



## **United Way of Bay Area Announces General Availability of Salesforce.org Philanthropy Cloud**

*United Way provides corporations in the United States and Canada an innovative solution to engage, retain employees*

San Francisco, CA (June 29, 2018) – In partnership with United Way Worldwide, United Way of Bay Area today announced that Salesforce.org Philanthropy Cloud, a new solution that enables employees to efficiently participate in workplace giving campaigns and philanthropic engagement opportunities through their employers, is now available to the general public in the U.S. and Canada after a successful pilot phase.

Philanthropy Cloud is the first global platform that connects companies, employees, customers and partners with the charities and causes that are the most important to them. Philanthropy Cloud empowers employees with an easy, one-stop, personalized experience, allowing them to connect 24/7 with each other, advocate for causes they care about, host fundraisers, connect with change makers, organize volunteers and track the impact of their efforts throughout their lifetime. Philanthropy Cloud helps companies streamline philanthropic investments while helping employees make lasting change in the philanthropic community.

“Partnering with Salesforce.org has allowed us to create the most innovative platform available and to develop unparalleled opportunities for organizations who want to do more good,” said Anne Wilson, CEO of United Way Bay Area.

“In today’s world, employees and companies want more advanced options for engagement in the workplace, which is why we’re partnering with Salesforce.org to bring Philanthropy Cloud to market,” said Brian Gallagher, president and CEO of United Way Worldwide. “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.”

Philanthropy Cloud, the network platform designed to create a community of philanthropy within the workforce, will enable United Way to more efficiently serve the 115,000 workplace campaigns that it currently engages with each year, as well as expand the offering to additional companies and their employees. Philanthropy Cloud will bring the fight for the health, education and financial stability of every person in every community to the desks, tablets and phones of the 47.5 million employees that participate in charitable giving campaigns in the workplace each year.



## UNITED WAY BAY AREA

“Philanthropy Cloud will provide companies and organizations exactly what they’re looking for – a simple, intuitive way to manage donations, corporate social responsibility goals and more in one place,” Anne Wilson said.

For more information on Philanthropy Cloud, please visit: [UWBA.org](http://UWBA.org).

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### **About United Way Bay Area**

United Way Bay Area (UWBA) fights for financial stability and equal opportunity for residents in eight Bay Area counties. UWBA takes an innovative, holistic approach to ending the cycle of poverty through advocacy and programs that support all ages—providing free access to family support, financial and career coaching, job opportunities and basic needs. Learn more about United Way Bay Area at [UWBA.org](http://UWBA.org).

Contact: Tami Kelly  
Brazer Communications for United Way Bay Area

925-640-9997 | [tami@brazercommunications.com](mailto:tami@brazercommunications.com)