Welcome to the A New Era of Corporate Giving

salesforce.org philanthropy cloud

Values Matter

92% agree it's important to work for a company that shares their values

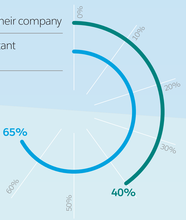
57% want corporate America to play a more active role in addressing societal issues

45% think corporate America's role is more important now than it was a year ago

"For Millennials, it's all about action

40% have felt an urge to take action on issues within their company

65% are influenced by a company's actions on important societal issues when deciding where they will work



If their company empowers them to make a difference on societal issues, Millennials are...

- ...more likely to recommend their company as a place to work — 82%
- ...more likely to recommend their company's products/services — 78%
- ...more likely to continue working for the company long-term — 77%
- ...more likely to make positive comments about their company on social media — 76%
- ...more likely to increase their overall level of engagement at work each day — 71%

By 2025, Millennials will make up **75%** of the global workforce and command an estimated **$8 trillion** in earnings

What can employers do?

Match employee donations

82% want this

- 89% Millennials
- 88% Women
- 81% Gen X
- 75% Boomers
- 74% Men

Provide open feedback channels

74% want this

- 88% Millennials
- 81% Women
- 73% Gen X
- 67% Men
- 64% Boomers

Offer paid time off to volunteer

63% want this

- 83% Millennials
- 69% Women
- 64% Gen X
- 57% Men
- 47% Boomers

Introducing Philanthropy Cloud

Connected Corporate Philanthropy

Powered by Salesforce Customer Success Platform

Doing Good is Good for Business

- Engage and retain employees
- Develop employee skills and competencies
- Attract purpose-driven employees
- Build intimate customer and partner relationships
- Enhance brand reputation and awareness
- Put your values into action

*Disclaimer: Any unreleased services or features referenced in this presentations or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make their purchase decisions based upon features that are currently available.

Your employees want to make an impact.

Does your company have the right tools to support them?

Learn more

salesforce.org + United Way

Data points come from a survey conducted by Povaddo in April 2017 among n=1,236 individuals throughout the U.S. working for companies with annual revenues of at least $1 billion.