



Salesforce.org partners with United Way to launch Salesforce.org Philanthropy Cloud

SAN FRANCISCO – February 27, 2018 – Salesforce.org, a non-profit social enterprise, and United Way, the world’s largest privately-funded nonprofit, are partnering to deliver Philanthropy Cloud[1], the first-of-its-kind network platform, that will unlock a marketplace to transform the way corporations connect employees to engage and support the causes they care about.

This partnership draws upon the respective strengths of Salesforce.org and United Way. United Way is the world’s leader in workplace philanthropy, serving more than 115,000 workplace campaigns that reach over 45 million employees. Salesforce is the global leader in CRM and among the most innovative companies in the world. Together, Salesforce.org and United Way are partnering to connect corporations, employees and nonprofits at scale.

Philanthropy Cloud will bring a new level of simplicity and power to giving back, leveraging Salesforce’s technology to deliver a comprehensive social impact platform that connects donating and requesting matching gifts; setting year-round goals; mapping individual philanthropy goals against friends, team and corporate goals; organizing and tracking volunteer hours; and assessing total personal, community and company impact.

Comments on the news:

“Salesforce.org and United Way are working together to redefine philanthropy by making it easy for employees to not just donate, but to amplify, track and measure impact at an individual profile and collective level,” said Rob Acker, CEO Salesforce.org. “Philanthropy Cloud is the perfect combination of innovation and social impact, enabling any company to make giving back a core part of their culture.”

“In our modern, connected world, individuals and employees want more ways to strengthen their communities, and Philanthropy Cloud will revolutionize their opportunities to give, volunteer and advocate,” said Brian Gallagher, President and CEO of United Way Worldwide. “Philanthropy Cloud will enable employees and companies to tailor, track and grow their community involvement, making it a one-stop shop for philanthropic engagement that will meet employees’ needs, raise company profiles and build a better society for every person in every community.”

The Changing Workforce Landscape

New generations of the workforce expect and demand corporations to take a leading role in making their world a better place. But it’s not only employees - customers, investors, shareholders, and global communities expect companies to put purpose at the forefront of their business. Employees want to work for companies that prioritize giving back, and expect philanthropy to be integral to a company’s mission and easy to participate in. In fact, in [a recent Deloitte study](#), 80% of millennials believe companies should engage in issues beyond their core business.

An Innovative Marketplace for Philanthropy

Philanthropy Cloud will provide a 360-degree view of each individual’s social impact footprint from any device to employers and employees. With Salesforce Einstein AI technology, Philanthropy Cloud can intelligently sift through millions of opportunities to create personalized giving recommendations. For example, Einstein can surface the most relevant nonprofits, impact funds, fundraising campaigns and related stories based on an employee’s interests, location, giving history and other signals.

Philanthropy Cloud provides individuals with portable profiles, which means a user's impact history is not tied to just one company, it moves and evolves with their career. Philanthropy Cloud's open application programming interfaces (APIs) will enable companies to easily integrate Philanthropy Cloud data to understand the collective impact of their employees.

Availability

- Philanthropy Cloud is expected to be generally available in summer 2018.
- United Way is the exclusive re-seller and will provide content and services to help corporate partners connect their employee engagement programs through this new network.
- Philanthropy Cloud will initially support North American employee giving to any eligible nonprofit in the US or Canada.
- Any unreleased services or features referenced in this or other press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase Salesforce and Salesforce.org applications should make their purchase decisions based upon features that are currently available.

Additional Information

- To learn more about Philanthropy Cloud, visit: <http://www.salesforce.org/philanthropycloud/> or <https://www.unitedway.org/philanthropycloud>

Connect with Salesforce.org and United Way

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- Read the Salesforce.org blog: <http://www.salesforce.org/blog/>
- Like United Way on Facebook: <https://www.facebook.com/UnitedWay>
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About Salesforce.org

Salesforce.org was founded on the idea that the business of business is improving the state of the world. Founded on the 1-1-1 model, Salesforce.org is now both a non-profit and a social enterprise that gives back to the community to invest in education to make sure youth are future ready.

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, education 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.

About Salesforce

Salesforce, the global leader in customer relationship management (CRM), empowers companies to connect with their customers in a whole new way. For information, please visit www.salesforce.com.

About United Way

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 9.8 million donors worldwide and \$4.7 billion raised every year, United Way is the world's largest privately-funded nonprofit. We're engaged in 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.

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