



**Mile High United Way**

---

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Shelby Ross  
Director, Public Relations & Donor Communications  
Mile High United Way  
Shelby.Ross@UnitedWayDenver.org  
303-561-2143 (o) 970-978-1733 (c)

**United Way and Salesforce.org partner to create Salesforce.org Philanthropy Cloud  
to connect Denver employees to causes they care about**

**Denver, Colorado (February 27, 2018)**— In partnership with United Way Worldwide and Salesforce.org, the non-profit social enterprise, Mile High United Way announced today that they are bringing to market a world-class engagement and giving experience for both companies and employees. United by a vision for a better world and powered by innovative technology, United Way and Salesforce.org are partnering to deliver Salesforce.org Philanthropy Cloud, a platform that will transform the way corporations and individuals engage and support the causes they care about.

“Partnering with Salesforce.org, the leading technology company in the business of improving the state of the world, has allowed us to create the most innovative platform available in the marketplace to develop unparalleled opportunities for companies and organizations who believe building a stronger community is good business.” said Christine Benero, President and CEO of Mile High United Way.

“We live in a world where people are driven by purpose, and we believe social impact should be easy to see, drive, and measure,” said Nasi Jazayeri, EVP and GM, Philanthropy Cloud, Salesforce.org. “We are proud to team up with United Way, a global nonprofit leader in social change, to create the perfect storm of innovation and social good.”

The partnership will deliver unprecedented community impact at scale by drawing upon the respective strengths of United Way and Salesforce.org. United Way is the world’s leader in workplace philanthropy, serving more than 115,000 workplace campaigns that reach over 47.5 million employees. Philanthropy Cloud, available this summer, will bring a new level of simplicity and power to giving back by leveraging Salesforce’s technology to deliver a comprehensive and personalized social impact platform that connects donating and requesting matching gifts; setting year-round goals; mapping individual philanthropy goals against friends, team and corporate goals; hosting fundraisers; organizing and tracking volunteer hours; and assessing total personal, community and company impact. Philanthropy Cloud will allow organizations of all sizes to have greater insight into their philanthropic impact, while at the same time, empowering individual employees to support the causes and issues they care about most.

“Today’s employees are more socially conscious than ever,” Jazayeri said. “We aim to connect every individual to what they’re most passionate about and empower them to change the world.”

“The Philanthropy Cloud will provide companies and organizations exactly what they’re looking for – a simple, intuitive way to manage donations, corporate social responsibility goals and more in one place,” said Christine Benero, President and CEO of Mile High United Way.

Philanthropy Cloud will be generally available in summer 2018 exclusively through select United Ways across the United States and Canada.



## Mile High United Way

---

###

### About Mile High United Way

Working side-by-side with the community, Mile High United Way takes on the biggest issues facing Metro Denver. Our united approach changes the odds for the children, families, and individuals in our community, and moves them out of poverty. We believe every child has the right to a safe and stimulating place to learn, and that when every youth in Metro Denver graduates prepared for college or career, our community is stronger. We also know that when people don't have their most basic needs met, longer-term goals like financial stability, are out of reach. When we work together, we make a lasting, holistic, and sustainable impact on our community. Learn more at [UnitedWayDenver.org](http://UnitedWayDenver.org). Follow us on Twitter @UnitedWayDenver

### About United Way Worldwide

United Way fights for the health, education and financial stability of every person in every community. Supported by 2.9 million volunteers, 9.8 million donors worldwide and \$4.7 billion raised every year, United Way is the world's largest privately-funded nonprofit. We're engaged in 1,800 communities across more than 40 countries and territories worldwide to create sustainable solutions to the challenges facing our communities. United Way partners include global, national and local businesses, nonprofits, government, civic and faith-based organizations, along with educators, labor leaders, health providers, senior citizens, students and more. For more information about United Way, please visit [UnitedWay.org](http://UnitedWay.org). Follow us on Twitter: @UnitedWay and #LiveUnited.

### About Salesforce.org

Salesforce.org was founded on the idea that the business of business is improving the state of the world. Founded on the 1-1-1 model, Salesforce.org is now both a non-profit and a social enterprise that gives back to the community to invest in education to make sure youth are future ready.

Everyone who wants to change the world should have the tools and technology to do so. Technology is the most powerful equalizer of our time, providing access to data, knowledge, and--above all--connections. Salesforce.org gets our technology in the hands of nonprofits and education institutions so they can connect with others and do more good. As a social enterprise, the more missions our technology supports, the more we invest back into technology and communities, creating an endless circle of good. We're here to help; visit us at [Salesforce.org](http://Salesforce.org).

### About Salesforce

Salesforce, the global leader in customer relationship management (CRM), empowers companies to connect with their customers in a whole new way. For information, please visit [www.salesforce.com](http://www.salesforce.com)