



salesforce.org
philanthropy
cloud

Introducing Salesforce.org Philanthropy Cloud

The Next Generation Corporate Giving Platform

Today's employees are socially conscious, and more engaged than ever with their local communities and the world at large.

That's why Salesforce.org is launching the next generation philanthropy platform in partnership with United Way. We aim to connect every employee to the causes they are most passionate about and empower them to change the world.

[READ MORE ABOUT SALESFORCE PHILANTHROPY CLOUD >](#)

What if **every company** had the tools to engage their employees and connect them to opportunities to make a difference in the world?

What if **every one of your employees** had an app that suggested causes based on your personal preferences?

What if **every nonprofit** could connect to the millions of passionate employees looking to give back to an organization like yours?

The era of manual engagement, in which donations and volunteers are solicited by mail and by phone, is over.

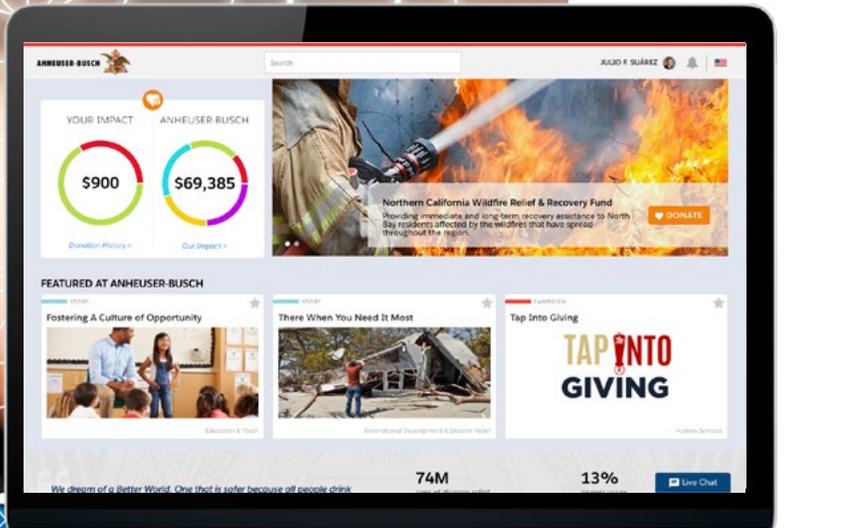
The network revolution, powered by social, mobile, and AI is here, and donors and volunteers expect a simple, personalized giving experience.

Salesforce.org is proud to partner with United Way, the world's largest nonprofit, to create the philanthropy platform of the future. Together, we will bring our shared vision to every corporate partner, individuals, foundations, and nonprofits.

Built on top of the Customer Success Platform, Salesforce.org Philanthropy Cloud will provide an end-to-end solution for your employees' philanthropy needs. from donations, volunteering, and grants management to pledge processing.

The platform will encompass one network that connects individuals, corporations, foundations, and nonprofits at scale, and drives impact through simple, one-click actions.

With Salesforce.org's ability to bring innovation at scale, and United Way's ability to drive global impact at scale, there's no better partnership to make it happen.



 **Engage Your Employees** – Salesforce.org Philanthropy Cloud offers companies beautiful, intelligent, and intuitive employee giving app, campaign management, and realtime dashboards to assess personal, corporate and community impact.

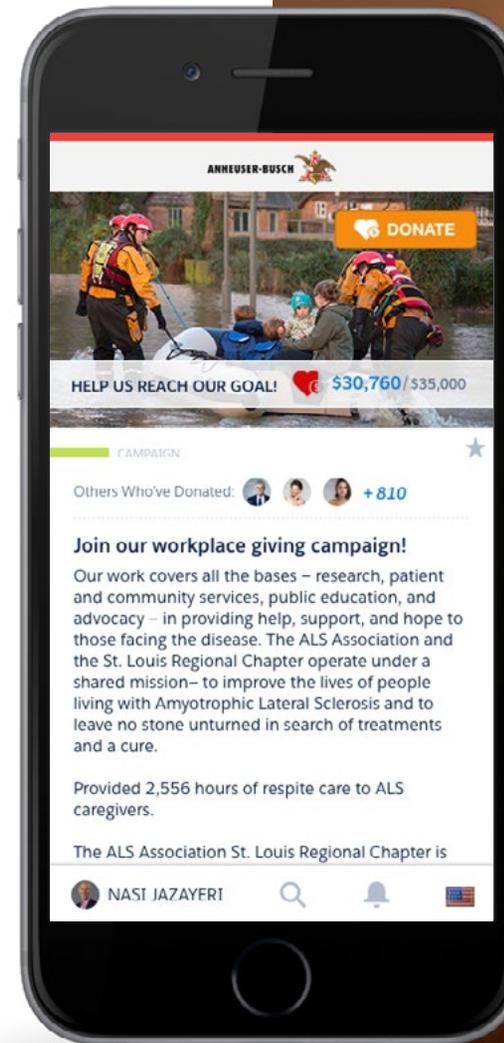
 **Put Donors at the Center** – Choose from among millions of nonprofits. Einstein for Philanthropy is your personal trail guide, leading you to deeper, more meaningful ways to engage with your community and drive impact for the causes you are passionate about.

 **Build a Movement** – Salesforce.org Philanthropy Cloud provides the platform to easily spearhead community fundraisers, mobilize volunteers, read inspiring content, and engage likeminded changemakers.

 **Tell the Story of Your Social Impact** – Inspire your employees to act by sharing impactful stories about campaigns, nonprofits, causes, and impact funds

 **Optimize Your Collective Impact** – We're building a powerful network of companies, people, and nonprofits working together to solve the world's toughest challenges. You'll join an open ecosystem of change makers and service providers that will help you accelerate your social mission.

 **United Way: A Trusted Partner** – White-glove service and custom content from the inventors of workplace giving help you and your employees connect with local communities and create a better world.





“We live in a scroll-friendly, swipe-happy world. We also live in a world where people are driven by purpose. So just imagine if your own social impact was easy to see, drive and measure. We teamed up with United Way, a global nonprofit leader in social change to create the perfect storm of innovation and social good, the Salesforce Philanthropy Cloud. The entry point to a new era of giving.”

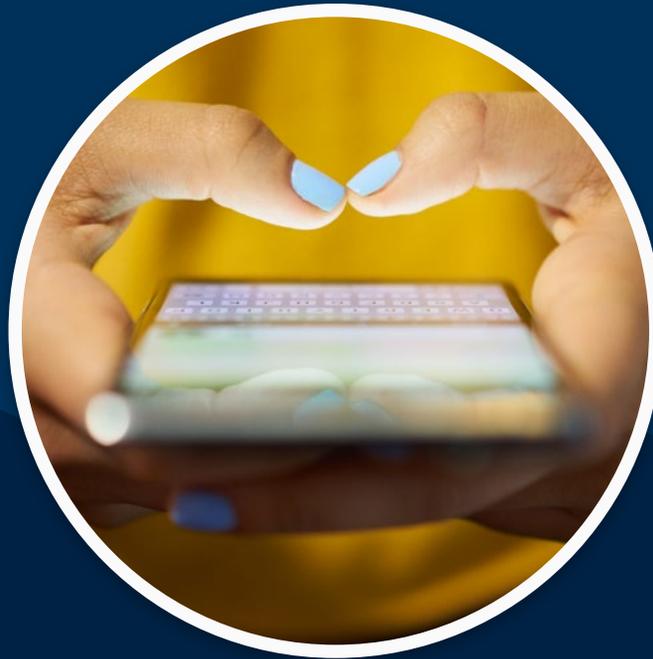
- **Nasi Jazayeri**, EVP & GM
Philanthropy Cloud, Salesforce.org

“Building stronger communities in the future will require individuals and institutions to join forces to make a difference at scale, Philanthropy Cloud developed by Salesforce in partnership with United Way puts companies and individuals in the driver’s seat of community engagement, allowing them to easily engage, advocate and organize. It’s a one-stop shop designed to maximize impact and meet the needs of change-makers in the 21st century.”

- **Brian Gallagher**, President & CEO
United Way Worldwide

Left: Julio F. Suárez, Senior Director, Community Affairs, Anheuser-Busch InBev

Right: Orvin Kimbrough, President and CEO, United Way of Greater St. Louis



Ready to turn your employees into
citizen philanthropists?

LEARN MORE AT [SALESFORCE.ORG/PHILANTHROPYCLOUD](https://salesforce.org/philanthropycloud) >

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decisions based upon features and products that are currently available.



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