

Culture Employee Profiles Giving Back

## Meet our Employee Impact Hero: Q&A with Jamie Olsen

Join us as we delve into Jamie's journey, her insights into Employee Impact, and her vision for the future of giving back.

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Salesforce just introduced [Employee Impact Hub](#), a revolutionary platform designed to amplify our collective ability to give back, empower change, and enrich the communities we serve. The new platform adds so much more functionality to our programs, including fundraising campaigns, in-platform donations, instant matching, searching for and managing volunteer activities, and so much more. And this transformative milestone wouldn't be complete without a conversation with one of the driving forces behind it.

We recently sat down with Senior Director of Employee Impact, Jamie Olsen, who has played a pivotal role in driving employee volunteering and giving back initiatives. Jamie's passion and commitment to creating positive change within the community have made her an integral part of the Salesforce 'Ohana.



### Tell us about your career trajectory — how did you get involved in this work?



I credit my parents with creating the foundation for my career from a very young age, through our family values of compassion, respect, and equity, as well as the experiences I had. One memory that always stands out was joining my dad on a work trip to Kenya at age 10 where we visited a school sponsored by [CARE](#), an international development nonprofit I ultimately worked for after college and is also a Salesforce customer and partner. We spent time with the students and delivered new books to them, and I experienced firsthand how different their school was from mine in Seattle on the surface, but

how similar it was underneath. This sparked a passion for learning about cultures different from mine and also doing my part to create more equity in the world.

I also had other experiences with nonprofits over the years – internships, study abroad, etc. – and when I graduated college, I was determined to get a job for an international development organization doing event planning. That nonprofit turned out to be CARE, and that's also where I met my now husband, so it will forever have a special place in my heart.

### What initially attracted you to join Salesforce?

I'll admit I wasn't familiar with Salesforce 12 years ago, but what attracted me was the fact that Salesforce cares so deeply about the community and operates according to company values. With a background in nonprofits, I welcomed the opportunity to transition to the sponsor side of things which allowed me to support a variety of causes.

Nonprofit and education organizations are tackling some of the world's biggest challenges, but can't do it alone. Oftentimes, they aren't stacked with resources. What drives my passion in my role is being able to supplement their resources while keeping them in the driver's seat. They know how best to achieve their mission and when we can support that or help remove barriers, we've done our job well.

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### What about Salesforce culture stands out to you?

The people. Hands down. Yes, the giving back benefits are amazing and leadership is so supportive, but it's the individual employees across all geographies and levels who bring these programs to life in ways they care about most and truly make an impact. They inspire me, but more importantly, their efforts big or small create a ripple effect internally and externally, allowing this work to grow.

### Speaking of the people, tell us about your team. What makes them so unique?

My team, [Employee Impact](#), is the best! It sounds so cliché but they show up every day with such heart and a desire to guide and support our employees towards making a meaningful impact on the world. They also put nonprofit and education institution's needs at the heart of all we do and beautifully navigate back and forth between the nonprofit and corporate worlds. We are small but oh so mighty and try to be as creative and resourceful as possible to get things done!



## What is Employee Impact and what do they do?

It wouldn't be a Salesforce interview without referencing our [V2MOM](#) vision: We believe that business is the greatest platform for change, and Employee Impact is a key strategy in driving the success of the 1-1-1 model – which has been a part of Salesforce's identity since day one. Every employee is inspired to connect with the community and use their time, talent, and resources to create sustainable needs-based impact. Through education and enablement, our programs drive retention and support a high-performance culture while simultaneously improving the communities where we work and live.

## In your view, why is it crucial for employees to actively participate in giving back?

To me, it shouldn't ever be a question of *if*, but rather, *how*. Our programs encourage employees to utilize their time, talent, and resources. They can do all three or just one, whichever fits best and connects to them most closely. In addition to this creating positive community impact, there are several secondary benefits too: Employees who step away, even just for a short time, are more productive at work and focused on the tasks at hand. Also, many of our employees choose to volunteer in groups, thus creating lasting connections and bonding experiences like no other.



## What advice or tips do you have for employees looking to make volunteering a part of their lives?

Start small! We hear often that volunteering can feel overwhelming or people don't know where to start. I encourage people to connect with colleagues to see what they're doing, explore the [Employee Impact Hub](#) for open opportunities, and reach out to local Employee Impact Councils who lead efforts aligned with our focus areas in ways that are responsive to local needs. Also, I encourage people to think about employee giving too. Financial contributions of any size are so impactful for nonprofits and take

just minutes to do – and they count towards our participation rates too! And now that we've just announced that we're doing away with the \$50 donation minimum and unlocking requirement for \$5K matching budgets, it's even easier to make an impact.