



Pro bono initiatives and technology Foundation 1-1-1 Model



SELL. SERVICE. MARKET. SUCCEED.

Robert Smith
Salesforce Technical Architect
www.salesforcefoundation.org



salesforce
foundation

1%

680,000+

\$68M+

23,000+

1% Time
1% Equity
1% Product

Hours
Service

Grants

Non-profit
Organizations

1/1/1
Model
Adopted
by





1% Time

Volunteers

Over 620,000 hours given globally

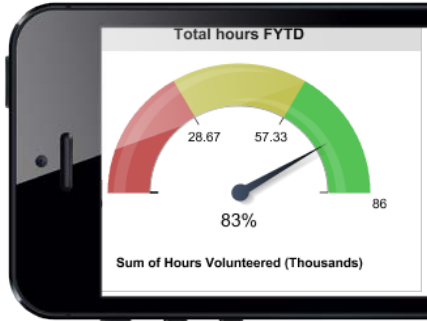
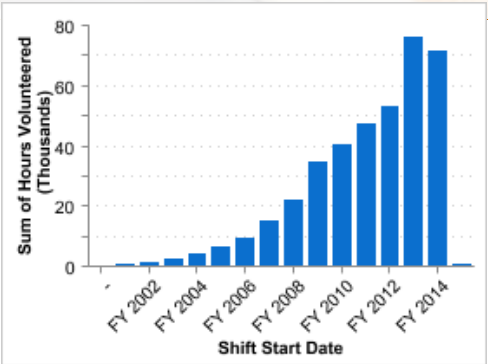
Pro bono: 83,300 hours, 454 nonprofits

Over 85% participation

6 paid days of time off (VTO)

Team projects & skill-based volunteering

Strategic partners in education and health





1% Product

Available to Non-Profits and Higher Education institutions



- 10 free Enterprise Edition licenses
- CRM, donor management, grants management, mission delivery
- Deep discounts on additional licenses, products and/or services
- Multi-city training and events
- Access to nonprofit-specific user groups, events and webinars
- Power of Us for Partners: Discounts from participating app and consulting partners





1% Equity

Grants in 3 Areas

Force for Change

Technology innovation

Application development

Healthy Communities

Location-based

Education, youth,
workforce development

Employee Inspired

Matching donations

Team volunteering support

Employee champions

It starts with company culture

"The value of a business cannot be measured by financial success alone. Its true value must encompass its contribution to local communities around the world."

– Marc Benioff, CEO of salesforce.com

"The Foundation is key to company culture and woven into everything we do. Leadership is about demonstrating the right values through leading by example, and giving employees the freedom to 'give back'. The result is a win-win; happier employees, a more compassionate company and real value for charities."

–Gary Luton Vice President CFL, Asia

Culture to support pro bono

Executive Support

1/1/1 program

CEO sponsorship

Organization MBO's

Program investment

Strategic objectives

Programs

Foundation managers

Volunteering projects

Employee incentives

Community programs

Nonprofit user groups

Tools and Measures

Volunteer management

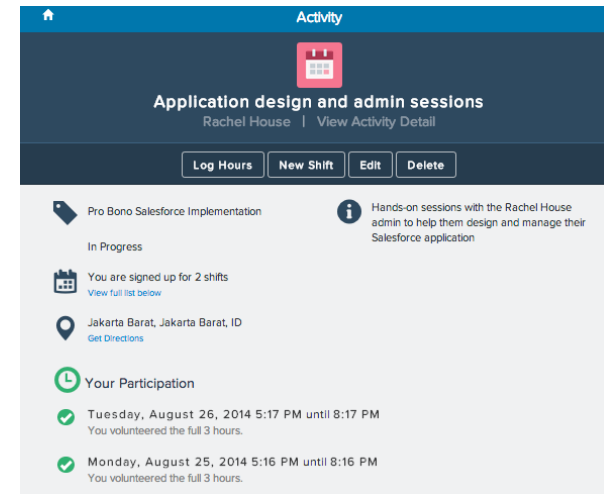
Collaboration tools

Reporting and Analytics

Employee Volunteering tools

Make it easy:

- Find projects
- Track participation
- Share with your team



Pro Bono Matching:

- Taproot Foundation
- Catchafire, VolunteerMatch
- Pro bono application process

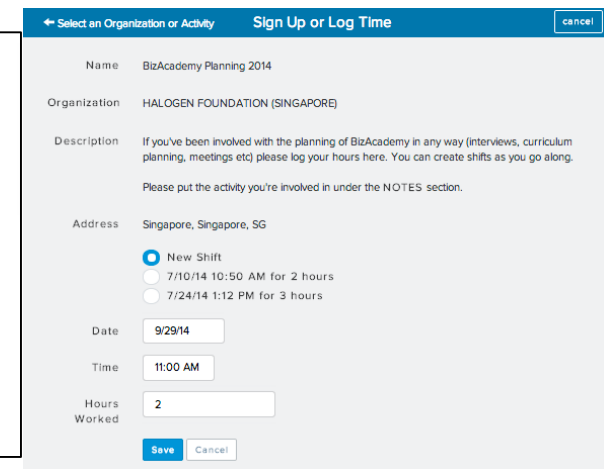
Are you a nonprofit looking for help using Salesforce.com to increase your social impact?

Once you have been approved for the [Power of Us](#) program and have a live instance of Salesforce (not a trial), please fill out our [Pro Bono Services Application](#) and we will try to find an employee volunteer that is a good fit for your organization.

Questions about our Pro Bono program? Please read information on the [application start page](#), or email us at the following addresses:

- ▶ Organizations based in the U.S. and Canada: probono@salesforce.com
- ▶ Organizations based outside the U.S. and Canada: probonointernational@salesforce.com

[Apply Now >](#)



Metrics and Collaboration Tools

Program Analytics

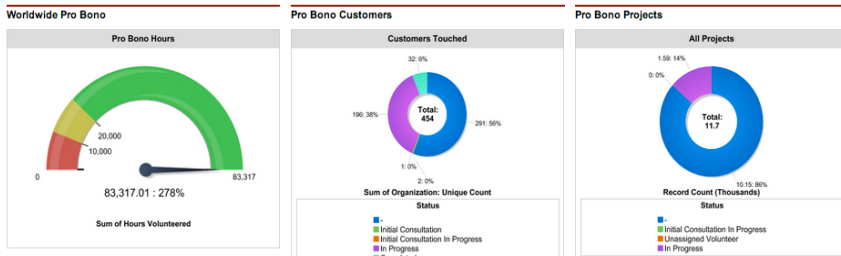
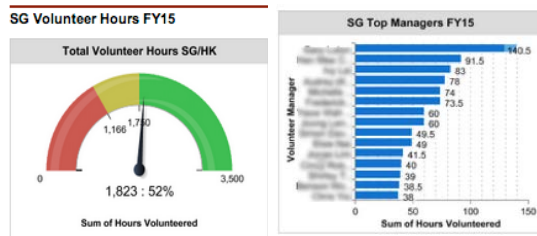
- Measure program performance
- Help managers set goals
- Measure impact of programs

Employee Collaboration

- Project collaboration
- Foundation resources

Non-profit Collaboration

- “The power of Us” community
- Employees ad-hoc assistance



The power of us.

Home Chatter User Groups Knowledge Knowledge Article Entry

Nonprofit Starter Pack

Post Question Link More

Share with Nonprofit Starter Pack

Configuration

Configuration confusion

As I followed up on the issue of having to Enter an Account Name, I see I have had contact page layouts:

- 1) Layout 1 was created when the account was first created and is the standard Salesforce Contact page
- 2) is the Contact Layout that I am using

Is there a conflict by having 2? Do I have to delete or deactivate recording donations?

The issue as I see it is we have 1) for the contacts that are do 2) for the contacts that are do

I was under the impression that donation side could operate would be governed by the Profit Starter Pack). Is what I am understanding?

Cheryl Timoney to Salesforce.com Foundation Only

@Dean Smith Hi! Who is the nonprofit contact for this project? I am profiling some of our pro bono work and would love to follow up with them on their experience. Thank you!

Comment Like September 23, 2014 at 10:59 AM

Ammar Alammr likes this.

Dean Smith

Hi @Cheryl Timoney Fantastic to hear from you, are you looking for the contact from the client (CBCF)? FYI We (CBCF/SFDC) are on the cusp of an exciting global innovation breakthrough via passion, technology and purpose and will be looking for SFDC Foundation Global Executive support, is this initiative the right platform for initiating this engagement?

Like 1 person September 24, 2014 at 6:26 AM

Build your 1/1/1 program

Find out more: <http://sharethemodel.org>

1% Time

Successful volunteer programs involve multiple components, including team volunteering, individual volunteering, pro-bono service, board service, recognition programs, and outcome measurements. Consider all these aspects when developing your programs to make it effective for employees, the company, and the community.

Encourage and promote employee volunteering by establishing a Volunteer Time Off (VTO) policy. At salesforce.com every employee earns 6 paid days off to volunteer and volunteering starts day one at our new hire orientation. A great place to start is to determine what causes your employees have a passion to support.

Get started on building an effective employee volunteer program with these helpful resources:

- ▶ [Entrepreneurs Foundation of SVCF](#)
- ▶ [VolunteerMatch](#)
- ▶ [HandsOn Network](#)



Thank You