



FIFTH EDITION

Community Impact Report

2022



**“ When we serve all stakeholders,
business is the greatest platform
for change.”**

Marc Benioff, Chair & Co-CEO, Salesforce



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Leadership Letter

At Salesforce.org, our purpose is to power the purpose of organizations of all sizes working to build a better future. We believe in the power of technology to deliver impact, support social good and create meaningful change. We are honored to support the thousands of nonprofit organizations and educators of all kinds that rely on our technology to achieve their mission. By enabling their work, we help build something bigger than any of us could achieve individually – and make it possible for our community to change the world for the better.

For the past five years, we have produced these Community Impact Reports to provide a window into the scale of their impact. Each report analyzes how donated and discounted Salesforce technology has a measurable impact on both the organizations and institutions who use it, and the communities they support and serve. This year, we are proud to share that our Annual Social Value, which is the sum of both product donations and discounts plus the volunteer hours that Salesforce employees worldwide provide through our Pro Bono Program, totaled \$1.89 billion, up from \$1.45 billion in 2021.

While that number is significant, the impact it represents is more important. To put it into perspective, 89% of our customers report that using Salesforce has changed or improved how their work gets done, and 85% of our customers are better able to meet their missions in part due their use of Salesforce technology.

This past year, the global challenges we've faced have continued to compound. At the same time, the global community of changemakers across both the nonprofit and education sectors working to address those challenges continues to drive tangible social impact. We are proud to support our global community of customers as they continue to address those challenges. Customers like War Child, Texas Tech University, Denver Public Schools, and Earth Uprising are using the power of technology to drive real change.

At Salesforce, we believe in stakeholder capitalism – a corporation's purpose is based on a fundamental commitment to all stakeholders – customers, employees, partners, communities, the planet, and society – not just to their shareholders. Salesforce.org is stakeholder capitalism in action. We increase community impact through the impact of our products. We are committed to creating and supporting an economy – and a future – that takes all stakeholders into account. A future that benefits our communities, our society, and our planet – as well as our customers, our partners, and our employees.

As we rise to meet this challenge, we must be more focused than ever on the success of those we serve. To meet this moment, Rob Acker will fill the role of our Chief Customer Officer and will hold personal responsibility for customer success across our global community. And, Mike Wolff, who has been with Salesforce since 2002, has taken on the role of Chief Revenue Officer. He recently led the global ISV Sales team that is responsible for recruiting, building, and growing impactful technology partnerships that drive Salesforce differentiation and deliver growth, customer success, and innovation. Mike is also a Board Member of the Weingarten Children's Center, transforming the lives of children who are deaf or hard of hearing, teaching them to listen, speak, and learn. The addition of a CRO ensures our Nonprofit and Education sectors are represented in parallel, and in parity, alongside every other industry served by a dedicated suite of Salesforce technology.

We look forward to working together to serve this community as it continues to deliver impact day after day.

In gratitude,
Rob Acker & Mike Wolff



Chapter 1

Salesforce.org: Stakeholder Capitalism in Action



Salesforce believes that corporate purpose is based on a fundamental commitment to all stakeholders — customers, employees, partners, communities, the planet, and society — rather than just shareholders.



Materiality Assessment

In FY22, Salesforce conducted a double materiality assessment, assessing topics based on their impact on the environment and society and to enterprise value. The assessment involved a number of our key internal and external stakeholders, including Salesforce executives and employees, investors, customers, suppliers, NGOs, and members of sector associations. As a result, 15 topics were identified that are both relevant to Salesforce and validate the alignment of current strategic ESG priorities to meet the expectations of stakeholders.

One topic identified is Community Impact. Salesforce.org contributes to community impact through its focus on product impact. Salesforce.org is stakeholder capitalism in action!

Salesforce.org contributes to Community Impact through its focus on product impact. Salesforce.org is stakeholder capitalism in action!

Another topic identified is Responsible & Sustainable Technologies. George Serafim notes that increasing attention is paid to companies that effectively link strategy to purpose.¹ Salesforce.org products, by being focused on community impact, could be seen as a responsible use of technology.

For more on the materiality assessment, please visit the Reporting Scope and Methodology section of the [FY22 Salesforce Stakeholder Impact Report](#).

1. Serafim, George. "Social-Impact Efforts that Create Real Value." Harvard Business Review. 2020.

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, view the [FY22 Salesforce Stakeholder Impact Report](#).

We also publish our diversity numbers annually on our [Equality website](#) to promote transparency and hold ourselves accountable.



Chapter 2

Product Impact



Our Approach

We power the purpose of our customers by providing them with free and/or discounted access to best-in-class technology and services. While product impact is at the center of what we do, we know our customers need access to even more support. We surround them with an ecosystem of partners: from employees to consultants to strategic partnerships with influential organizations. In addition, our community of customers also provide support to each other to achieve more impact through the use of Salesforce products.



Technology: Addressing Community Impact



Salesforce for Nonprofits

- 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



Canadian Cancer Society



Salesforce for Education

- 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



Social Value of Products and Services

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 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.

1. Fiscal Year 2022 represents the fiscal year ended January 31, 2022.

2. 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.

3. 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 or to 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.

Salesforce.org's Product
Donation Value²

\$1.87 Billion

Total Donated Products and
Services Value of Salesforce.org
in Fiscal Year 2022¹

\$1.89 Billion

Pro Bono Value³

\$18.6 Million

Customer Outcomes

We focus our measurement and learning on leading indicators of impact: customer outcomes. If our customers are able to strengthen what’s working and improve what can be improved, they will transform to achieve greater impact.



Efficiency

Streamlining processes so customers can spend their time on the things that matter most



Community Connection

Strengthening bonds internally among staff and externally with constituents and peer organizations



Innovation

Understanding one’s own impact and managing to it based on relevant, accurate data

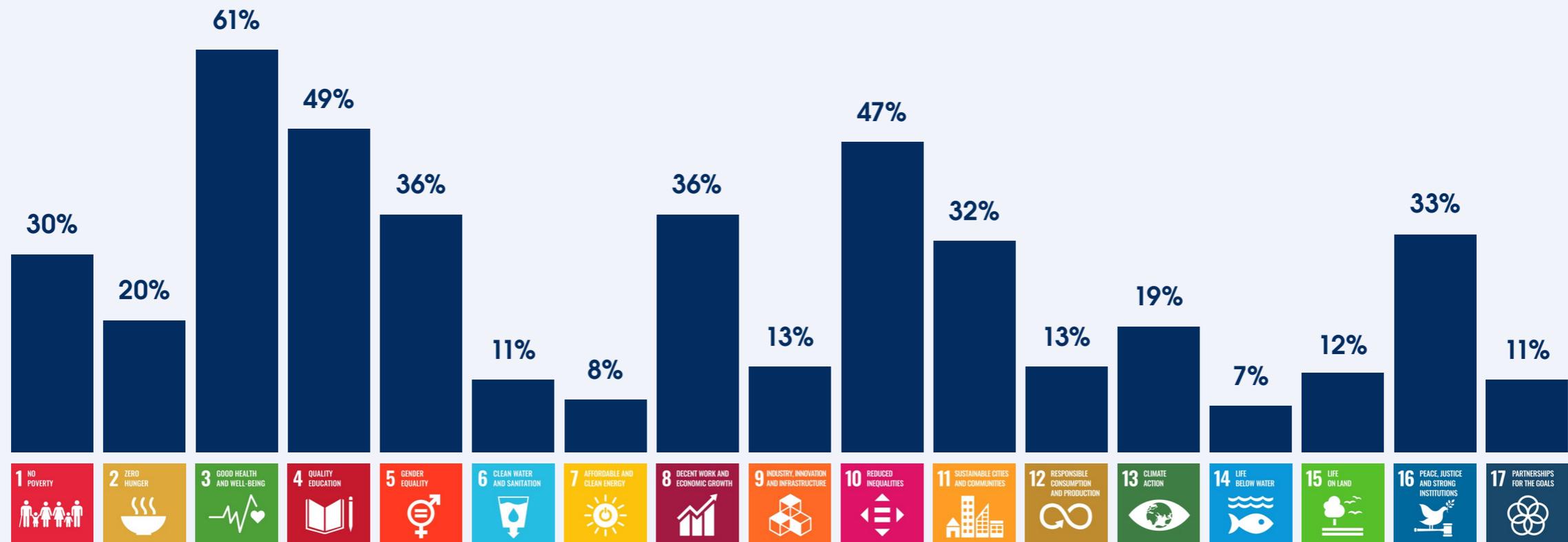


Effectiveness

Improving the quality of delivered services to expand reach



Salesforce.org believes in the importance of the Sustainable Development Goals (SDGs). Our customers are working to meet all 17 SDGs.



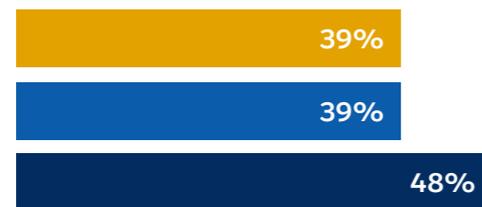
* The data source for this chart is the Salesforce.org Customer Outcomes Survey. In it, organizations could select more than 1 SDG that aligned closest to their work.

Customer Outcomes

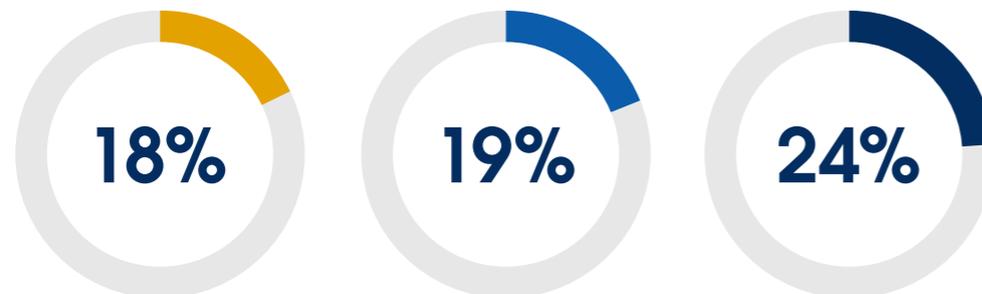
Streamlined Processes for Greater Efficiency

■ AMER ■ EMEA ■ APAC

Customers are better able to strategize and prioritize due to using Salesforce (2022 by Region):



Customers reduced operational costs (2022 by Region):



"I think that it (Salesforce) allows us to spend less time trying to generate reports and more time having productive conversations. So we're just spending our time more wisely."

- Large K-12 Customer



"The biggest benefit has been to develop institutional efficiency, with a central repository of actionable student data. Secondly, Salesforce allows us to connect with our constituents, students, families, schools and communities at a level we couldn't without. It has allowed us to think and act out-of-the-box, and to automate at a high level."

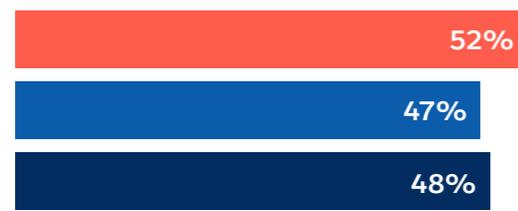
- Higher Ed Customer

Customer Outcomes

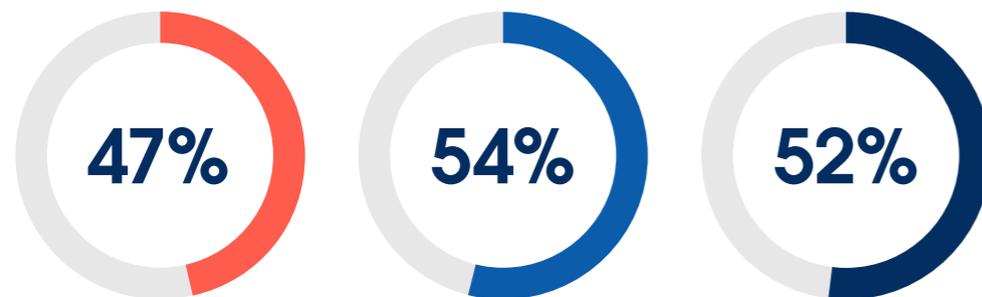
Strengthened Connections with Your Community

■ AMER ■ EMEA ■ APAC

Better staff communication & collaboration due to using Salesforce (2022 by Region):



Better communication & relationship with constituents (2022 by Region):



"It (Salesforce) helps us tell the story with real concrete information."
- Higher Ed Customer



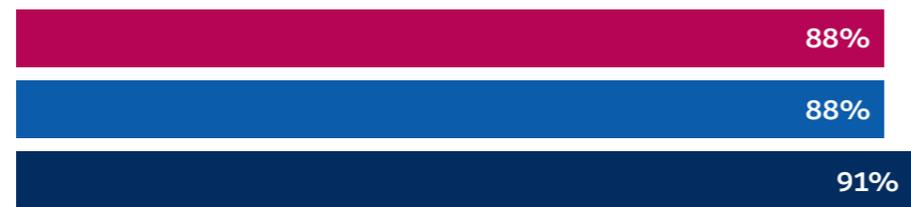
"I think everybody associated with our organization has benefited from it (Salesforce). Internal processes have been made easier. The sharing of data between departments and between staff members has been much easier. Communication has gotten much easier."
- Large K-12 Customer

Customer Outcomes

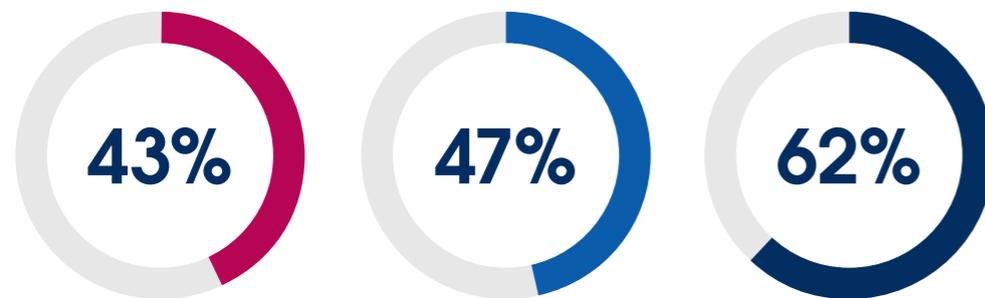
Implemented Data-Based Innovations

■ AMER ■ EMEA ■ APAC

Changed or improved how work gets done as a result of using Salesforce (2022 by Region):



Better able to measure the impact of their work (2022 by Region):



"We have established a reputation of being an impactful organization because the data is at our fingertips."

- Nonprofit Customer

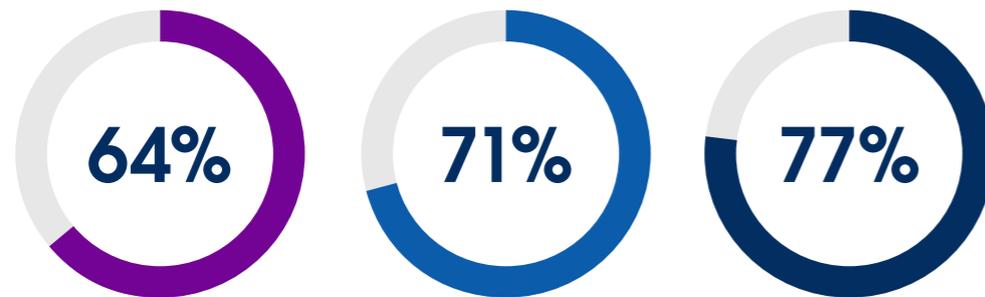


Customer Outcomes

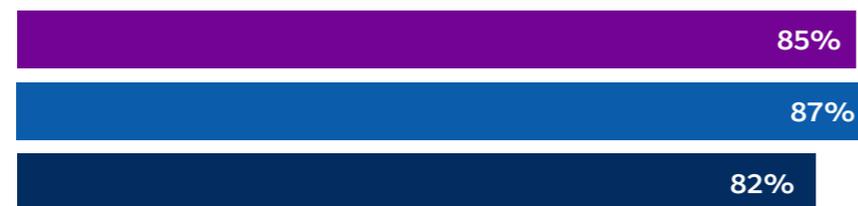
Increased Effectiveness by Expanding Your Reach

■ AMER ■ EMEA ■ APAC

Use data in Salesforce to improve the quality of services or support they provide (2022 by Region):



Improve ability to achieve mission (2022 by Region):



"We punch above our weight, we are able to deliver a program at a really high level with a very small staff."
– Nonprofit Customer

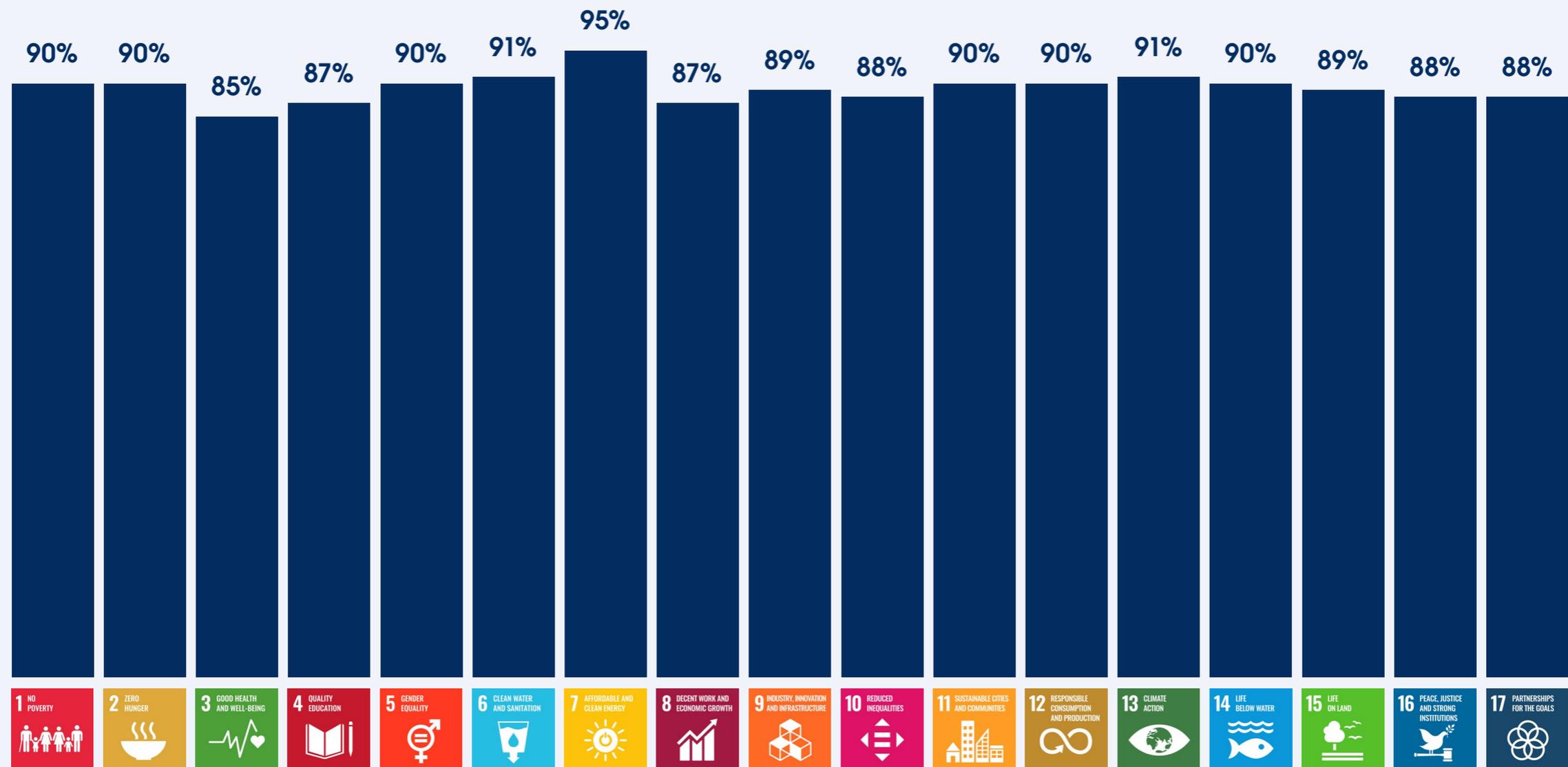


"We use a lot of data to inform our programming and outcomes. We actually have a director of college analytics, and they, of course, are using Salesforce for understanding where students are and to show where our outcomes are..."
– K-12 Customer

Customers Across SDGs Are Better Able to Fulfill Their Missions



Through the Salesforce.org Customer Outcomes Survey, we were able to look at customer mission fulfillment across SDGs.



Chapter 3

Partners



Partners

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



Pro Bono Program

For many organizations, improving their use of Salesforce can lead to a greater impact on the people and communities they serve. Through the Pro Bono Program, customers can access the digital expertise of skilled employee volunteers through short-term projects to help them better leverage the Salesforce platform.

As a result, 90% of the customers who complete a pro bono project report an improved ability to deliver on their mission.



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



Strategic Partnerships

We build the partnerships that help bring Salesforce's commitment to the Stakeholder Economy to life. Beyond providing innovative technology, we help harness the power of business to improve the state of the world. Our goal is to leverage the full power of Salesforce – through strategic advisory, advocacy, philanthropy, and thought leadership efforts – to convene the community, and work together to address both mission and technology focused issues.

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.

2,080 customers

have been served by the Pro Bono Program in Fiscal Year 2022

3,279 employees

who engaged in the Pro Bono Program in Fiscal Year 2022 completed 53,782 hours of pro bono volunteering focused on applying Salesforce-specific skills

93% of employees

engaging in pro bono volunteering indicated that it brings a sense of meaning and purpose to their everyday work – the #1 reason employees volunteer is to contribute to their community

Customers



Employees



■ 2020 ■ 2021 ■ 2022

Pro Bono Customer Story



Borneo Orangutan Survival revolutionized their donor engagement and gained a board member in the process

[Borneo Orangutan Survival UK](#), in partnership with the Borneo Orangutan Survival Foundation (BOSF) in Indonesia, strives to create a world where orangutans are free from the threat of extinction and can live in the wild, unharmed by humans. Not only does this partnership rescue, rehabilitate, and release orangutans back to the forest, but they also protect and rebuild the rainforest working alongside local and indigenous tribes. BOSF cares for over 430 orangutans and, to date, have released almost 500 rehabilitated orangutans back to the wild. In addition, they manage over 1.1 million acres of rainforest land. To help them grow their mission success they turned to Salesforce but quickly realized they needed some expert guidance to get it set up.

Fortunately, they were able to connect with a pro bono volunteer, Mariella Brodersen, to help show them how they could leverage Salesforce to support their fundraising and engagement needs. Over the course of the project, she helped them gather requirements, prioritize user stories, build out a roadmap to reach their long-term vision for the platform, and pointed them towards useful third-party apps to help them get there. Not only was the project a success, but Mariella even ended up joining their board and virtually adopting an orangutan named Mema!

"The entire experience with Mariella Brodersen has been exceptional. Her expertise, professionalism, and management skills are all top-notch. We have so enjoyed working with her, and it is reinforced time and time again why we chose Salesforce as our CRM. This pro bono program for nonprofits is so appreciated."

- Ben Callison, CEO, Borneo Orangutan Survival UK



55 Hours

\$10,725 in Pro Bono Value

Products

Nonprofit Success Pack (NPSP)

Partner Ecosystem

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

~570 partners

Global network partners for consulting and product

69%* of customers

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

"Kids don't fall through the cracks. We are able to see red flags and step in, address them in a timely manner."

- Nonprofit customer that used a consultant to support their implementation

"(We have an) integrated view of constituents and programs (and the) ability to see trends for individuals, across programs, over time, (and to) conduct analysis."

- Higher Ed customer that used a ISV partner to support their implementation



* Salesforce.org Customer Outcomes Survey

Strategic Partnerships

We have the privilege of working with tremendously impactful organizations around the globe, all working towards solving the biggest challenges of our time. Some of them are global development organizations, like the UN and the WHO, which are directly focused on a specific mission area to improve the state of the world. Others are intermediary or convening organizations, which were founded with the purpose of supporting a global development organization and their mission, like Project Everyone. For all of these partnerships, mission alignment to our values and impact areas, such as the SDGs, human rights, reduced inequality, education, and sustainability is a critical requirement.

OHCHR (UN Human Rights)

The Office of the United Nations High Commissioner for Human Rights works to promote and protect human rights that are guaranteed under international law and stipulated in the Universal Declaration of Human Rights. Our collaboration with the OHCHR focuses on the promotion and awareness of human rights in the context of tech and business. In 2020 and 2021, the Tech & Human Rights team of the OHCHR leveraged the reach and resources of Salesforce to co-create two Trailhead modules with Salesforce.org to make human rights knowledge more accessible by demonstrating the importance of the Universal Declaration of Human Rights and shining a light on the business community's responsibility to respect human rights. So far, over 12,000 Trailhead users completed these modules. The OHCHR also supports Salesforce as a member of our Ethical Use Advisory Council.

WHO

The World Health Organization is a specialized agency of the United Nations responsible for international public health. During the coronavirus pandemic, our partnership with the WHO included several initiatives to advance global vaccine equity, such as collaborating on the GoGiveOne



campaign and engaging our Pledge 1% network to expand the reach of their employee giving programming, reaching over \$1.6 million in donations. Salesforce also supported the COVAX initiative, co-led by the WHO, Gavi, and CEPI, with a custom-built platform to ensure that people in all corners of the world get access to COVID-19 vaccines.

Project Everyone

As a nonprofit creative agency, Project Everyone works on campaigns, content and events which ladder up to the achievement of the Global Goals, and our partnership fuels those actions. Through joint thought leadership programming at stages like the World Economic Forum, Cannes Lions, the UN General Assembly, and COP. We are also committed to their Business Avengers initiative, where we're using our internal and external reach to communicate the importance of all 17 SDGs and collaborate with other corporations and nonprofits to drive progress towards the Goals.

Chapter 4

Community



Community Support

impactlabs

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.



The Commons

The Commons program activates leaders in our community by giving volunteers a platform to solve common challenges so they can create and share solutions with others. Everyone can then benefit from their work, making it easier for nonprofits and schools to accomplish their mission using Salesforce technology.

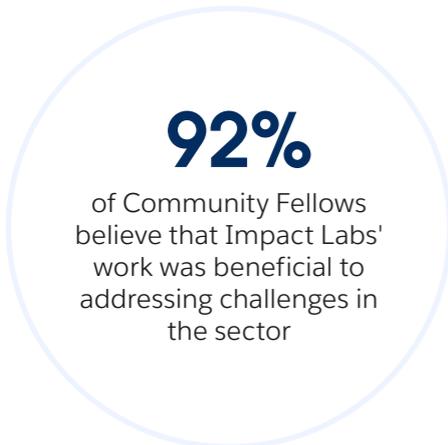


The Salesforce.org Hub in the Trailblazer Community

The Salesforce.org Hub is an online community for Salesforce.org customers, certified partners and staff. In November 2021, the Power of Us Hub became The Salesforce.org Hub in the Trailblazer Community. The goal of migrating “The Hub” into Salesforce’s Trailblazer Community is to bridge these once-siloed communities and to bring together expertise from Salesforce.org and Salesforce to solve world problems.

Impact Labs

[Salesforce.org Impact Labs](#) is a collaborative program to co-design innovative technology solutions that address the toughest issues facing us today. We believe innovation is part creativity and part risk – both things nonprofits, universities, schools and philanthropies don't always have the luxury to explore. We combine the expertise of nonprofits and educators with the power of the Salesforce ecosystem to take risks, find new solutions, and address complex social issues together.



100% of Community Fellows believe Impact Labs helps organizations see the future and provides a path to innovate to get there quickly

Previous and ongoing programs have addressed:



Housing & Homelessness

Community members and employees came together to create the Service Match app to help improve access to vital services for people experiencing homelessness.



Equity in Education

Community Members came together to co-create a Financial Aid Chatbot designed to improve equity in post-secondary education for Black and Latinx learners by helping students navigate the FAFSA application.



Climate Action

Currently, we have brought together community experts to address climate action. They are co-designing a technology solution to support low-income communities of color that are most impacted by the climate crisis.



Impact Labs Customer Story

The logo for Impact Labs, featuring the word "impactlabs" in a lowercase, sans-serif font. The "i" is blue, and the rest of the text is dark blue. It is set against a white, rounded rectangular background.

Financial Aid Chatbot

Inequity in our educational systems is a deeply-rooted and longstanding challenge, one only exacerbated by the COVID-19 pandemic. In 2021, 270,000 fewer graduating high-school seniors completed the Free Application for Student Aid (FAFSA). Federal financial aid is a crucial component to getting students, especially those from lower-income backgrounds, into higher education. This troubling decline in FAFSA applications indicates that the students who need the most assistance are getting stuck at the first step. In response, Impact Labs convened 15 community experts and 32 Salesforce employee volunteers to co-create a solution that helps students navigate the FAFSA application: The Financial Aid Chatbot.

The Financial Aid Chatbot supports students as they complete the FAFSA by answering commonly asked questions about eligibility, providing guidance on every question in the application, and sending proactive reminders of upcoming local, state, and federal deadlines. Chatbots meet students where they are. The Financial Aid Chatbot jumps in wherever students want to start, giving them quick and easy access to the information they need at any time of day.

The Financial Aid Chatbot content is open source, which allows organizations to customize it to their needs and expand on it for future iterations. It joins a suite of bots offered by Salesforce.org Education Cloud to support students and augment the services that institutions provide.



"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,"
– Patty Diaz-Andrade, Chief Impact Officer of OneGoal

The Commons

The Commons program activates leaders in our community by giving volunteers a platform to solve common challenges so they can create and share solutions with others, making it easier for nonprofits and schools to accomplish their mission using Salesforce technology.



95% of Commons participants

feel better connected to other members of the Salesforce community

96% of Commons participants

feel that solutions created by The Commons will foster greater efficiency and/or improve how work gets done in the nonprofit and education sectors

"Sprints are unlike anything else in the Salesforce ecosystem — the opportunity to come together, dream and accomplish something real is amazingly unique and powerful."

- Commons Participant

Program highlights:



Resources

Provide resources to support volunteers who want to contribute their ideas, skills, and expertise to help our nonprofit and education communities be successful



Connect

Come together in person, on Zoom, in Slack to collaborate with others, work on project goals, and contribute



Upskill

Community and Salesforce led training promotes success, creating more opportunities for contribution and personal growth

The Commons Customer Story



Grassroots Mobile Survey

One individual's impact is amplified to create a ripple effect in the Commons. Trish Perkins, a consultant and MVP who travels the world to help nonprofits manage their programs more effectively, kept seeing the same issue – rural populations didn't have consistent access to the internet which makes using Salesforce very difficult if not impossible. To support these organizations, she needed to find a solution. Instead of going it alone, Trish used the resources offered with the Commons program, and assembled a team of skilled volunteers to build a free, open-source solution that will be available to anyone who needs it.

The Grassroots Mobile Survey app stores custom surveys on an Android or iPhone, enabling field workers, nurses, disaster response teams, or other volunteers to collect data and sync it back to their Salesforce org once connected to the internet. A publicly installable version is coming to the AppExchange soon!



The Salesforce.org Hub in the Trailblazer Community



Since the migration into the Trailblazer Community in November 2021, group membership has grown by 7% from 55,179 to 59,180 members. The number of Community Groups has grown from 133 to 143, which is a 7.5% YoY increase.

↑ **7%**

growth in group membership

↑ **7.5%**

increase in number of Community Groups

59,180

Trailblazer members
in 2022

143

Community Groups
in 2022



Chapter 5

Customer Impact



War Child

War Child reaches more children in conflict zones with Salesforce. When war breaks out, the world takes notice. But when the news teams head home and the cameras stop rolling, it's the local people that are left to pick up the pieces. War Child helps families and children who are traumatised and displaced to get their lives back on track.

“When you pull a child out of the pile of rubble that used to be their home, that’s not the end of their story. It’s just the beginning,” said Rob Williams, CEO of War Child. “We reunite families, offer psychosocial support, and help to get children back to school. We want to give them some faith in the future by bringing some stability to their lives.”

Blazing a trail to grow its resources and reach. With 32 million displaced children in the world, War Child needs to keep growing and increase funding to expand its reach.

“We love the way that Salesforce has supported our vision from day one; it’s introduced us to a whole network of other NGOs. In our sector, blazing a trail is not about beating the competition; it’s about sharing knowledge to enable other organisations to help more people in the world enjoy better lives. With Salesforce, we can tap into a wealth of knowledge and new opportunities.”

– Rob Williams, CEO, War Child

What started as a CRM solution in 2012 has become an end-to-end business platform supporting all departments – from fundraising and programme management to finance. “We worked with a great partner who helped us develop bespoke systems for storing donor data, recording programme history and classifying income, which has freed up our team from manual processes,” said Katie Johnson, former Head of Individual



Giving. “After a year, we had the confidence to go solo and have been customising the Nonprofit Success Pack to work for us ever since.” And with great results. Change to Between 2012 and 2020, War Child increased the number of people it assisted from 28,000 to 171,992.

“With smarter processes and richer data, we can now make every £1 that we raise goes further,” said Johnson. “Salesforce has helped us maximise our resources so we can reach more people in need.”

Texas Tech University

When Texas Tech University (TTU) launched a strategic plan to grow enrollment from 30,000 students to 40,000 in 10 years, its recruitment teams were skeptical but determined. Achieving such a mission would require taking a close look at TTU’s recruitment, admissions, and marketing practices – and the technology that supported their work. TTU also needed to carefully consider the student experience and how they could accomplish rapid growth while maintaining the quality education and strong sense of community they were renowned for.

The importance of having a versatile and dependable communications platform became clear for TTU, especially during the COVID-19 pandemic. Salesforce quickly became the tool for all COVID-19 related communications going out to students, parents, staff, and faculty. Salesforce enabled TTU to keep the channels of communication open with their community and see how messages were being received and understood. It was able to target and segment its constituents by population set and move from a one-size-fits-all marketing approach to highly personalized communications and messaging. Salesforce also helped TTU carry out A/B testing to track engagement levels and pinpoint exactly the impact, timing, and readership of its messages. “It was critical for us to be nimble, flexible and able to communicate quickly in a way that was on brand. Salesforce helped us do that,” said Julian Olivas, Director of Communications and Marketing for the Division of Enrollment Management.

Managing the pandemic experience was a big success for the enrollment team and TTU’s communicators. In just two years, TTU increased its digital communications by 200%. It boasted record enrollment rates and, in 2020, it surpassed its goal of 40,000 students.

TTU also reported record retention and graduation rates, including a first-year retention rate of 87.6% and a six-year graduation rate of 63.3%. As it was breaking enrollment records, TTU was also focused on



enhancing the student experience — using Salesforce to increase diversity and improve the overall quality of education.

Through segmented communication, TTU began identifying and communicating with prospective students on a personal level earlier in the recruiting process. This helped attract more honors college students and recruit a record number of Presidential Merit Scholars and National Merit Finalists.

In five years, the number of Presidential Scholars grew by 43% and National Merit Finalists increased 10-fold to 72. In 10 years, the university saw a six-fold increase in Black students and an eight-fold increase in Hispanic students. It also became one of the only Research I universities in the country that is also designated as a Hispanic Serving Institution.

Summarizing TTU’s experience with Salesforce, Jamie Hansard, Vice President for Enrollment Management said, “We’ve had record success in a lot of different places and a lot of that can be attributed to Salesforce. It will definitely play a very large role in the future of Texas Tech.”

Methodology

The 2022 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, Community, and Partnership. Salesforce's Impact Measurement & Reporting (IMR) 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](#) Measurement & Evaluation 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 Program. For information on grants and employee-inspired giving, please read the [Salesforce 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 the value of employee pro bono services (valued at \$195/hour, sourced from CECP 2020) 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 and the value of technology discounts and donations.

Powering the Purpose of Our Customers

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 (OCOS, 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.

The Salesforce IMR team administered the .Org Customer Outcomes Survey (n=388; AMER=294, EMEA=71, APAC=23) continuously throughout Fiscal 22, 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 OCOS, between March and May 2022, the Salesforce IMR team 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 IMR team. Ultimately, we interviewed representatives from 28 organizations across the Nonprofit, K-12, and Higher Education verticals (compared to 35 the previous year).

