THE ZENDESK NEIGHBOR FOUNDATION

is a way for us to be good neighbors and give back in the communities we call home. By partnering with organizations committed to creating change on a local level, we are able to make a difference in ways we can see and feel.

Zendesk gives $1 a month for the initial year of every paid subscription. This model creates a sustainable means to provide ongoing financial support to local organizations focused on these core pillars: poverty, homelessness, and healthcare; improving education and promoting gender equality; workforce development; and technical literacy.

HOW IT WORKS

“Although the volunteers serving lunch have to rock hair nets, one of our most popular volunteer programs in San Francisco is lunch and bingo with the fiery seniors a few blocks away at Curry Senior Center. On any given shift you will find bingo sharks, fierce storytellers, and a wellspring of local knowledge.”

- Tiffany Apczynski, Executive Director, Zendesk Neighbor Foundation
Being a good neighbor means different things in different places. These four stories celebrate laying the foundation for a beautiful program in some of the cities we call home.

San Francisco
Things aren’t always perfect outside our headquarters on 6th and Market Streets. Part of being a good neighbor is caring enough to help. This year, we launched in San Francisco with $1 million in funding and a goal to lay the groundwork for local efforts across the globe.

Our first partner was St. Anthony’s Foundation, located just a few blocks from our office. They offer essential support to thousands of the most vulnerable San Franciscans, providing the basics we all need to feel human: a hot meal, fresh clothing, and an opportunity to connect. Giving them the first $100,000 Neighbor Foundation grant of is one of the proudest moments in our history.

Madison
In May, five carrier pigeons took flight over Wisconsin’s capital city to launch Zendesk’s Neighbor Foundation in Madison. The pigeons, which roost at the Madison Children’s Museum, were released from our local office and made their way home to the Children’s Museum, complete with a canister banded to each pigeon’s leg. Their flight honored the Neighbor Foundation’s launch in Madison and Zendesk’s commitment to give $100,000 in local nonprofits in the upcoming year. As the birds landed on the roof of the Children’s Museum, the canisters were opened and tiny checks were presented to the first five grantees: The Madison Children’s Museum, the Madison Public Library, the YWCA, the Boys & Girls Club, and Safe Harbor Child Advocacy Center.

London
According to recent reports, UK youth are nearly three times more likely to be unemployed than the rest of the population—the largest gap in more than 20 years. To celebrate the opening of a new London office, we made an initial commitment to provide £100,000 in financial support to local nonprofits as well as 1000 volunteer hours by at least 80% of our UK employees with a specific focus on technology-based workforce development. A key goal is to address the unemployment gap by teaching youth crucial job skills while sparking interest in technology careers. We hosted a series of workshops for Team London’s HeadStart program and have provided work experience to 20 interns to address the unemployment gap through teaching crucial job skills.

Melbourne
Workforce development is the main priority in Melbourne—most critically, collaborating with organizations which improve employment opportunities for marginalized Australian populations. In our first year we partnered with STREAT, a non-profit that offers youth a pathway from the street to a sustainable livelihood. We also committed to supporting the Purple Lion Foundation and other organizations that serve people with developmental disabilities. Within the first year, the Melbourne office has signed on to hire at least one office coordinator from the developmentally disabled community and to increase the percentage of female software engineers on our local team by 5-10%.

“A number of Zendesk staff members have volunteered to create program resources and make improvements around our Little Learners centers. Thanks so much to Zendesk from Purple Lion and the many children benefiting from your support.”
— Shannon Eeles, Director of Purple Lion, Melbourne

“Kroby Narenthiran was chosen to join us for the last week in October. She worked on the PR team and was a breath of fresh air in terms of her approach and enthusiasm. When asked how she found working at Zendesk, she said ‘The team works really hard and are very focused, but have fun. I’ve really enjoyed my week.’”
— Tegan Kruger, London
Poverty
$127,000
Project Home, River Food Pantry, Community Shares, Second Harvest, St. Anthony’s, Hospitality House, MOM, Occupy Madison

Healthcare
$70,000
COSMIC

Arts and Culture
$10,500
Sustain Dane, MMoCA, Traffic Garden

Workplace Development
$90,000
Team London, Sector5, YWCA

Seniors
$45,000
Curry Senior Center

Youth
$8,000
Safe Harbor, Boys and Girls Club, Maydm

2015 Total
$375,500

The Zendesk Neighbor Foundation will continue to provide financial, strategic, and volunteer support in San Francisco, Madison, London, and Melbourne with a goal to expand the effort to our 10 offices in 10 countries worldwide. By doing this, we can extend the community involvement that began in our San Francisco headquarters, to the neighborhoods around the world in which we’re rooted. We are looking forward to continuing to grow the Foundation, locally and globally, in 2016.