

# Employee Volunteering

Put your values into action with Salesforce.org Philanthropy Cloud.



Workplace volunteering is about more than just giving back; it actually improves companies.

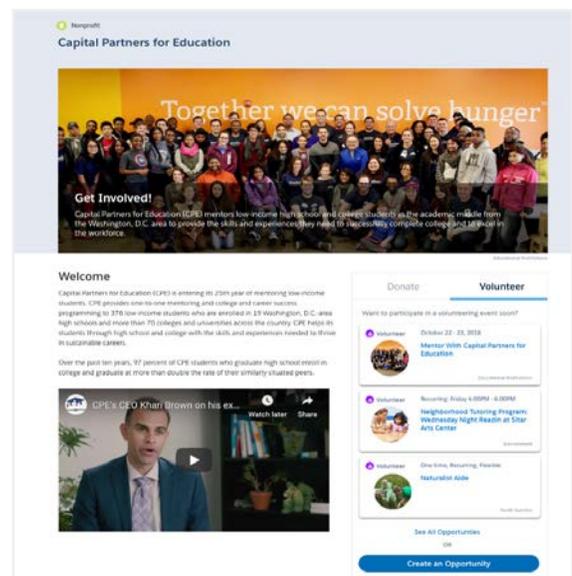
**Employers who encourage and promote volunteering transform their culture, attract and retain talent, and improve brand reputation – all while giving back to their communities.**

Although many companies offer a volunteering program, they're often managing it with a patchwork of custom apps and piecemeal solutions. Companies need more than just email and spreadsheets to manage all the tasks involved in volunteering. From finding, vetting, communicating, and coordinating opportunities to tracking hours and measuring impact, managers in HR, CSR (corporate social responsibility), and ESG (environment, social, and governance) have their hands full. They often want to combine volunteering with other philanthropic initiatives, such as giving, matching, and grants. To do that, they need a platform that's as integrated as the people it serves.

Workplace volunteering has never been easier. With Philanthropy Cloud, employees can tailor volunteering recommendations based on their personal skills and interests.

## What Is Philanthropy Cloud?

Philanthropy Cloud is a SaaS-based platform that empowers companies to put their values into action by engaging employees and customers in philanthropic endeavors. It's a marketplace that connects employees as donors and volunteers with beneficiaries in an easy-to-use interface and rallies them around causes they're most passionate about. The solution benefits companies that want to transform their culture, attract and retain talent, improve their brand reputation, and generate a positive impact on the community and the world. With the integration of the volunteering capability, employees can choose whether they want to donate their money, time, or both in the same interface. Philanthropy Cloud offers giving and volunteering side by side, giving employees and administrators a streamlined interface for opportunities and reporting.



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## Combined Giving and Volunteering Opportunities

Employees have special skills to offer and often have more time than money to give – or vice versa. Philanthropy Cloud lets employees choose how to contribute to any cause they wish, wherever possible throughout the platform.

### Features & Benefits



**Personalized Recommendations:** Einstein, Salesforce's AI layer, recommends opportunities to users based on personal interests, skills, and geography. With 1.4 million nonprofits to choose from, Einstein serves up personalized ways to give, volunteer, and keep up with the nonprofits employees care about.



**Skills-Based Volunteering:** Employees can identify the skills they have and the skills they want to develop. Whether offering legal advice on a pro bono basis or helping a nonprofit with its marketing, Philanthropy Cloud connects volunteers and nonprofits in ways that put skills to good use.



**Seamless Flexibility:** When employees select a volunteering opportunity, they can update their calendars with one-time events and shifts in a single click.



**Shared Enthusiasm:** Any employee can be a champion for their cause by taking an active role in creating content or organizing an event to engage their peers directly through Philanthropy Cloud.



**Real-Time Tracking:** Both hours and monetary donations are tracked and visible in the dashboard. Detailed reports let employees see how they've contributed to specific organizations. Aggregate views show giving and volunteering side by side, reducing the administration burden of CSR professionals.



**Native Mobile:** There's nothing stationary about volunteering, which is why we've created a mobile app for Philanthropy Cloud, which makes sharing photos of the experience, engaging with other volunteers, and logging hours easy and convenient.



### GET IN TOUCH

Contact us at [philanthropycloud@salesforce.com](mailto:philanthropycloud@salesforce.com) or 1-800-667-6389 to learn more.



About Salesforce.org:

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