PLEDGE
1%

"We want to empower other entrepreneurs to join the movement and we believe the Pledge 1% program will help them make one of the best choices of their lives."

Scott Farquhar | co-founder and co-CEO, Atlassian

BUILDING A MOVEMENT OF CORPORATE PHILANTHROPY

Pledge 1% is a corporate philanthropy movement dedicated to making the community a key stakeholder in every business. Pledge 1% encourages and challenges individuals and companies to pledge 1% of equity, product, and employee time for their communities.

Pledge 1% founding partners include the Salesforce Foundation and Atlassian, two companies that know first-hand how pledging a small portion of future success today can have an enormous impact tomorrow. In 2014, they came together with the Entrepreneurs Foundation of Colorado to accelerate a shared vision of every business around the globe integrating philanthropy into its corporate DNA.







WHY PLEDGE?

Companies and their employees today want to be civically minded and aligned with a social mission that prioritizes having a positive impact on the world. In Atlassian's case, when employees are asked why they chose Atlassian over the myriad opportunities in tech, they most often cite the company's focus on giving back. Taking the 1% pledge helps companies and individuals demonstrate their philanthropic intent and hold themselves accountable for turning a pledge into action.

HOW DOES PLEDGE 1% WORK?

Individuals and companies can go to **www.pledge1percent.org** to learn more about how to create a culture of giving through resources, case studies, and best practices. Visitors can also pledge equity, employee time and/or product directly on the website. Pledge 1% facilitates making an equity pledge easy to implement, connects companies with local resources to empower employee engagement programs, and helps companies to further define and respond to community needs.

"Fifteen years ago, Salesforce transformed corporate philanthropy with the 1-1-1 model of integrated giving and it was one of the best decisions we've ever made."

Suzanne DiBianca | president, Salesforce Foundation

WHO BENEFITS FROM THE PLEDGES?

Pledgees choose the cause, focus area and nonprofits to receive the realized value of their resources based on their community goals and company and employee interests. The Pledge 1% movement is fully funded by its founding partners, so all realized benefit from pledges goes to the causes that pledgees support.

salesforce foundation

Atlassian

EFCO

"I encourage all entrepreneurs to make a meaningful commitment to society."

Ryan Martens | founder and CTO, Rally Software; co-founder and board member, Entrepreneurs Foundation of Colorado

PLEDGE 1%

TO LEARN MORE OR TAKE THE PLEDGE TODAY PLEASE VISIT

www.pledge1percent.org

OR EMAIL

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