 30% increase in employee engagement
- up to 23% increase in average gift
Key Capabilities

Giving
Donate or fundraise for your cause of choice.

Volunteering
Volunteer virtually or in-person, and organize volunteering activities for your colleagues and departments.

Matching Gifts
Facilitate employees’ requests for matching gifts, and reduce operational overhead.

Grants Management
Support grantmaking to your nonprofit partners, schools, or even individuals with custom workflows.

Reporting
See personal and company donations and volunteer hours in real time; retrieve automatically generated tax receipts for all donations; administrators can view and download advanced reports.
Philanthropy Cloud
Features for Employees

Complete catalog of nonprofits and schools
In the U.S., all 501(c)(3) nonprofit profiles are fed into Philanthropy Cloud from Candid. In Canada, nonprofit profiles come from the Canadian Revenue Agency.

Volunteering opportunities
Employees can easily find thousands of volunteering opportunities, virtual or in-person, that are prebuilt and fed into the platform by our partners. They can also create opportunities for their colleagues in their location and for their department or ERG.

Campaigns
Participate in company-created campaigns, or create your own campaigns with multiple nonprofit beneficiaries. Campaigns also allow for volunteering opportunities to be included alongside giving, empowering employees to contribute whenever and however they want.

Stories
Share stories about your employees’ success, nonprofit partners, and local impact, all of which inspire involvement and celebrate your community.

Flexible payment options
Give employees flexibility to donate by credit and debit cards, automatic payroll deductions, and pledges in cash, check, or stocks. Employees can opt for one-time or recurring gifts.

Einstein recommendations
Einstein, Salesforce’s artificial intelligence layer, recommends nonprofits, campaigns, volunteer opportunities, and stories to each user based on their personal preferences and activity within the platform, creating a customized experience for every employee.

Mobile app
Explore causes, donate money, and manage volunteering on the go with apps available for Android and iOS.
Philanthropy Cloud

Features for Administrators

Customization options
Give your instance of Philanthropy Cloud its own look and feel to match your company's branding. Customize colors, add your logo, and choose which content to feature on your employees' home page.

Champion role
Empower your passionate employees to organize fundraising campaigns and volunteer activities on behalf of their departments, offices, or employee resource groups (ERGs).

Tax receipts and integration
The platform automatically generates tax receipts for all donations according to the charitable gift receipt standards. Receipts are emailed to donors and available for download at any time. They also integrate directly with personal business accounting and tax preparation systems.

Reporting
Analyze and report on your corporate activity with interactive charts and robust filtering capability that includes causes, nonprofits, and the Sustainable Development Goals. Export reports in CVS format and use with any analytical tool.

Single sign-on
Integrate with your identity and access management (IAM) solution to support single sign-on within your organization.

Fund disbursement
Disburse funds to nonprofits from within Philanthropy Cloud using Frontstream, our disbursement partner.

Grants management
Disburse awards and grants through our Grants Management solution, which uses the same database of validated nonprofits and offers a simple way to track, manage, and deliver funding to nonprofits.
Customer Success

“We don’t just have a purpose. We live our purpose. And Philanthropy Cloud helps us do that.”

Jane Elliott
Chief Communications and HR Officer
Deluxe
Contact us at philanthropycloud@salesforce.com or 1-800-667-6389 to learn more.