

How Nonprofits are Using Salesforce.com Europe, Middle East and Africa

Organisation: Landmark Training, Stratford, East London
www.landmarktraining.org.uk
Spokesperson: Emma Revie, CEO



Case study: Landmark Training provides work-based training programmes for young people who have not succeeded within the traditional education system, often through no fault of their own. The organization offers full-time courses that lead to nationally recognised qualifications, help to develop skills sought by employers, and assists young people in finding employment. Landmark Training is about to start implementing salesforce.com to run its business. They were salesforce.com foundation's partner for the first UK BizAcademy, a volunteer program to teach business skills. See here for more information about this program: www.salesforcefoundation.org/node/407.

Organisation: ICSS (Islamic Circles Supplementary School), Newham, London
www.icss.org.uk
Spokesperson: Khalid Sharif, Director



Case study: ICSS is a community-based organization, which holds cross-faith and cross-cultural events for children and holds a Saturday school, entirely staffed by volunteers, every week to support Muslim children in their educational needs. They use salesforce.com to run their organization. The school aims to combat the fact that almost a third of Muslims of working age in Great Britain have no qualifications and are the least likely to have degrees.

Organisation: MaAfrika Tikkun UK, based in London, working for South Africa
www.maafrikatikkun.org.uk/
Spokesperson: Julie Blane, CEO



Case study: MaAfrika Tikkun UK raises funds in the UK to support the leading NGO in South Africa. MaAfrika Tikkun implements a wide range of community -initiated and -driven projects that give access to healthcare, training and education to disadvantaged people in South Africa. In the UK the charity use salesforce.com to manage contacts, track donor activity and share data with US colleagues. A rollout to the South African offices is planned.

Organisation: Kids Company, London,

www.kidsco.org.uk

Spokesperson: Camila Batmanghelidjh, founder and Director
(won the Ernst & Young Social Entrepreneur of the Year award 2005)



Case study: Kids Company works with thousands of London's most vulnerable and socially excluded young people by providing emotional, practical and educational support. Salesforce.com foundation is partnering with Kids Company to implement donated licenses to ensure that their child records are stored securely. Salesforce.com volunteers have taken kids from Kids Company on outings to the Science Museum, to a corporate Regatta, and raised over £7K for their children's Christmas Day party.

Organisation: Teach First, London-based, UK focus

www.teachfirst.org.uk

Spokesperson: Brett Wigdortz, Founder and Director

Case study: Teach First encourages top graduates, who would not normally enter teaching, to teach for two years in challenging secondary schools in the UK; attempting to break the cycle of children failing in failing schools and the correlation between parental wealth and educational achievement. Salesforce.com EMEA Chairman & C-President Steve Garnett is an active Board member of Teach First, a mentor for teachers and initiated two Awards dinners for teachers and personally providing substantial prize money. Teach First are a power user of the salesforce.com application and the only EMEA user to have donated sandbox.

Organisation: UK Sailing

Academy, Isle of Wight-based, UK focus

www.uksa.org

Spokesperson: Ciaran Rogers, CEO



Case study: UKSA works with young people to give them opportunities and challenges they wouldn't normally have; including the opportunity to join the Gypsy Moth challenge to sail around the world, UKSA works with kids recovering from drug addiction, or from troubled family backgrounds, teaching them to sail and work in teams. All UKSA's corporate and fee-paying events go directly to fund their charitable work and they use salesforce.com to run their marketing and campaigns for fundraising and events. Salesforce.com UK Sales Team held their team offsite at UKSA this year, in return for a little volunteer consultancy on the application.

Organisation: PhotoVoice, London-based, global focus

www.photovoice.org

Spokesperson: Anna Blackman, Co-founder and Executive Director



Case study: PhotoVoice works with communities to create life-enhancing documentary photography; these groups are traditionally the subject of such work rather than its creator. This year, salesforce.com foundation granted US\$13,000 to PhotoVoice project "Side by Side" in Jerusalem. Working with local NGO, The Parents' Circle, the project will develop a photographic dialogue between young Israelis and young Palestinians who have lost family members in the ongoing conflict. Salesforce.com foundation has also been supporting other technology needs for PhotoVoice.

Organisation: Youthnet, London based, UK and global focus
www.youthnet.org
Spokesperson: Sarah Hooker, Deputy Director of Development



Case study: Youthnet is the UK's first exclusively online charity, which guides and supports young people to make educated life choices and achieve their ambitions. They run the UK's main volunteering database and provide a wide range of supportive and educational services to young people via the Internet. They are in the early stages of undertaking a full CRM roll-out using salesforce.com donated licenses.

Organisation: FairPensions, London based, UK focus
www.fairpensions.org.uk
Spokesperson: Alex Van Der Velden, Executive Director

Case study: FairPensions campaigns for pension funds to invest responsibly; using shareholder power to hold companies to account and giving pension fund managers a say in how their money is used. The campaign is supported by organizations such as Amnesty International, WWF and Oxfam. FairPensions are integrating salesforce with their website, and using it for donations. They have received substantial volunteer time to help with their implementation of salesforce.com