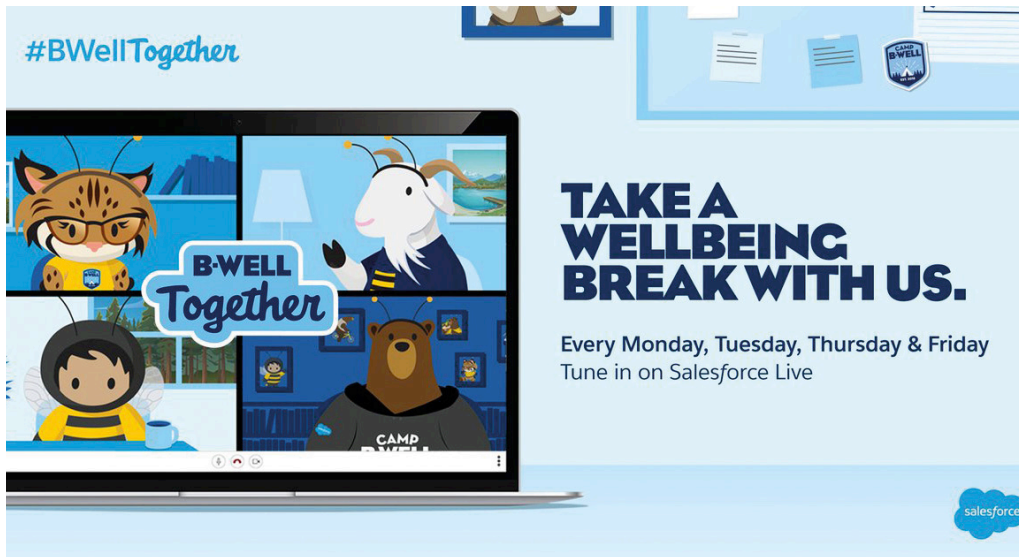


Mental Health UK Special COVID-19 Recognition

Winner Salesforce

This special award recognises an organisation that has been identified as 'going beyond the call of duty' since the onset of the UK lockdown in March 2020



Prior to the UK lockdown in early 2020, international CRM team Salesforce had already been considering the physical and emotional needs of its staff, looking into the wellbeing of its employees and their families and friends. Leaders had introduced activities such as meditation and conscious planning, bringing wellness into everyday working life.

By the time the Covid-19 crisis hit then, the organisation was already in a strong position in terms of taking care of its workforce. Through Salesforce Care, the company shared a wide range of advice and solutions not just from its own resources but the whole of its business network. Via the B-Well Together initiative, an online scheme became available to employees,

customers, partners and families, offering resources surrounding mental health from various wellbeing experts.

In addition, small businesses have been offered £600,000 in grants to help ease the pressures the pandemic has caused, plus a free 90-day workplace solution package involving safeguarding employee and customer health, managing health-related interactions, and workplace planning to boost healthcare responsiveness.

Salesforce also actively supports several initiatives (#GivingTuesdayNow and the Equality Group Matching Challenge), that allow staff to provide support to marginalised groups in their community affected by Covid-19. ■

● ●
Salesforce has considered its role as the alternative front line, embracing the role it can play in alleviating stress and burden for businesses, their employees and leaders

