

Salesforce and the 1.1.1 model

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VOLUNTEER CENTRES IRELAND

- Facilitates the national network of VCs
- Externally promotes the national network of placement services
- Develops best practice within and across the network of local volunteer centres
- Assists local volunteer centres develop the capacity of the organisations they work with
- We organise the national day of volunteering



Salesforce?

- CRM?
- SAAS
- Cloud technology?



Total No. of Vols Registered 2009

Total No. of Volunteers Registered 2009: 4,810

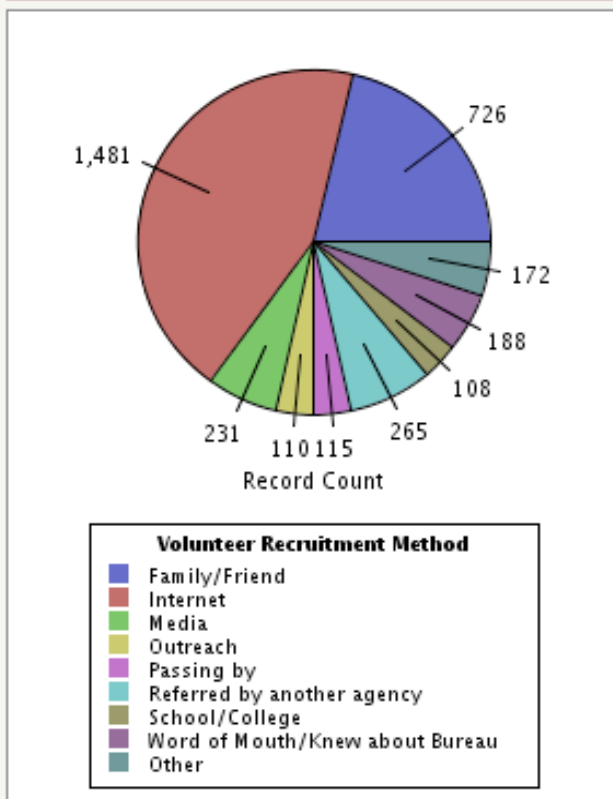
Total No. of Orgs Registered 2009

Total No. of Orgs Registered 2009: 597

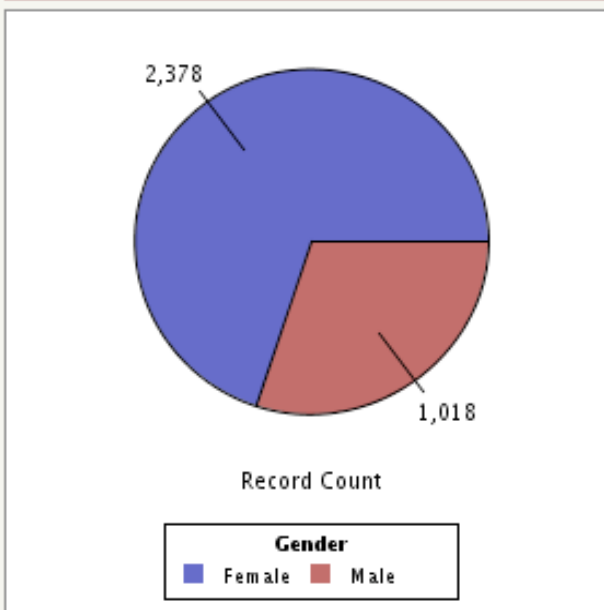
Total No. of Vacancies 2009

Total No. of Vacancies 2009: 1,547

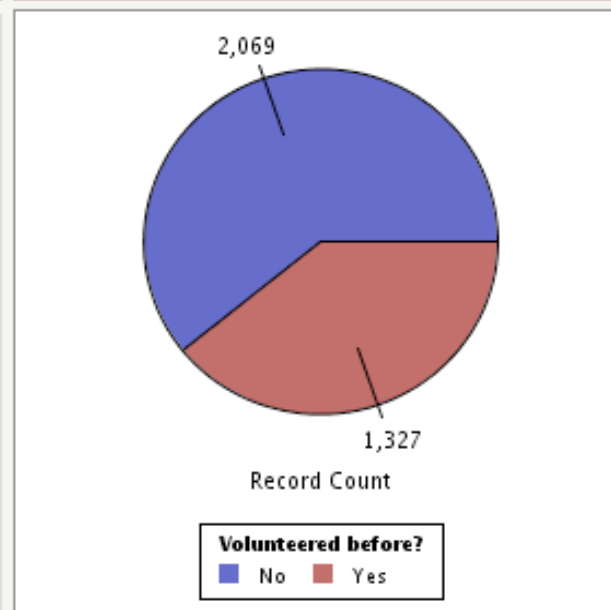
Volunteer Recruitment Method



Volunteers By Gender



Volunteers Who Volunteered Before



Volunteer Nationality

Nationality	Record Count
Irish	2,499

Volunteers Interests

Main Interest	Record Count
Not sure	570
Youth/Children	340
Animals	223
Social Work	221
Office	217
Education and Literacy	204
Health/Disability	192

Total Volunteer Hours 2009

Total Volunteer Hours 2009: 113,792

Total Placements This Year

Total Placements This Year: 1,267

Volunteers Per Month

Created Month	Record Count
01/01/2009	1,139



The vision of the Salesforce.com Foundation is to use salesforce.com's people, technology and relationships to improve our communities, inspire youth to be more successful, support the world during times of extreme need, and promote compassionate capitalism.



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How does it work?



- 1.1.1
- Power of Us
- Earthforce



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- **1% Equity:** Using one percent of founding stock to offer grants and monetary assistance to those in need, especially to support youth and technology programs.
- **1% Product:** Facilitating the donation of salesforce.com licenses to nonprofits helping them to increase their operating effectiveness and focus more resources on their core mission.
- **1% Time:** Finding meaningful activities for salesforce.com employees to use their six paid days off a year devoted to volunteerism, and promoting a culture of caring.



The power of uS™

- Integrated Philanthropy - Sharing the Model
- Power of Us Partner Initiative



earthforce



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1% Time

New Hires

Dreamforce

Biz Academy

Salesforce

Volunteer Force

Give it a Swirl



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Our experience

Employees know that their volunteering is valued

Willing to take advice from not for profits



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