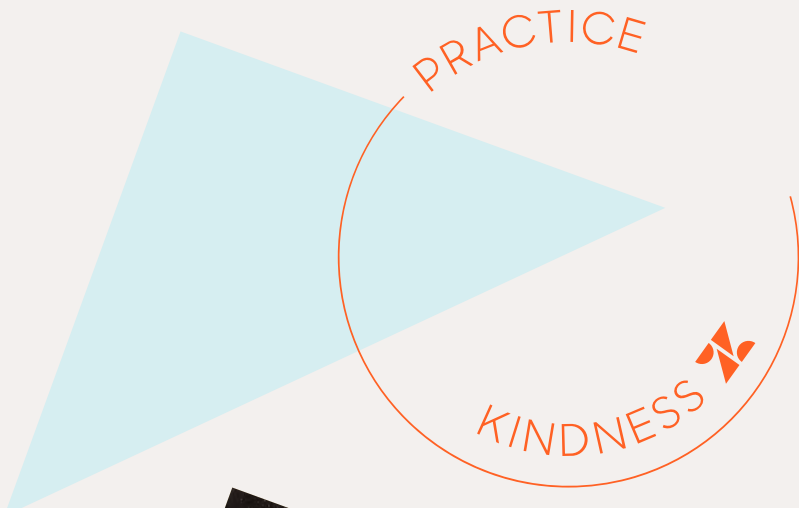


Fostering strong, resilient communities



**Zendesk
Foundation**



Introduction

The Zendesk Foundation supports Zendesk, Inc's core value of community. With funds derived from a percentage of Zendesk's annual revenue, the foundation empowers nonprofit organizations around the world that are tackling a range of complex social problems.

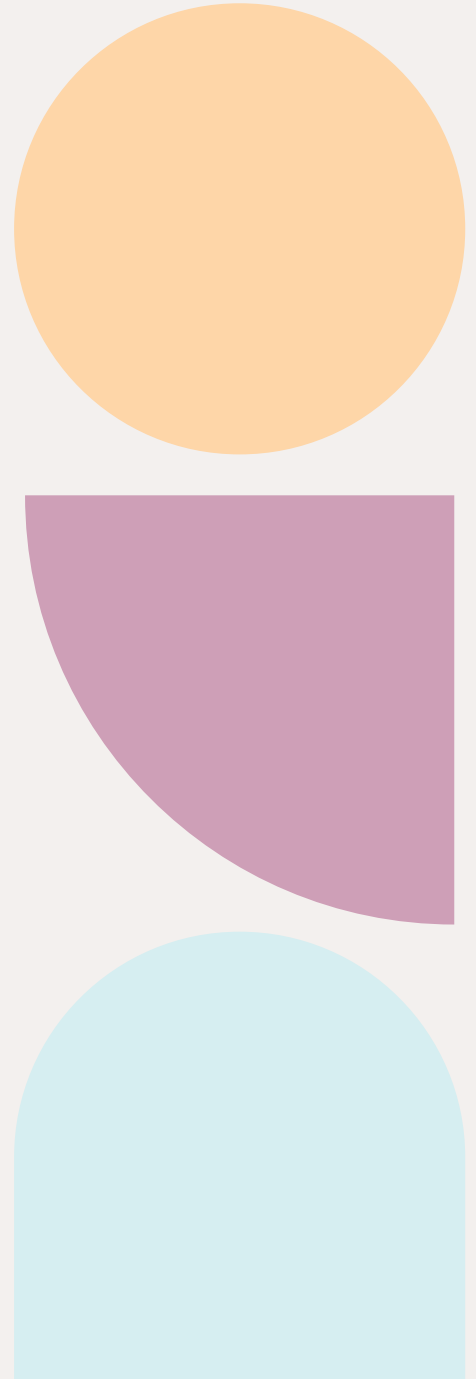
2021 was a transition year for the foundation. In response to the global pandemic and other events, and with input from Zendesk employees, we decided that mental health, food security, climate change, and digital equity were the causes we would support with grants, volunteering, and advocacy.

Zendesk's social impact programs were structured around these four issues, and our foundation grants went to global and community organizations working in these areas. This report offers a snapshot of those programs and grants, and their impact.

With the most wrenching effects of the pandemic behind us, and with our workforce and society at large settling into a new normal, we have developed a new vision and direction for the foundation for 2022 and beyond. Our programs will fall into three areas of global social impact: fostering community, creating career pathways into tech, and promoting resilience in a time of crisis.

Given increased social unrest and climate-related disasters, the need for strong, resilient, and connected communities has never been greater. Healthy communities also require equitable access to technology training and education. We're excited to focus foundation resources on nonprofits doing work in these areas.

Thank you for your interest in the Zendesk foundation.

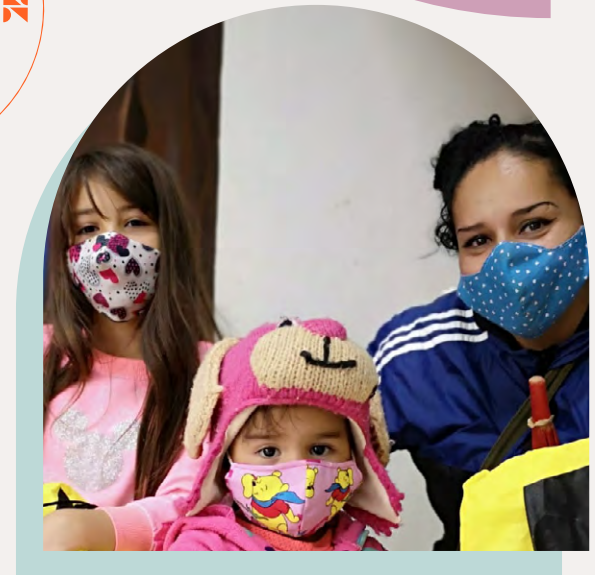


Volunteering

As a digital-first company, Zendesk works closely with our nonprofit partners to develop virtual volunteering opportunities that allow Zendesk employees to meet, support, and connect with people in their community.

With pandemic restrictions still in place in our offices in 2021, volunteering took the form of meaningful virtual experiences such as making cards for isolated seniors, hosting career panels for job seekers, writing welcome letters to refugees, mentoring youth, and other experiences that allow for authentic moments of empathy and connection.

In all, employees volunteered their time and attention for close to 6,000 hours on behalf of 58 nonprofit partners around the globe in 2021.



PURPOSE
OVER PERKS



"The need for strong, resilient and connected communities has never been greater."

Megan Trotter,
VP Social Impact

Zendesk + Civic Bridge

Helping out in our hometown

Civic Bridge, a program of the Office of Civic Innovation, is designed to help empower, facilitate, and foster innovation in the City and County of San Francisco by matching private-sector employee teams to critical City challenges.

The Office of Contract Administration (OCA) supports the City's procurement of goods and services to provide San Franciscans with essential governmental services. However, San Francisco's complex compliance regulations have made it difficult for smaller businesses to navigate the road to a government contract. To make the process more equitable, OCA sought support to better understand the needs of these businesses, and made recommendations for a more streamlined contracting experience.

In just 16 weeks, a Zendesk volunteer team was able to launch a survey and generate over a hundred responses that shared key insights on how businesses experienced the contract and compliance process. Based on their learnings, the team developed recommendations for streamlining the process – especially for small businesses – and for setting up a “one-stop-shop,” a centralized resource for businesses. To complement the recommendations, volunteers also used their design skills to develop a process map to help identify opportunities for improvement, and prototyped a new website design that would better serve residents interested in doing business with the City.



“This work really captured Zendesk’s ethos of doing good.”

Zendesk volunteer

“I would happily sign up for another cohort. It was really nice to give back to the city that we live in.”

Zendesk volunteer

Zendesk + Community Nonprofits

Supporting isolated seniors

During the pandemic, when many seniors were unable to leave their rooms or access technology to interact with others, Zendesk volunteers came together to support the clients of our community non-profits by creating cheerful greeting cards. In 2021, the activity became a formal part of Zendesk volunteering, with every new hire participating in a session during their first week of work.

14

partner orgs
supported

92

'Thinking of You'
card-making
sessions

2,210

'Thinking of You'
cards created

PRACTICE

KINDNESS



Zendesk + Team4Tech

Volunteering professional skills

In 2021 we partnered with Silicon Valley, CA-based Team4Tech to support its mission to increase the number of youth and adults who are empowered with skills for employment, good jobs, and entrepreneurship. Via strong corporate partnerships, Team4Tech supports nonprofit organizations working to improve education and economic opportunities for under-resourced learners around the world.

21 Zendesk employees shared specific professional skills to improve operations and effectiveness for two nonprofits in Africa. Our volunteers designed solutions to engage more volunteers in the work of one nonprofit, and sourced and incorporated a network of corporate partners for the other.



"I was happy and fulfilled to be able to support a great organization. The Design Thinking framework sets us up nicely to focus and work through their challenges. It was also great to meet and collaborate with new faces! The dynamic helped spark creative thinking."

Yvo Chavez
Product & Platform Lead



NAIROBI
BIT



PRACTICE

EMPATHY



"Working with Team4Tech helped confirm I wanted to do more as a person and I had it in me to provide my time and skills for the right reasons. Thank you Zendesk for offering this to your employees. I'm very grateful to be a part of these projects."

Étienne Cantin
Technical Architect

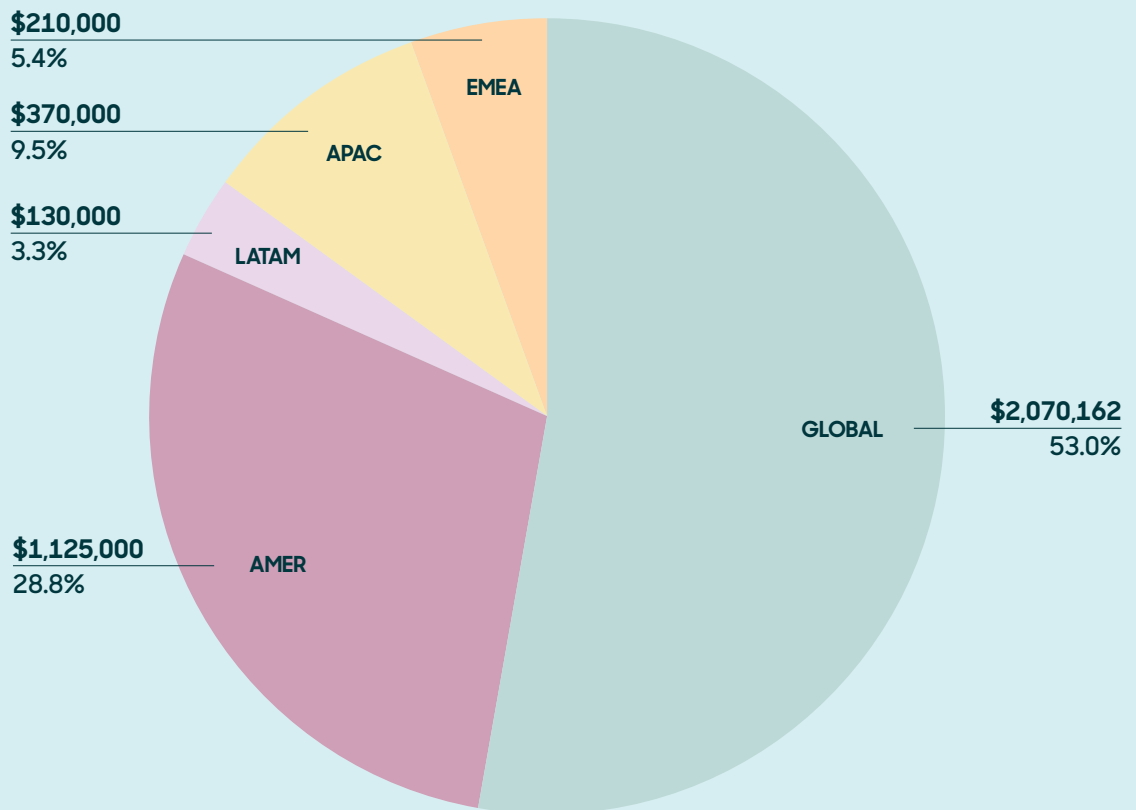


Grants - 2021 Grants by Region

Grants

Total \$ amount granted in 2021- \$3,905,162

GLOBAL	AMER	LATAM	APAC	EMEA
\$2,070,162	\$1,125,000	\$130,000	\$370,000	\$210,000



Jobcare

Dublin (EMEA)

Jobcare is a small not-for-profit organization based in Dublin, Ireland whose mission is to help people from all backgrounds find and keep employment. Jobcare believes that working matters and its aim is to provide jobseekers with mentorships, career conversations, and mock interviews so that jobseekers can overcome barriers to finding satisfying work.

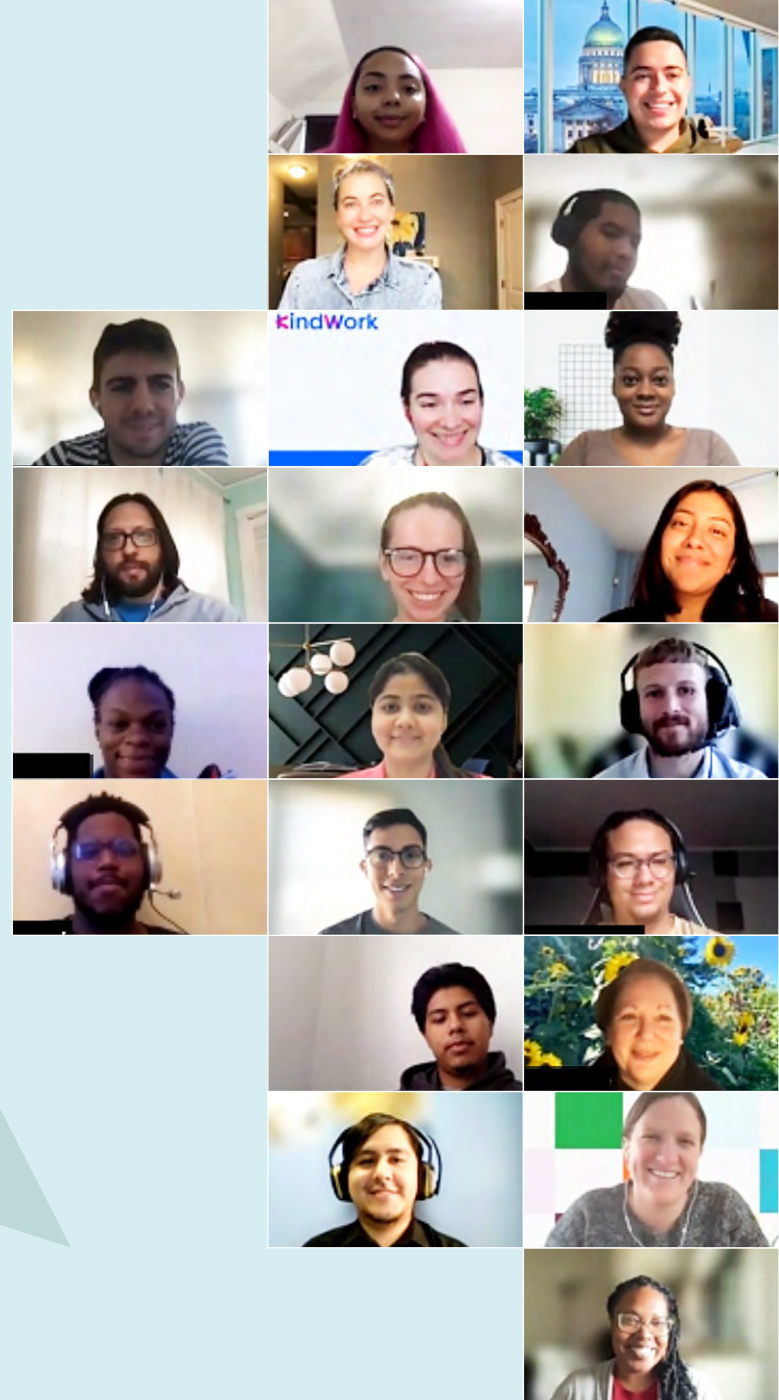
The Zendesk Foundation gave grants totalling \$30,000.

40 Zendesk employees volunteered with Jobcare in 2021, providing online mock interviews, reviewing CVs, arranging networking chats, and dropping in to online groups to provide insights and encouragement to Jobcare clients.

Despite all of the challenges with restrictions and lockdowns in 2021, over 308 jobseekers completed Jobcare's online training courses last year. Of those 308 jobseekers, 99 of those are now working! That's 99 individuals and their families who are now benefiting from employment.

"Huge thanks to Zendesk for your generosity in helping us advance our mission to equip unemployed people to secure suitable work!"

Peter Johnson
Chairman & Volunteering Manager



Rise Against Hunger

The Philippines (APAC)

Rise Against Hunger (RAH) is an international hunger relief non-profit organization that coordinates the packaging and distribution of food and also provides life-changing aid to some of the world's most vulnerable populations. Every year, RAH mobilizes more than 400,000 volunteers to help package meals for people around the world.

Rise Against Hunger is driven by the vision of a world without hunger. Their mission is to end hunger in our lifetime by providing food and aid and creating a global commitment to mobilize all of the necessary resources to make it happen.

A \$20,000 grant from the Zendesk Foundation helped to fund a dietary supplementation program for 609 children located in Barangay Ususan, Taguig City in the Philippines. The main objective of the program was to improve the nutritional status of the children aged 3 to 5 years old who were provided with Rise Against Hunger meals. The meals were cooked by community volunteers who were located in 4 centralized kitchens set up in local daycare centers.

Over the course of 120 days, 6,090 meal rations were distributed to parents and guardians of the children participating in the program. At the completion of the program it was noted that there was a significant improvement in the nutritional status of 81% of the children.



Instituto Da Oportunidade Social (IOS)

Brazil (LATAM)

Instituto Da Oportunidade Social (IOS) is a nonprofit organization whose mission is to seek, support, and monitor the employability of young people and people with disabilities, who have less access to work opportunities. Zendesk and IOS share a vision of an equal and inclusive society of the future. Since 2016, Zendesk has supported IOS with grants and software donations. Empowered by capacity building software and customer experience coursework, IOS has been able to transform the lives of over 15,000 youths in six different states in Brazil.

In 2021, The Zendesk Foundation gave grants totalling \$75,000 and provided IOS with free software licenses to support its workforce development programs, and increase the employability of youth and people with disabilities in Brazil. Zendesk helped to fund the Zendesk Support Training Course.

89 students enrolled in the Zendesk Support training course and 88 students graduated.




Tech for Good

Zendesk's Tech for Good program provides free Zendesk software and expertise to nonprofits that address urgent social problems. By leveraging the power of CX tools, nonprofit organizations are able to improve efficiency and magnify their impact.

Many of the nonprofit organizations supported by the Zendesk Foundation are also Tech for Good partners. With our support, our partners are better able to track volunteers and donations, release emergency response resources, and give clients personalized help.


When operations begin to scale, a nonprofit that comes to us as a Tech for Good partner may become a foundation grantee. In 2021, Tech for Good supported 82 nonprofits with \$3.4M in donated software and 141K in pro bono professional services.

Zendesk software empowered a range of positive social change in 2021, from helping incarcerated people stay in touch with loved ones free of charge to getting vital information in their own language to refugees in 14 countries around the world.



**2021 Total
Donation:
\$3,435,006**

**82 Accounts
*14 COVID Relief
Accounts**



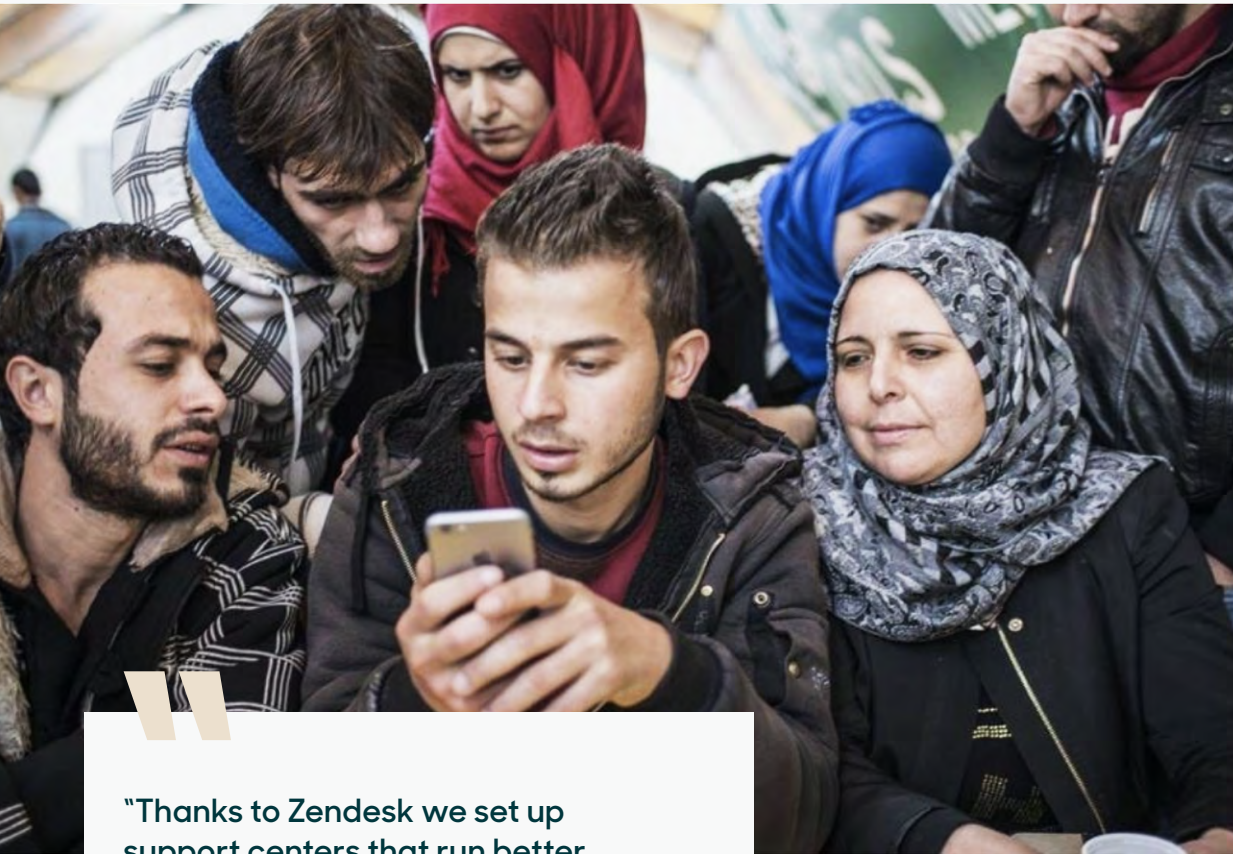
**Total services
donated In
2021 in USD:
\$141,960.00**



Global

Signpost

Connecting refugees with critical information



“Thanks to Zendesk we set up support centers that run better than ever, with minimal effort and less technical difficulty.”

Andre Heller
Singpost Project Director, IRC



16M
People supported
through Signpost



14
Signpost
countries



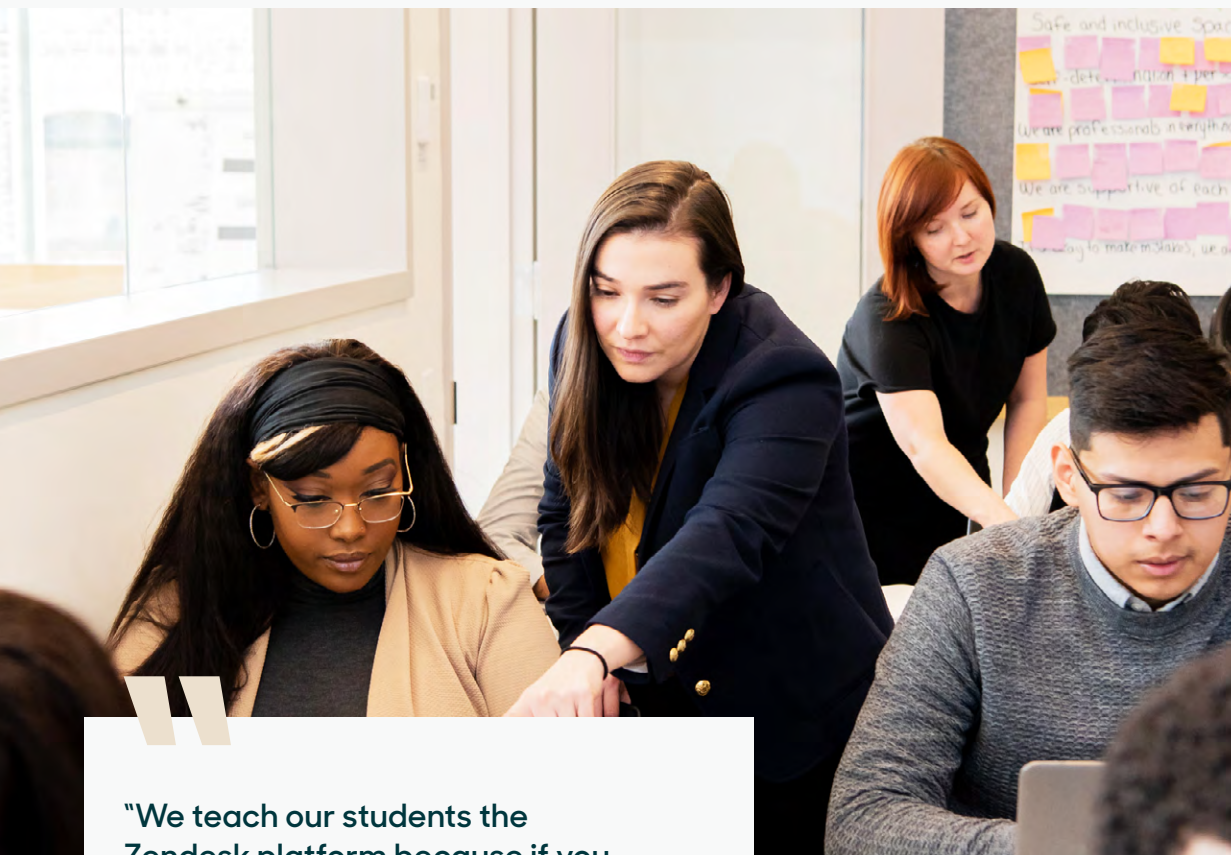
90%+
Users trust Signpost
information

Signpost, founded by Mercy Corps and the International Rescue Committee, was created to improve access to information for vulnerable populations. Using Zendesk Support Suite, Signpost project teams can communicate with clients through a number of social channels and answer vital questions. Signpost admins also use Zendesk to write knowledge base articles and render service maps so refugees and displaced people can access critical information in their own language when they need it.

Zendesk has enabled Signpost to rapidly scale global project support to 16M people in 14 countries.

KindWork

CX training for underserved students



90+

Participants graduated



50+

Employer partnerships



250

Hours of career training per student

“We teach our students the Zendesk platform because if you look at all the customer support jobs in NYC, at least 50% to 75% will say ‘Zendesk skills preferred.’ If you know how to use Zendesk and can put that on a resume, it will propel you pretty far.”

Jeanine Mendez
Co-Founder, KindWork

KindWork is a nonprofit organization that helps talented people of color in NYC launch new careers in tech and innovation by providing free career training, coaching, and job placement support for low income young people.

KindWork utilizes Zendesk products to train participants on how to become a CX master. With free Zendesk licenses, students have access to the full suite of Zendesk products.

LATAM

IOS

Training the next generation of CX professionals



49%
Increase in family
income



Over 39K
Students graduated

“Since 2016, Zendesk supports IOS financially, technically and technologically, leading to transform the lives of over 15,000 youths... in 6 different states of Brazil.”

Salomão Cunha

Lima
los

Instituto Da Oportunidade Social is a Social Assistance Benefit Entity that has been promoting free professional training and the employability of young people and People with Disabilities.

Zendesk and IOS share a vision of an equal and inclusive society of the future. We are proud of our partnership with IOS, which dates back to 2016, to support its workforce development programs and increase the employability of youth and people with disabilities in Brazil.

And, with Zendesk Support and the support of our Tech for Good program, they now host 3 courses modeled around Zendesk and use the Support Suite to help serve and support students, staff, and volunteers.

charity: water

Bringing clean water to communities worldwide



November 2010
Zendesk start date



97%
Customer satisfaction



+20K
Customers served

“Having the ability to talk to our customers anytime is absolutely necessary. That’s what Zendesk lets us do, so we are a more effective organization.”

Kaitlyn Jankowski
Support Experience Manager,
charity: water

charity: water’s mission is to bring clean and safe drinking water to every person in the world. Part of that mission is to deliver the best possible customer experience to every charity: water donor and volunteer.

Armed with Zendesk tools, including macros and user tags, charity: water’s CX team ensures every interaction with the individuals who support their organization is fast, accurate, and on-brand.



APAC

The Asia Foundation

Let's Read initiative



“Community is central to the work that Let’s Read and the Asia Foundation pursue on a daily basis. With the support of Zendesk, we’re able to open lines of communication with our community that weren’t possible for us before.”

Kyle Barker

Director, Let’s Read Asia, TAF



410K

Monthly active users



15

Countries supported



50+

Languages supported

The Asia Foundation’s Let’s Read initiative was created to develop a love of reading. Let’s Read is a new initiative that draws on The Asia Foundation’s deep expertise and networks in communities across Asia to cultivate the skills of local authors and illustrators while building Asia’s only free digital library for children.

The Asia Foundation utilizes Zendesk’s Support Suite to increase its ability to respond to inquiries from its community. Whether those are questions, issues, or thank you’s, the foundation is able to route those to the appropriate staff across Asia Pacific who speak the language of the inquiries and get a timely response back to community members.

Zendesk + Welcome Collective

Welcome Collective's mission is to mobilize Montréal's local community to provide immediate help to the city's most disadvantaged refugee claimants. In 2021, the organization launched an online guide to provide critical resources to highly vulnerable refugee families. Powered by Zendesk, the knowledge hub aids refugees coming into Montreal.

The idea for the Welcome Guide was born at the beginning of the COVID-19 pandemic when food insecurity became a central issue. Welcome Collective, along with many other community groups, quickly realized there was no updated list of Montreal food banks that were still open and accepting people during the first hard wave of COVID-19. Welcome Collective quickly curated an up-to-date list on their website. Soon, many nonprofits and government services were using this resource to get the most accurate information about food banks and other COVID-related information to at-risk clients. Zendesk donated the platform and implementation expertise to Welcome Collective via its sponsored product program, Tech for Good.

"In this digital-first world, it was crucial for [Welcome Collective] to create a comprehensive, easy-to-use online resource for refugees and refugee claimants in our city. We're incredibly proud that they were able to build the Welcome Guide with Zendesk technology and the help of Zendesk employees who volunteered their time and expertise to the cause."

Mike Gozzo

Vice President of Product
Zendesk

"It can be extremely difficult for refugees and refugee claimants to get access to basic information around housing, healthcare and education—especially when they're arriving in a moment of crisis."

Noelle Sorbara

Noelle Sorbara, founder and former executive director,
Welcome Collective



Features of the Welcome Guide include:

500+ pages of written content in both French and English built on Zendesk's help center platform to make the information easy to search and easy to access;

A focus on critical topics like: Healthcare, Housing, Social and Community Services, Education and Childcare, and Employment and Financial Information;

A direct line to members of the Welcome Collective team where newly arrived immigrants or refugees can submit a ticket with specific requests and receive a response quickly.

Zendesk + WorldPride's Copenhagen 2021

In July of 2020, Zendesk engineer Morten Kristensen, head of the EMEA region's Pride Employee Community, approached WorldPride with an offer: he and a team of colleagues would build a custom Zendesk help center instance to manage customer support for the 2021 WorldPride event in Copenhagen. The project would fall under Zendesk's Tech for Good program, meaning that the software and skilled implementation services would be free to the nonprofit organization.

The response from WorldPride was enthusiastic, particularly in light of past events where the organization was overwhelmed by the volume of emails. It instantly saw the value in implementing Zendesk to help the organization better understand and manage its customer support.

"Our expertise is customer service, so we knew we could bring this to the WorldPride games,"

Andre Alves

A senior software engineer located in Copenhagen

"At Zendesk, we believe that all employees deserve the opportunity to live authentically and thrive at work. As part of that mission, we want to share our resources and knowledge to support organizations like Copenhagen 2021 that are promoting diversity and inclusion worldwide."

Jeff Titterton

Chief Operating Officer at Zendesk

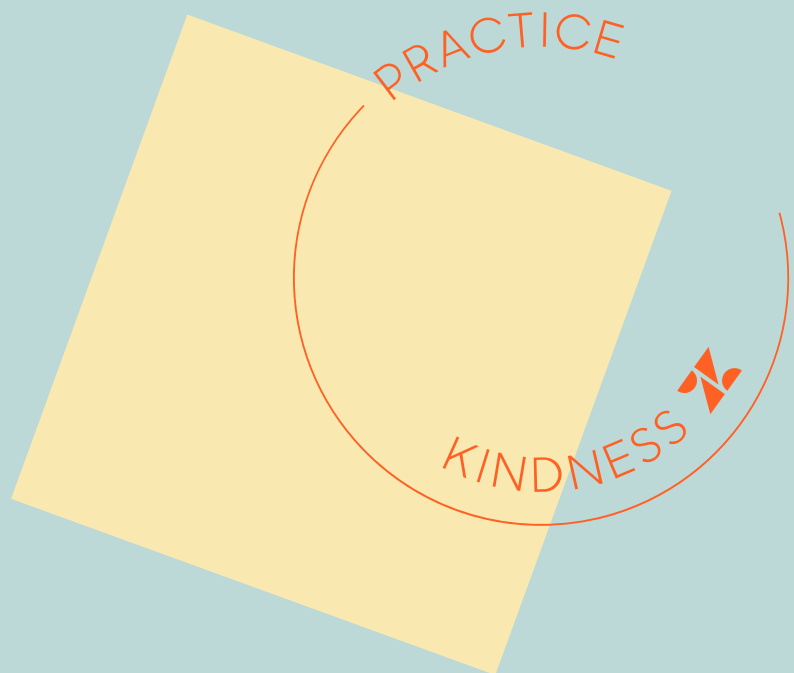
Thirty Zendesk employees formed a volunteer committee and got to work. They began meeting weekly, brainstorming ideas on Miro boards and communicating via a dedicated Slack channel. Wanting to pull out all the stops on behalf of this passion project, they even offered design help, so the finished instance would integrate seamlessly with Copenhagen 2021's official website.

The help center went live in time to begin customer support for ticket sales. Seventy support agents can manage visitor and participant experiences through this instance, to both field incoming requests and manage feedback.

The project had an added benefit. Working together in the midst of the pandemic, the Copenhagen 2021 volunteers discovered a true sense of shared purpose and community. "Feeling so isolated at home, this project was a relief, a way to dive into an aspect of life at Zendesk and have a community," said Casey Macaulay, a software engineer in Copenhagen.

Grant Recipients

Glossary 2021



Grant Recipients 2021

AMER
Asian American Legal Defence & Education Fund (AALDEF)
Ameelio
American Civil Liberties Union (ACLU)
American Forests
Asian Americans Advancing Justice (AAAJ)
Back on my Feet
Carbon Cure
Civic Nation
Compass Family Services
Curry Senior Center
Cycling Without Age
Food Pantry Gardens
Girl Scouts of Wisconsin
GLIDE
Goodman Community Center
Hate is a Virus
Immigrants Defenders Law Center (IMMDEF)
KindWork
Madison Children's Library
Madison Public Library
Madison Reading Project
Meals on Wheels
Objective Zero
Project Home
Raheem
Reap Food Group
San Francisco Gay Men's Choir
Second Harvest Foodbank
Southern Poverty Law Center (SPLC)
Tenderloin Neighborhood Development Corporation (TNDC)
Upsolve
Welcome Collective

Grant Recipients 2021

LATAM

Instituto da Oportunidade Social (IOS)

Projectos Amigos Das Crianças (PAC)

APAC

ANCOP

Bush Heritage Australia

Children's Wishing Well

Codette Project

Cycling Without Age

Food from the Heart

Gawad Kalinga

Habitat for Humanity

Hands on Manila

Melbourne Indigenous Transition School

Purple Lion

Rise Against Hunger

St Kilda Mums

STREAT

The Asian Foundation

Virlanie Foundation

Waterways Watch

Grant Recipients 2021

EMEA

Academy of the Future

COSMIC

Dublin Simon Community

Empty Kitchens Full Hearts

European Network Against Racism

Family Action

Forces for London

Hack your Future

Jobcare

Temple Street

GLOBAL

CoderDojo

Ecosystem Restoration Camps

Human Rights Campaign

International Rescue Committee

Team4Tech

Vaccine Forward (GAVI)

World Central Kitchen

World Food Program

World Wildlife Fund

