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The next generation of philanthropy is here.

Your workforce has higher expectations...

To be engaged. To be informed. To be empowered. To be inspired.

Attracting and retaining a highly engaged workforce means connecting to employees at a deeper level on the issues and causes that matter to them and to your organization.

Salesforce Philanthropy Cloud empowers companies and employees to put their values to action.

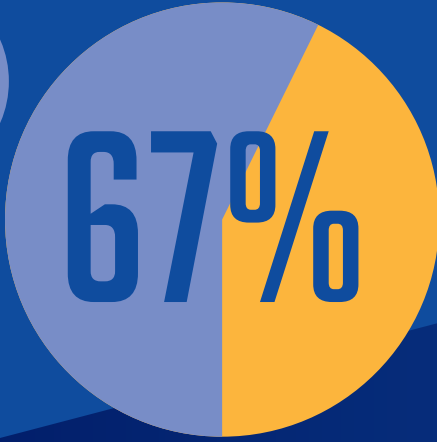
Salesforce.org brings Salesforce technology and expertise with United Way's powerful network of impact in an easy-to-use and centralized cloud platform.

- Branded with your corporate identity
- Customized with local United Way NCA impact stories and nonprofit needs
- Real-time visibility to individual giving and aggregate for employee base
- Easily customizable promotional content
- Einstein Intelligence customized content based on individuals' interests
- Allows employees to easily find, participate and share volunteer opportunities
- Available exclusively through United Way of the National Capital Area

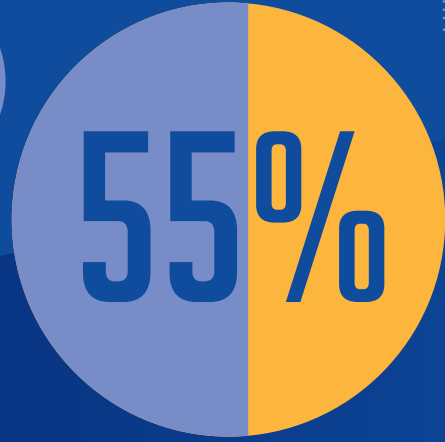


Philanthropy has evolved to become a strategic business priority.

Changes in the marketplace, digitization, global growth, generational trends, and an ever-changing landscape create new opportunity for corporations to align social impact and employee engagement with business objectives. ↘



67 percent of **employees prefer to work for socially responsible companies.***



55 percent of **consumers will pay extra for products sold by companies committed to positive social impact.***



38%

Millennial employees who believe that their employer supports the local community are 38 percent more likely to stay at that employer for five years.*

For more information contact, Jeff Fraley at 202-488-2150, or spcinfo@unwca.org.

*Source: Deloitte: 2018 Global Human Capital Trends

