

# World Improvement

Models

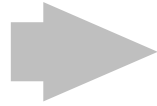
salesforce.com integrated philanthropy

Best Practices

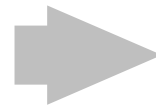


# World improvement models

Governments  
&  
Churches



NPO's  
&  
Companies



**Open Social Enterprises**  
More social Impact by integrating:  
People  
Products  
& Ecosystems

**Mid 20<sup>th</sup> Century**  
World Improvers

**Late 20<sup>th</sup> Century**  
World Improvers

**21<sup>st</sup> Century**  
World Improvers



**Tenants:**  
Education,  
NPOs,  
Change Agents,  
For-Profits



The power of us



## salesforce.com models

### New:

Technology

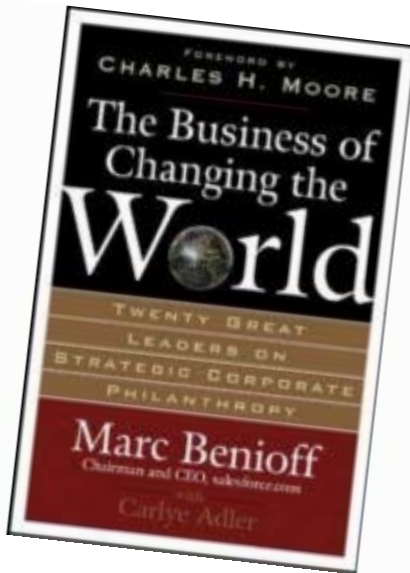
Business

Philanthropy

1% Time

1% Equity

1% Product



The power of u

# 1

- *1% of Time*
  - 4 hr/month or 6 days/yr to volunteer
  - Employee councils
  - Team projects
  - Global Holiday Spirit Weeks
  - Skilled volunteering with NGO clients
  - CSR in V2MOM



The power of uS

# 1

- *1% of Product*
    - 3300 NGO's using our technology
    - Training & roll-out programs
    - Supporting NGO's
      - NGO Vertical
- Becoming a:
- Social Enterprise



**PROJECT  
HOMELESS  
CONNECT™**



The power of 

# 1

- *1% of Equity*

## *Grants*

- BizAcademy & Youth
- Mission Support
- Development
- Community Action
- “Dollars for Doers”
- Matching Program
- Payroll deduction



**BizAcademy**  
Salesforce foundation

The power of u 

# We inspire one another

Early in 2000,  
a new kind of corporate conscience  
was born...

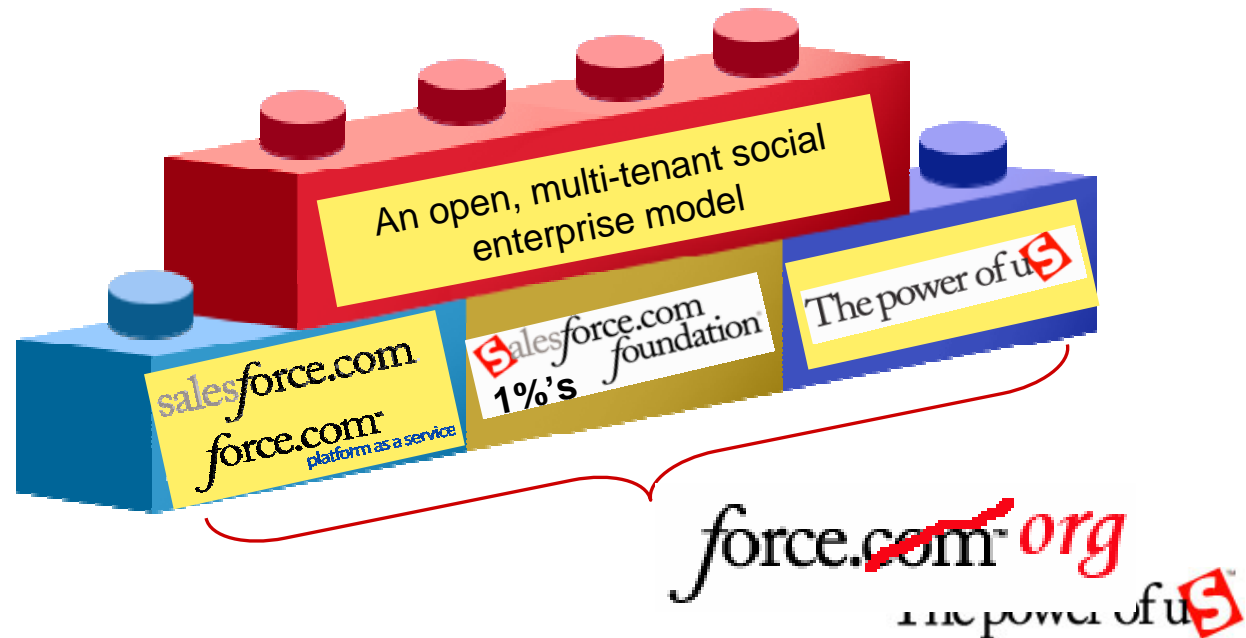


# Sustaining your model

Enabling enablers (NGO's) by integrating our:

- Products
- People
- Ecosystem

*Donating & **discounting**  
to sustain our model.*



# Best Practice

Model what you do & share it

- Encouraging and mentoring companies to successfully incorporate integrated philanthropy 1%

The Google logo, featuring the word "Google" in its characteristic multi-colored font.The palmOne logo, with "palm" in white and "One" in orange on a dark red rectangular background.The ANTENNA SOFTWARE logo, featuring a blue antenna icon to the left of the text "ANTENNA SOFTWARE" and the tagline "Powerful Solutions for the Mobile Enterprise" below it.

- 2 Books on Best Practices
- Speaking at conferences, universities, etc.

# Best Practice:

Involve your ecosystem *“Power of Us”*

- Engaging salesforce.com partners in integrated philanthropy and connecting them with our nonprofit customers





bluewolf  
guarantee success.™


*Partner volunteering at  
BizAcademy*

# Best Practice:

## Bring CSR sign up & tracking into day to day systems


The power of  [Setup](#) [Help & Training](#) [Logout](#)  **Volunteering**

Home Accounts Contacts Reports Dashboards Cases **Volunteering** SysAdmin: NA1

 **Upcoming Volunteer Events - EMEA** [Help for this Page](#) ?

View:  [Create New View](#)

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | Other | All

Action	Activity Name 	Date and Time	City	Country	Description
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">500K Cycling challenge</a>	9/5/2007 5:10 AM	Dublin	Ireland	5-15SEP Niagara falls
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Beach Clean-up Howth Head (10am-3pm).</a>	4/28/2007 2:00 AM	Dublin	Ireland	If you wish to participate or need transportation please ring Hans Visser on 890 5605 or 087 1214641  Please wear sturdy footwear and warm clothes!
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Clean-up Broadmeadow Estuary in Malahide (10am-3pm).</a>	4/21/2007 2:00 AM	Dublin	Ireland	If you wish to participate or need transportation please ring Hans Visser on 890 5605 or 087 1214641  Please wear sturdy footwear and warm clothes!
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Communications Advice</a>	4/20/2007 5:21 AM	Frimley Green	UK	Dates Flexible  Provide advice and guidance to team on way to wrok more effectively together and identify solutiouns to any communication issues
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">cycle: Lands End to John O'Groats</a>	7/28/2007 1:00 AM	Halifax	UK	taking two weeks to cycle from Land's End to John O'Groats raising money for Overgate Hospice in Halifax. 6 cyclists in total and we hope to raise in excess of £5,000 for the hospice which is funded entirely from charitable donations.
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Focus Ireland Triathlon</a>	7/21/2007 1:30 AM	Dublin	Ireland	The triathlon is a sprint distance event which includes an 750m lake swim, 5km run and 20km cycle in the stunning scenery of the Blessington lakes.
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Garden Clearance 1</a>	4/27/2007 5:17 AM	Frimley Green	UK	Clear an area of the garden, chop up old tree and clear brambles etc.