



## Salesforce

We, the undersigned, commit to honour the Armed Forces Covenant and support the Armed Forces Community. We recognise the value Serving Personnel, both Regular and Reservists, Veterans and military families contribute to our business and our country.

### Salesforce

Signed:

Position: Executive Vice President, Salesforce EMEA

Date: 12 February 2019



### The Ministry of Defence

Signed:

Name: Major General Ranald Munro CBE TD VR DL

Position: Assistant Chief of Defence Staff (Reserves and Cadets)

Date: 12 February 2019



# The Armed Forces Covenant

An Enduring Covenant Between  
The People of the United Kingdom  
Her Majesty's Government

– and –

All those who serve or have served in the Armed Forces of the Crown  
And their Families

The first duty of Government is the defence of the realm. Our Armed Forces fulfil that responsibility on behalf of the Government, sacrificing some civilian freedoms, facing danger and, sometimes, suffering serious injury or death as a result of their duty. Families also play a vital role in supporting the operational effectiveness of our Armed Forces. In return, the whole nation has a moral obligation to the members of the Naval Service, the Army and the Royal Air Force, together with their families. They deserve our respect and support, and fair treatment.

Those who serve in the Armed Forces, whether Regular or Reserve, those who have served in the past, and their families, should face no disadvantage compared to other citizens in the provision of public and commercial services. Special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

This obligation involves the whole of society: it includes voluntary and charitable bodies, private organisations, and the actions of individuals in supporting the Armed Forces. Recognising those who have performed military duty unites the country and demonstrates the value of their contribution. This has no greater expression than in upholding this Covenant.

## Section 1: Principles Of The Armed Forces Covenant

1.1 We Salesforce will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- *no member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen*
- *in some circumstances special treatment may be appropriate especially for the injured or bereaved.*

## Section 2: Demonstrating our Commitment

2.1 Salesforce recognises the value serving personnel, reservists, veterans and military families bring to our business. We will seek to uphold the principles of the Armed Forces Covenant, by:

(NB - Detail in bold and italic has been tailored to Salesforce by GG)

- making available, through our established 'Vetforce Program', free Salesforce training and certification to serving personnel, veterans and their spouses;
- continuing to build a strong internal employee community group, through which we will:
  - educate employees on the typical values, standards, skills and capabilities of ex-Forces employees,
  - make all employees aware of the Armed Forces related volunteer opportunities available to them,
  - make employees, customers and partners aware of Armed Forces related learning and development content available to them;
- providing 'career transition' support to Service Leavers through:
  - mentorship to Vetforce Programme participants,
  - workshops and webinars for those in transition;
- promoting the fact that we are an armed forces-friendly organisation;
- seeking to support the employment of veterans, young and old, and working with the Career Transition Partnership (CTP), in order to establish a tailored employment pathway for Service Leavers;
- striving to support the employment of Service spouses and partners;
- endeavouring to offer a degree of flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment;

- seeking to support our employees who choose to be members of the Reserve forces, including accommodating their training and deployment where possible;
- offering support to our local cadet units, either in our local community or in local schools, where possible;
- aiming to actively participate in Armed Forces Day;
- supporting and enabling military charities through Salesforce.org, including, but not limited to, offering free or discounted Salesforce products and enablement sessions.

2.2 We will publicise these commitments through our literature and/or on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.