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NESST Seeds Sustainable Social Enterprises With Support From Salesforce.com Foundation 1/1/1 Model

Donation of 1% Time, 1% Equity, and 1% Product Helps NESST in its drive to find lasting solutions to poverty and social injustice in emerging market countries

January 2007—Salesforce.com Foundation, the global leader in integrating philanthropy and business, today announced that NESST (Nonprofit Enterprise and Self-sustainability Team) is creating and sustaining “social enterprises” with technology support from Salesforce.com Foundation’s 1/1/1 Model. NESST is using the Model—1% Time, 1% Equity, and 1% Product—to help social, nonprofit enterprises achieve a double bottom line: generate sustainable, financial resources for addressing critical social problems in emerging markets, while also creating other direct public benefits, such as employment for low income/marginalized people and conservation of the environment. Ultimately, through its 1/1/1 donations, Salesforce.com Foundation is assisting NESST in its drive to find lasting solutions to poverty and social injustice in emerging market countries.

Salesforce.com Foundation currently has more than 1,200 nonprofit organizations around the globe using donated Salesforce product. The donation of Salesforce licenses is part of salesforce.com's 1/1/1 Model.

“Salesforce.com Foundation has done nothing short of revolutionize the way NESST works,” says Lee Davis, Co-Founder and CEO of NESST. “The Foundation is playing a pivotal role in helping NESST to expand our efforts and increase our effectiveness in supporting social enterprises in emerging markets. The application has already become a critical tool for managing nearly every aspect of NESST operations and program activities. In my opinion, the 1/1/1 model is the most holistic and cohesive approach to corporate philanthropy I’ve seen.”

The Foundation has donated 15 salesforce.com product licenses to NESST (1% Product). This means the team now has access to the full global database whenever and wherever they have an

internet connection; they can coordinate travel schedules, meetings and calls through a system of shared personal and public calendars; they share meeting notes, organizational documents, and keep abreast of one another's meetings and the progress of all clients and partners in real time—wherever they are in the world.

NESsT has also received a 'Turn It Up' grant of \$10,000 from Salesforce.com Foundation (1% Equity) to capitalize on the initial roll-out and help NESsT better track and communicate the impact of its work. The grant enables NESsT to 'turn up' its use of the application, uniting its programs and staff throughout the world with the tools for a more precise record of activities, with information to evaluate and inform planning processes and to strategically track and communicate their impact. This grant offers the opportunity for an organization with limited resources to fund staff time specifically dedicated to implementing Salesforce to its fullest capacity. It also coincides with NESsT's 10th Anniversary and the expansion of the NESsT Venture Fund (capital and technical support to social enterprises) from six countries in Latin America and Central and Eastern Europe to 10 nations in those regions by 2010. "Salesforce provides the platform for NESsT's growth globally," adds NESsT CEO Lee Davis. "As we open our new office in Lima, for example, Salesforce is the lifeline between NESsT and our consortium of partners throughout Peru and internationally."

Salesforce.com staff have also donated a proportion of their working time to NESsT (1% Time). Here, a salesforce.com employee volunteered to assist with the roll-out, customization, integration and training of Salesforce.

Through its improved technology, NESsT is able to focus more on its core mission. For example, helping RUF Cunco (which provides economic opportunities for rural indigenous women in Chile) to develop a line of beauty products made from locally-grown herbs and native plants. The product line consists of lotions and soaps and caters to a high-end market of female consumers. The social enterprise provides high-wage employment for rural indigenous Mapuche women, covers the operational costs of RUF Cunco, and increases awareness of the problems facing indigenous people.

Core to the Salesforce.com Foundation's product donation mission is to enable nonprofits to improve operational efficiencies without the need to install, maintain or upgrade software or hardware. Because of the ease of use of the Salesforce on-demand platform, organizations benefit from a solution that can be customized for their particular needs. In addition, the easy to use service allows money to be used for key programs rather than spent on costly IT support. Through its global outreach, Salesforce.com Foundation donates Salesforce solutions to organizations such as Association Pere Ceyrac (France); Human Info NGO (Belgium); Kids

Company (Great Britain); Macquarie University Institute (Australia); Net4kids Aid Foundation (Netherlands); Special Olympics Nippon Tokyo (Japan); and Take a Hike Youth at Risk Foundation (Canada).

Recently, Chairman and CEO of salesforce.com, and Founder of the Salesforce.com Foundation, Marc Benioff, introduced his new book on the topic of corporate philanthropy entitled *The Business of Changing the World* which is available for purchase on Amazon.com.

For more information on the Salesforce.com Foundation and the 1/1/1 Model, visit www.salesforcefoundation.org. For more information on NESsT, visit www.nesst.org.

About NESsT

NESsT is an international nonprofit organization dedicated to finding lasting solutions to systemic poverty and social injustice in emerging market countries. The organization achieves its mission by supporting the development of ‘social enterprises’—mission-driven businesses that achieve a double bottom line: generating sustainable, financial resources for nonprofit organizations addressing critical social problems in emerging markets, while also creating other direct public benefits, such as employment for low income/marginalized people and conservation of the environment.

About The Salesforce Foundation

The Salesforce.com Foundation mission is to remain the leaders in pioneering and implementing the 1% Model of integrated philanthropy, and to use the wealth of resources available to salesforce.com to work with local and global communities, Using the unique 1/1/1 Model-1% Time, 1% Equity, and 1% Product-the Foundation donates product to increase the effectiveness of nonprofit organizations so they can better achieve their goals, creates powerful partnerships to works to enable the “on-demand nonprofit”. The Foundation also seeks to customers & partners of salesforce.com to join in with this vision of philanthropy. We call this The Power of Us.

The Foundation empowers salesforce.com employees to use their six paid community volunteer days. Since July of 2000, salesforce.com employees have given over check number hours of their time and expertise, feeding the homeless, tutoring kids, improving nonprofit spaces, and offering hundreds of helping hands when the world is faced with devastating natural disasters. Through both its volunteering and granting programs, the Foundation works with youth-oriented nonprofits and social entrepreneurs who are changing the world, and works to enable young underserved people to express themselves and reach their full potential regardless of circumstance. END/