

# PLEDGE 1%

*“As businesses, we can be financially successful, and at the same time we can make the world a better place for everyone.”*

**Marc Benioff** | chairman & CEO, Salesforce

## GIVING BACK-THE RIGHT THING AND THE SMART THING TO DO

Pledge 1% is a global movement to create a new normal in which giving back is integrated into the DNA of companies of all sizes.

Pledge 1% encourages and challenges individuals and companies to pledge 1% of equity, profit, product, and/or employee time for their communities. And we make it EASY!

Launched in December 2014, Pledge 1% is spearheaded by Salesforce, Atlassian, Rally, and Tides. Over 3,000 members in 80 countries have taken the pledge to date. Pledge a small portion of your future success today and have an enormous impact tomorrow.



## WHY PLEDGE?

Aside from being the “right thing” to do, giving back is also good for your business.

### Appeal to Consumers.

**87% of consumers** believe corporations should place at least equal weight on business and supporting their communities.

**Attract Top Talent. 60%+ of Millennials** state that a sense of purpose is a key reason they choose to work for their current employers.

**Retain Talent.** Companies that integrate corporate citizenship into their businesses have **2.3 times the employee retention.**

In Atlassian’s case, when employees are asked why they chose Atlassian over the myriad of opportunities in tech, they most often cite the company’s focus on giving back.

Taking the pledge helps companies demonstrate their commitment and hold themselves accountable.

## HOW DOES PLEDGE 1% WORK?

**Step 1:** Pledge your intent at [www.pledge1percent.org](http://www.pledge1percent.org) (it only takes 2 minutes).

**Step 2:** Sign up for a free consultation with a Pledge 1% success manager. Gain access to turnkey resources, opportunities for visibility, fun perks, and an esteemed community of like-minded leaders.

**Step 3:** Spread the word!

Pledge 1% makes it easy.

## WHO BENEFITS FROM THE PLEDGES?

Pledge companies and individuals are in total control. You decide the causes and non-profits you want to support based on your own interests.

*“We want to empower other entrepreneurs to join the movement. 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

# PLEDGE 1%

A FEW OF THE VC FIRMS AND PARTNERS THAT SUPPORT PLEDGE 1%



TO LEARN MORE OR  
TAKE THE PLEDGE  
TODAY PLEASE VISIT

[www.pledge1percent.org](http://www.pledge1percent.org)

OR EMAIL

[members@pledge1percent.org](mailto:members@pledge1percent.org)