



# COMPASSIONATE CAPITALISM

Story by DON SAMBANDARAKSA

The Salesforce Foundation is this year donating US\$15,000 to the Education for Development Foundation (EDF), a charity operating in 19 provinces of the Northeast of Thailand. It is the third year in succession it has made the donation.

Thunyakorn Rattanaprasit, fundraising development director of the EDF, was present at the Salesforce.com and Metro Systems Corp (MSC) launch and explained how this year's grant will be used in a health education programme called the Salesforce Young Doctor project.

This project, launched in Nakhon Ratchasima and Buri Ram, aims to provide people with simple information on many basic health problems including malaria and conditions caused by lack of hygiene.

"For example, there are many diseases that can be eradicated simply by wearing shoes outdoors. We need to

educate the entire family to help improve their quality of life," he said.

Thunyakorn explained how the first grant from Salesforce in 2005 of \$5,000 was used to fund IT training in a rural Thai school in Ban Huay Salao in the Northeastern province of Buri Ram.

Last year, \$8,000 was used to set up the Salesforce Agritech Exchange at [www.d-pal.org/sagex](http://www.d-pal.org/sagex). It is a collaboration portal for schools in Ban Nam Ngew in Nong Kai and also in Huay Salao that allows schoolchildren in the two projects to exchange ideas on best practices in pig farming and non-toxic pesticides, two projects selected to demonstrate collaboration. The EDF helps to find experts in these two fields to give advice and feedback to the students asking questions from the Northeast.

Salesforce.com founder, president and CEO Marc Benioff has written a book on "Compassionate Capitalism" in which he outlined the basis of the

1/1/1 principle. That means one percent of products, one percent of employee time and one percent of equity is donated back to society every year.

Recently, it has been expanded to 1/1/1/1 with the added '1' on the environment.

Julie Trell, director of All Things Fun, Meaningful, & Rewarding at the Salesforce Foundation, explained how the Salesforce Foundation is not just about donating money and that each Salesforce employee gets six paid working days to contribute to volunteer work. The projects in the Northeast run by the EDF form part of many projects in the region in which they can choose to contribute their time and effort.

Contribution also works both ways. In 2005, two students from the Northeast received a scholarship through the EDF and the Salesforce Foundation to attend the Youth Media Festival in Japan.

Trell said that of the thousands of projects, the Thai projects have always ranked among the top three in terms of employee interest. In fact, many young employees actually join Salesforce because of the success of the foundation and the chance to contribute to society.

"Today, we are looking not just at Salesforce employees, but also at MSC and our Thai customers and hope they will join our programme," she added.

Salesforce offers its solutions free for non-profit organisations to use to help coordinate and track their operations.

The United Nations World Food Programme, for example, has successfully used the Salesforce platform not just to collaborate aid work internally, but they have opened it up so that donors can pledge aid money and see how well and how quickly the money is disbursed.

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