

Community Impact Report 2021



“We have witnessed what can happen when community members come together to collaborate”

Rob Acker
CEO, Salesforce.org



Salesforce.org is proud to participate whenever and wherever we see an opportunity for technology to contribute to society. We believe that technology, when used for social good, can have a profound impact on the world.

This past year, we have been encouraged by the innovative ways our global community of more than 50,000 nonprofit organizations and educational institutions – and the volunteers, donors, and partners that support their work – has leveraged technology to meet the many challenges we are all facing. We’ve witnessed what can happen when community members come together to collaborate on problems, ideas, and solutions.

I am so proud of how our community has risen to meet this moment. It’s clear that the organizations and institutions we serve – and the millions of people they serve every day – have the resilience to adapt to the ebbs and flows of this unpredictable environment.

This year’s Community Impact Report highlights how our community is using technology to inspire action. This past year, Salesforce.org’s Annual Social Value – the sum of the value of our product donations and discounts as well as the pro bono technical support provided by Salesforce employees around the world – increased to \$1.45 billion from \$1 billion in 2020.

In this report, you will see how those numbers translate to real-world impact. Our technology donations have helped 87% of our community members improve their ability to achieve their missions. Of customers who completed pro bono projects, 94% report that they are better able to leverage their Salesforce tools to drive impact.

This year’s report also highlights the work done by Impact Labs, our groundbreaking program to co-design innovative technology solutions that address our toughest social issues. Our first two Impact Labs cohorts focused on people experiencing homelessness and students struggling to navigate the financial aid process. Our third cohort is now working to co-design a technology solution to support marginalized communities most impacted by the climate crisis.

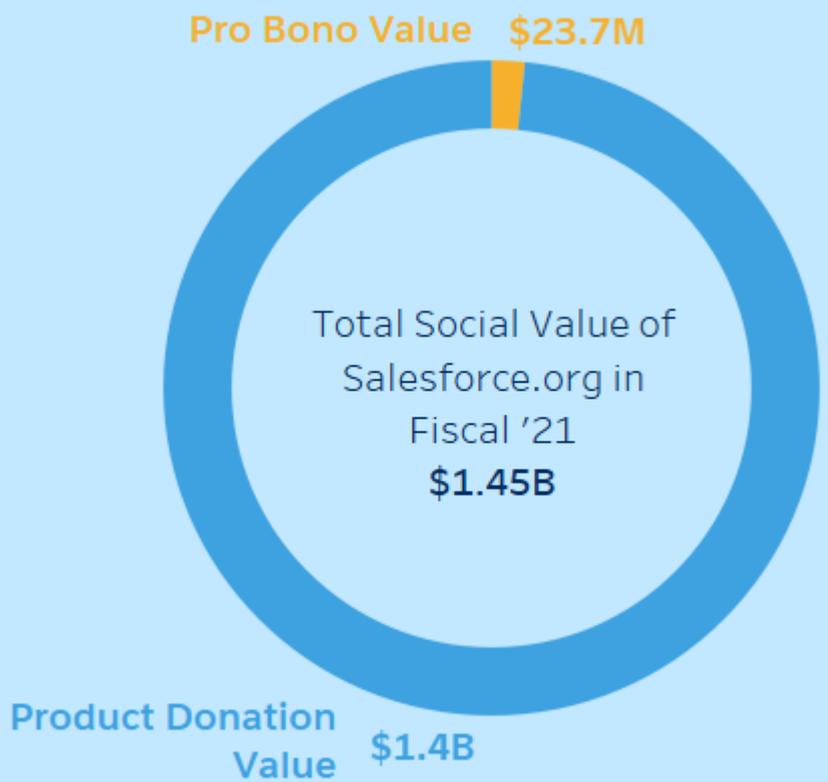
The challenges we face are a reminder that it’s always the right time to talk about change and innovation and to focus on new ways to work together. We still have a long way to go, but I know that our community, powered by technology, is working every day to create a better world for all of us in 2022 and beyond.



Salesforce.org's 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.

With this methodology, we are able to quantify the total monetary contribution of our technology and employee pro bono services.



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.

Fiscal 21 represents the fiscal year ended January 31, 2021.

Product Donation Value: 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. This figure is reviewed by Ernst & Young. See Methodology for details.

Pro Bono Value: 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. 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. This figure is *not* currently reviewed by Ernst & Young. See methodology for details.

Our Approach to Impact

Technology

Community

Partnership



If we empower change makers with powerful technology built for and with our community

Then their organizations can innovate how they operate, raise funds and connect

And the social sector will maximize its impact

Together, we will create a more just, equitable, sustainable planet

What we do

Technology

We accelerate social impact with purpose-built technology.

Community

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

Partnership

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



Technology

What we measure & learn



Efficiency

Effectiveness

Community Connection

Innovation

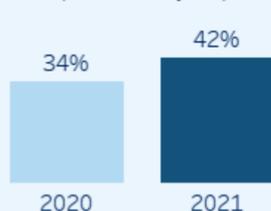
Efficiency

Salesforce has helped our customers streamline their processes

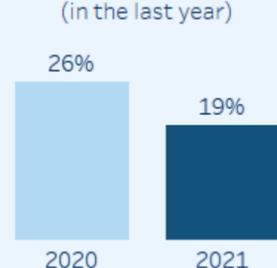
"To be able to get that data without having to open, you know, seven years worth of ginormous Excel files, is huge".

Medium Size Education Customer

Better able to strategize & prioritize (in the last year)



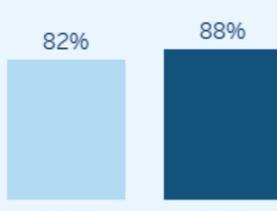
Reduced operations cost (in the last year)



"It allows folks to focus on what's most important and focus on the work."

Small Nonprofit Customer

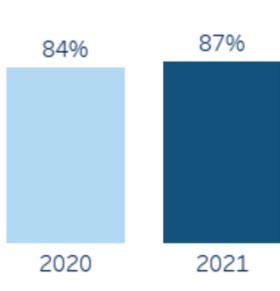
Change/improved how work gets done as a result of Salesforce



Effectiveness

Our customers can focus on their impact

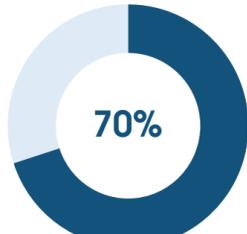
Improved ability to achieve mission



"I think marketing campaigns are much easier because we can pull lists much easier. Then all of a sudden we're now reaching and we're keeping teachers in the profession, we're keeping administrators in the profession and that's the greatest challenge."

Large Education Customer

Use Salesforce data to improve quality of services & supports offered



"We've been able to launch, more robust advocacy campaigns because of Salesforce and having the legislative database...We have seen some policies get changed that ultimately definitely have a direct impact on children."

Large Nonprofit Customer

Community Connection

A majority of customers continue to improve their communication, both inside and out.

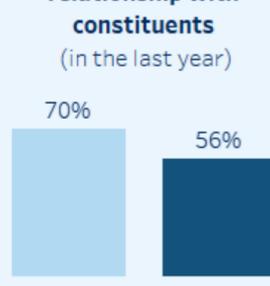
"[Salesforce has] helped foster those conversations across the programs so that we recognize that our different programs use similar information to do their work."

Small Education Customer

Better staff communication & collaboration (in the last year)



Better communication & relationship with constituents (in the last year)



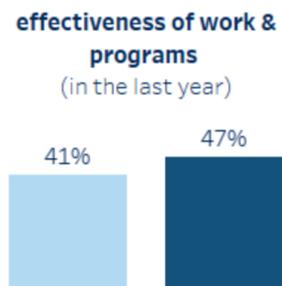
"...over COVID when all we could do last summer during lockdown was contact kids and their families. It was incredibly useful because we could keep track of what they were saying to us and go back to ...and figure out what we could, how we could help"

Small Nonprofit Customer

Innovation

Our customers are improving in their ability to measure their impact and create a culture of data and learning

Better able to evaluate the effectiveness of work & programs (in the last year)



"[It's about] being able to make data-driven decisions, being able to look at your data from the past or your performance from the past and easily use that as a measure, whether that's to track your progress currently or for future planning."

Medium Education Customer

Better able to set and monitor goals (in the last year)



"I think it really has advanced our attempts at a cohesive data culture probably more than we realize. People understand there is value in a system ...I think it's really helped to educate the culture here in terms of the value of data."

Large Nonprofit Customer

All data points reflect the Fiscal Year 2021 unless otherwise noted
2021 Quantitative Data from the Customer Outcomes Survey, administered Nov 2020 to July 2021
Qualitative data gathered through Customer Impact Interviews January 2021 to March 2021

Community

What we measure & learn



Our entire ecosystem, from customers to employees, feel like they're part of a community working on achieving positive social impact

"I'm very passionate about the Salesforce platform. I think Salesforce has been an incredible partner to the college. I think what they're doing in the community college space, what they're doing to really fight the challenge of systemic racism and really help underrepresented minorities in the country. They're very much aligned with our mission."

Small Education Customer



Trailblazer COMMUNITY



Where trailblazers learn, connect and give back, together.

"You get out of the community what you put into it, that's why I believe it's so important to contribute. Not only are you able to get and give support and answers, but you end up building an incredibly valuable network of colleagues and even friends!"

Salesforce.org MVP

	2020	2021
Trailblazer Community Groups World-Wide	102	136
% questions answered in 24 hours in the Community	99%	99%

[Connect with Trailblazers](#)

Open Source Commons



Collaboration to address the unique needs of the nonprofit & education communities as they tackle the world's most challenging problems.

	2020	2021
Community Sprint event attendees	302	302
Community-Developed Projects published or released for community use	6	7
% Community Sprint attendees would recommend sprints to others	98%	100%

[Get Started with OSC](#)

"I've never seen so many people actively engaged and on-camera on Zoom. The Virtual Community Sprint is an example of how our world is changing and adapting and how we can successfully use technology to keep creating and solving problems for our communities."

Community Sprint Attendee

Impact Labs

Salesforce.org Impact Labs is a collaborative program to co-design innovative technology solutions that address the toughest social issues facing us today.

"The Impact Lab allowed me to connect with diverse peers from across the postsecondary success field who care deeply about equitable outcomes for students. Each of us brought different experiences, but we all centered our work on the end user: students. This led us to innovate how we thought about technology and data to build a solution that truly meets the needs of young people today"

Impact Labs Community Fellow

	2021
Impact Labs Community Fellows	28
Pro Bono Fellows collaborated through Impact Labs	33
People reached through thought capital and events	9,871
Technology solutions co-designed and developed	2
Technology solution "Service Match" downloads	68

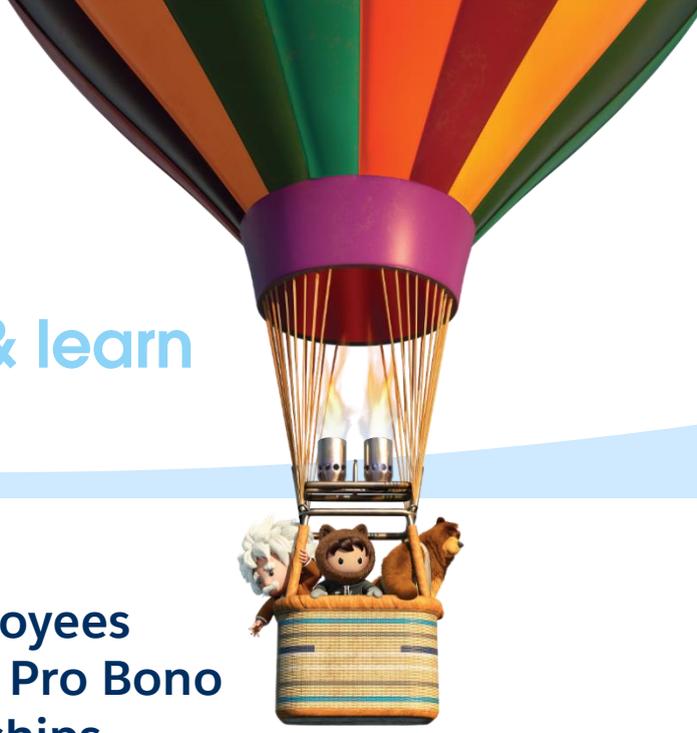
[Read about Impact Labs](#)



Partnerships

What we measure & learn

Our customers and our employees continue to benefit from our Pro Bono program and Global Partnerships.



Pro Bono Program

Through the Pro Bono Program, customers can access digital expertise of Salesforce employees on short-term projects – at no cost.

"I can't say enough about how helpful the Pro Bono Program has been. We're just starting the journey but have a clear roadmap of where we want to be in the future"

Pro Bono Program Participant

[Pro Bono Program](#)

	2020	2021
Total Pro Bono Hours	96K	121K

Customers who participate in the Pro Bono Program say...

they are better prepared to manage Salesforce after their pro bono project	89%	94%
they are better able to meet their mission after their pro bono project	86%	94%

Employees who participate in the Pro Bono Program say...

they are developing communication leadership, and other career-crucial skills as a result of their pro bono experience	90%	85%
their pro bono experience made them happier at work	93%	93%

Partner Ecosystem

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

~400

*Global Network Partners
(Consulting & Product)*

60%

Customers report using a partner/consultant to build, expand or enhance their instance

"I can't say enough ... having [Consultant] to come alongside, that is gracious and is able to provide wisdom and insight and is very generous with [their] time and gifts."

Small Nonprofit

All data points reflect the Fiscal Year 2021 unless otherwise noted

Our Methodology



The 2021 Salesforce.org Community Impact Report celebrates the strides that Salesforce.org stakeholders are making to advance social impact. Working with our stakeholders, we've identified outcomes across our three primary portfolios: Technology, Capacity, and Community. 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.

OUR APPROACH TO 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.

Stakeholder Impact Report

SOCIAL VALUE

Salesforce aims to capture the totality of financial contributions to the social sector in a transparent, replicable and consistent way. The methodology for the Social Value Calculation is based on feedback from McPherson Strategies, Salesforce Finance Team and Salesforce Revenue Recognition team and input from the valuation and technical accounting advisory practices of a leading professional services firm. Salesforce.org's Social Value is made up of the value of employee pro bono services (valued at \$195/hour, sourced from CECP) and the value of technology donation and discount. The value of Salesforce.org Technology Donation and Discount is made up of the value of Salesforce products resold by Salesforce.org at a significant discount, the value of the 10 free licenses offered to nonprofit and education institutions under the Power of Us program, and the value of pre-configured customization packages offered to the social sector free of charge (i.e. Nonprofit Success Pack, Education Data Architecture). The value of products sold or donated is 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 nonprofit, 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 nonprofit company ratio is used to estimate the social value.

The Salesforce Social Value incorporates the total value of all traditional philanthropic giving in the form of grants and employee giving, the value of employee pro bono services, the value of employee volunteering (valued at \$25.43/hour, sourced from Independent Sector) and the value of technology discounts & donations.

Social Value Methodology

TECHNOLOGY, COMMUNITY & PARTNERSHIPS

In order to understand Salesforce.org's progress on outcomes, it is essential to hear directly from customers. While our 2018 and 2019 Social Impact Reports shared data from the annual Salesforce.org Voice of the Customer Survey, since 2020 we have used the **.Org Customer Outcomes Survey** (Previously named the Technology for Social Change Survey) to collect data for reporting. The OCOS is tied directly to our impact framework and leverages impact measurement best practices. While some questions from the Salesforce.org Voice of the Customer Survey are similar to the OCOS, we made significant changes to methodology and sampling in the OCOS, and the new baseline year for Salesforce.org's impact measurement data is 2020.

Each quarter in 2021, the Salesforce.org M&E administered the **.Org Customer Outcomes Survey** (n=282), to learn about progress on customer outcomes, about how Salesforce 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 January 2021 - March 2021, we conducted **Customer Impact Interviews** (n = 35). 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. Ultimately, we interviewed representatives from 35 organizations across the Nonprofit, K-12, and Higher Education verticals (compared to 55 the previous year).

**WE WELCOME YOUR THOUGHTS, IDEAS,
AND FEEDBACK. CONTACT US AT
SOCIALIMPACT@SALESFORCE.COM**