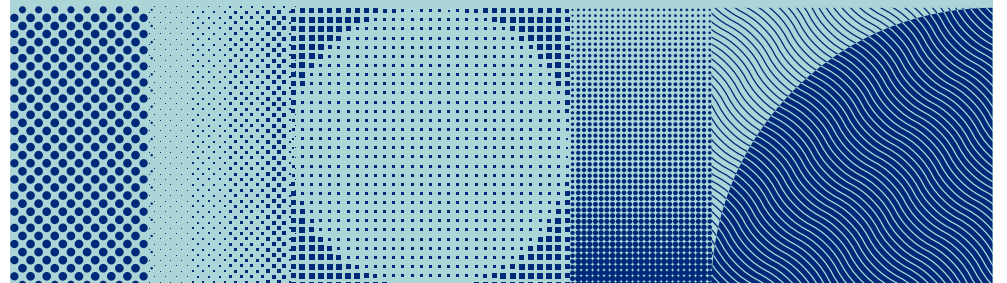okta

# Okta for Good Impact Report

**February 2021**

## Our
## Commitment

# Okta for Good is on a mission to strengthen the connections between people, technology, and community.

Contents

# Foreword

Welcome to our first annual social impact report — a look at the organizations and communities we've invested in and supported over the last year. We believe that social impact is foundational to Okta's culture, business, and long-term success. When Okta took the **1% pledge** in 2016, we founded our social impact arm, Okta for Good, with a mission to strengthen the connections between people, technology, and community. These are not just words on the page, or a catchy slogan for t-shirts: this mission drives everything we do. We believe in it, and we commit our most valuable resources — our people, products, and dollars — to this work.

Okta for Good channels the passionate commitment of the Okta team, and the responsibility we have to our communities. We're invested in creating more opportunities, access, and positive impact, especially for those doing important work in our society. We're proud of the work we've done and the ways in which we support amazing organizations around the world, but there is much more to do. We look forward to sharing more updates as our efforts continue to grow and mature.

*Todd McKinnon, CEO & Co-Founder*
*Frederic Kerrest, Executive Vice Chairperson, COO & Co-Founder*

# Key Takeaways

**In an unprecedented year, Okta made deeper and longer-term commitments to social impact**

Total giving across the Okta for Good Fund, Okta, Inc., and Okta employees exceeded $4M in 2020.* Within that amount, the Okta for Good Fund distributed $2.7M, more than twice as much philanthropic giving than in the prior two years combined. Okta for Good made major long-term commitments to support important causes over the next 3 years, including $10M in cash donations, $10M in technology and services donations, and launching our Nonprofit Technology Initiative. Okta for Good and Okta's co-founders also collectively made a 3-year, $3M grant commitment specifically for racial justice.

**Okta employees mobilized for their communities**

Okta employees increased their personal giving through Okta for Good, donating a total of $600K to charitable causes in 2020 — over 3.5 times more per person than in 2019. Combined with Okta for Good's matching funds, employees directed more than $950K into their local communities in 2020.

**Okta enabled our customers to make a difference**

In a year of rapid technology transformation, Okta donated $3.5M in products and services to help accelerate the missions of nonprofit customers around the world. And customers across every segment accelerated their use of giving apps through Okta via Apps for Good by 24% in 2020. Nearly 1M of our customers' employees were given access to at least one of the apps in the last year.

* In this report, we refer to years based on the February 1 start date of Okta's fiscal year. The year that began on February 1, 2020, and ended on January 31, 2021, is referred to as "2020", and "this year." Similarly, the fiscal year that began on February 1, 2019, is referred to as "2019" or "last year."

# Our Approach to Social Impact

As a business with offices around the world, we have always been interconnected with the communities around us. The importance of this connection has never been more clear than over the last year — when we experienced a global pandemic, rising inequality, and global calls for racial justice. Many people turned to technology to support resiliency and innovation to help tackle our toughest challenges.

We believe the most effective social impact efforts leverage all of a company's core competencies and resources. That's why Okta for Good's core strategies have stayed tightly aligned with Okta's strategy, focusing on:

1. **Accelerating Tech for Good:** investing in ecosystems at the intersection of technology and social good, with a focus on nonprofit digital infrastructure and capacity building

2. **Expanding Economic Opportunity:** creating new pathways into the tech sector for job seekers

3. **Supporting Our Local Communities:** strengthening the global communities where we live and work

4. **Empowering Employees to be Changemakers:** investing in employee education, giving, and community leadership

## Why this report and why now?

Okta for Good significantly increased our philanthropic activity in 2020, driven by an acceleration of our strategy and vision as well as urgent community needs related to COVID-19, economic inequality, and racial injustice. We deployed more than twice the amount of philanthropic funding in 2020 as we did in the prior two years combined. As a company committed to transparency, we are taking this opportunity to share details about the organizations who have received our support and why.

## What we're sharing

We divided our report into four sections, which have defined our core focus areas over the last year. We highlight the work undertaken by our partner organizations, and the ways in which we are able to support them during an unprecedented year. The stories in this report are told in their own words, when possible. We also include our context, key results, and our own learnings in the hope that this information can be helpful for other companies and community partners.
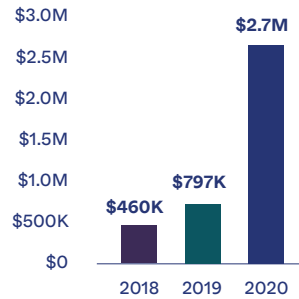
# Our Work in 2020

We take an integrated approach to our philanthropy by leveraging all of our resources to support our communities. The sources of Okta's philanthropic support referenced in this report include:

- Cash contributions from the Okta for Good Fund
- Donations of Okta's technology and services
- Cash contributions from Okta, Inc.
- Cash contributions from Okta employees channeled through Okta for Good's employee giving program
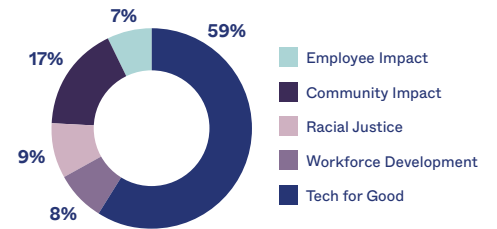
## The Okta for Good Fund

The Okta for Good Fund, a donor-advised fund of the Tides Foundation, was established to enable strategic grantmaking via Okta's pre-IPO equity commitment. Okta's co-founders and Vice President of Social Impact oversee the fund's vision, strategy and grant recommendations.
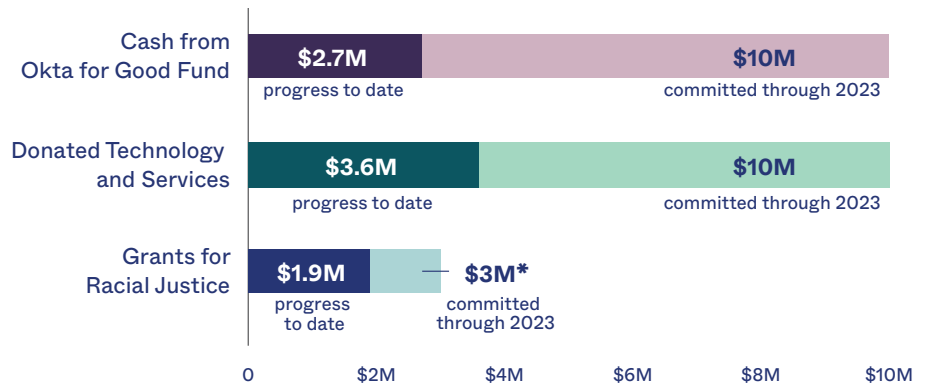
**Annual Grantmaking out of the Okta for Good Fund**

- 2018: $460K
- 2019: $797K
- 2020: $2.7M

**Breakdown of 2020 Grants**

- Employee Impact 7%
- Community Impact 17%
- Racial Justice 9%
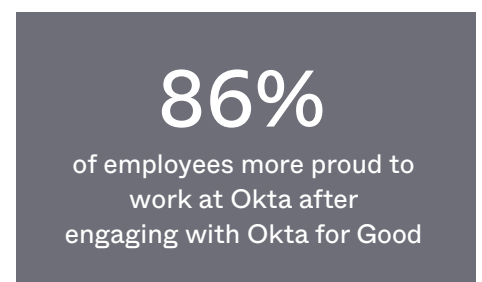- Workforce Development 8%
- Tech for Good 59%

## Commitment and Action

In 2020, Okta for Good made significant, public, 3-year commitments, including $10M in cash donations out of the Okta for Good Fund, $10M in technology and services donations, and launching our Nonprofit Technology Initiative. Okta for Good and Okta's co-founders also made a 3-year, $3M grant commitment specifically for racial justice. Here's our progress so far:

**Cash from Okta for Good Fund:** $2.7M progress to date / $10M committed through 2023

**Donated Technology and Services:** $3.6M progress to date / $10M committed through 2023

**Grants for Racial Justice:** $1.9M progress to date / $3M* committed through 2023

0 　 $2M 　 $4M 　 $6M 　 $8M 　 $10M

\* Includes $1M in personal philanthropic commitments from each of Okta's co-founders and $1M from Okta for Good.

# 2020
# By the Numbers

## $4.1M
in cash contributed by
the Okta for Good Fund,
Okta, Inc., and Okta employees

**$2.7M**
from the
Okta for Good Fund

**$813K**
from Okta, Inc.

**$600K**
from Okta employees

## $3.5M
in donated
technology and services

## 88%
employee participation in
Okta for Good
(giving and/or volunteering)

## 266%
increase in
employee giving
over previous year

## 2,069
nonprofits supported
through giving
and volunteering

## 88%
of employees more likely to
give and/or volunteer after
engaging with Okta for Good

## 86%
of employees more proud to
work at Okta after
engaging with Okta for Good

# Digital Infrastructure for Social Good

We believe digital infrastructure and capacity is a critical — and often invisible — determinate of the strength and resilience of the social sector.

" COVID-19 is placing unprecedented demands on nonprofits' operations, just as they are needed most.

The impacts of COVID-19 have amplified and accelerated conversations about the digital infrastructure needed to ensure global civil society organizations can meet the growing needs of their communities. In July 2020, Okta for Good supported a large-scale survey across the TechSoup Global Network. The survey, which has so far been completed by nearly 12,000 nonprofits in 136 countries, asked organizations about their digital strategies and the impact of the pandemic on their work. In regards to the latter, a few early findings demonstrate the correlations between organizations who had a well-defined digital strategy and those that experienced a less negative impact from COVID-19. The pandemic forced 72% of organizations to reconsider how they deliver their services and for 59% of respondents it accelerated their existing strategies. Two-thirds of respondents adopted new digital tools as a result of COVID-19 with 65% expecting that those digital changes will remain a part of their long-term solution."

Rebecca Masisak, CEO, TechSoup
Okta for Good grantee since 2018

## What we've learned...

The way we as a socieity fund nonprofits often holds them back from realizing the full benefits of technology. When donations are restricted to only "on the ground" programmatic activities, it can starve the critical infrastructure and operational needs of the organization — and that includes technology. Where possible, make donations unrestricted and multi-year to give grantees the flexibility to invest where they need it most.

Key results:

**$1.6M** in Tech for Good grantmaking in 2020

**11** grantees funded collectively reaching more than 1.4M global nonprofits through their ecosystems

# Nonprofit Technology Initiative

In March 2020, Okta for Good launched our **Nonprofit Technology Initiative**, grounded in the belief that technology enables nonprofits to be as powerful as their missions. Our goal is to contribute to a paradigm shift in how nonprofits are funded and enabled to make a digital transition. To date we have supported 11 nonprofit technology ecosystems.

Organizations are listed with the purpose of the grant they received.

**NETHOPE**

Grantee since 2017

Support NetHope's Center for the Digital Nonprofit; Security Working Group; and Frontline Humanitarian Logistics initiative

**fast forward** accelerate good

Grantee since 2018

Support FastForward's accelerator for tech nonprofits building original technology solutions for social good

**Full Circle Fund**

Grantee since 2019

Support Full Circle Fund's Tech Accelerator Program for Bay Area nonprofits

**techsoup**

Grantee since 2019

Support TechSoup's long-term capacity to serve its 1.4M global nonprofit members, and build a forthcoming digital assessment tool for nonprofits

**benetech** TECHNOLOGY SERVING HUMANITY

Grantee since 2020

Support Benetech's ServiceNet initiative making real-time data on social services more accurate and accessible

**ID 20 2O**

Grantee since 2020

Support ID2020's work to bring safe digital identity to the 1.1B around the world who currently lack one

**nten**

Grantee since 2020

Support NTEN's Tech Readiness Cohort for nonprofit technology leaders

**TAG TECHNOLOGY ASSOCIATION of GRANTMAKERS**

Grantee since 2020

Support TAG's Digital Infrastructure Working Group to address the nonprofit sector's digital capacity

**TECHIMPACT®**

Grantee since 2020

Launch TechImpact's Cybersecurity Cohort Program to support 50 nonprofits with a security assessment and training

**TECH MATTERS** POWERING SYSTEMS CHANGE

Grantee since 2020

Support TechMatters' field-building work

**VolunteerMatch**

Grantee since 2020

Support the expansion and reach of VolunteerMatch's digital platform

**What we offer:**

**Technology:** 50 free licenses for all Okta Workforce Identity products and 50% off additional licenses

**Training:** 50% off public training courses

**Enablement:** pro bono professional service program

**Key results:**

**$3.4M** in donated technology in 2020

**$114K** in pro bono professional services in 2020

## Okta for Nonprofits

Core to our social impact strategy is our work to support nonprofit organizations globally with technology donations, pro bono support, and Okta's expertise. In 2020, this work became even more urgent as we saw nonprofits struggle to rapidly make the shift to remote work and virtual service delivery while continuing to meet the growing needs of their communities.

## " A non-profit's most important resource is its people...

people who are dedicated to its mission, people who understand the desires and goals of the company and are going to stick with you even in times of chaos. But those people are not infinite and anything that we can take off their plate and automate or systematize allows them to devote their time to providing better experiences for the students, in-person or virtually. As a non-profit organization, it's crucial that Achievement First optimizes all aspects of its operations, including the time and skills of its 2,600 teachers and staff members. Never has that been truer than during the spring of 2020, when the COVID-19 pandemic required a rapid pivot to virtual learning. The first thing that we had to think about was what we were going to do to connect teachers with students so they could continue



lesson planning and teaching. In four days we were able to deploy Zoom to all 2,600 members of our staff, with the right provisioning. That's something that just would not have been possible without Okta."

Marques Stewart, Senior Director, Network and SaaS Operations, Achievement First
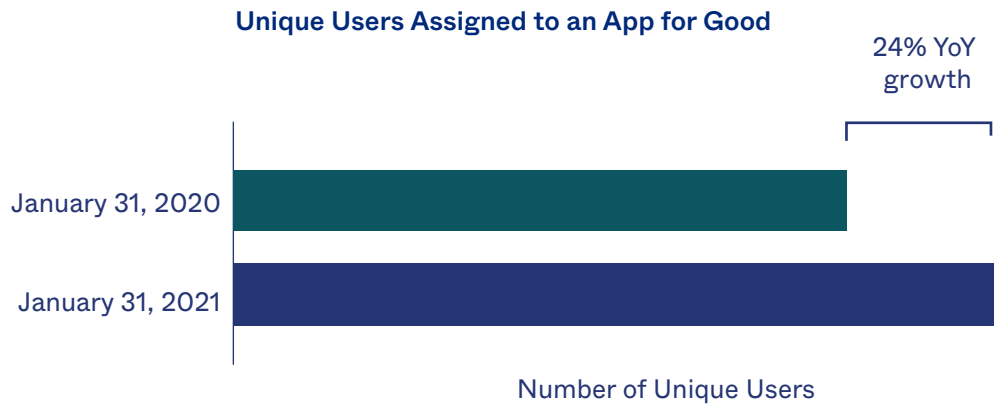Okta nonprofit customer

## What we've learned...

Technology donations on their own are often not enough. For most nonprofits, setting up and fully utilizing tech donations can be complicated, time-consuming and sometimes impossible. For tech providers, consider the ways you can pair technology donations with time and expertise. You may even turn it into a signature employee engagement opportunity to drive team pride along with community benefits.

## Apps for Good: Powering More Giving across Okta's Customer Ecosystem

We believe in the promise of Okta's technology to support nonprofits directly, and we also see opportunities to engage our broader customer ecosystem in social good. **Apps for Good** enables Okta's thousands of customers to simply and securely deploy world-class giving apps to their workforces. To date, nearly one million users have been given access to Apps for Good through Okta, enabling them to volunteer for or donate to charitable causes of their choosing.

**Unique Users Assigned to an App for Good**

24% YoY growth

January 31, 2020

January 31, 2021

Number of Unique Users

### Apps Enabling Workforces to Donate Time, Money, Expertise, and More

# Pathways into Tech

**Key results:**

**65** internships since 2014 through nonprofit community partners serving underrepresented youth and jobseekers, including our largest class ever of 20 in 2020

**470** young professionals and jobseekers reached virtually through Tech Pathways Week

**97%** of young professionals say they are more confident following Tech Pathways Week

**70%** of employees say the Tech Pathways Week made an impact on how they would approach hiring candidates in the future

One of the most powerful ways we as a technology company can support long-term economic prosperity is to invest in programs that develop tech talent from underrepresented communities.

Okta has a long history of hosting interns from our workforce development partners. And, since 2017, Okta for Good has exposed underrepresented youth and jobseekers to career paths in technology through our annual **Tech Pathways Week** event.

" **The end of systemic inequality begins with all talented students having equal access to opportunties.**

When COVID-19 took its hold on California, we knew that the Genesys Works Bay Area community – 96% people of color, 88% low income, and 86% first- or second-generation immigrant – would be dramatically impacted by the economic fallout. At the height of the pandemic, 45% of our young professionals, despite being just seniors in high school, were the sole wage earner in their households. We immediately launched a fully virtual skills training, partnered with Golden Gate University to credential our students in Data Analytics, and implemented new tools and trainings to support remote intern supervisors. Okta served as an example for the corporate community by ensuring continued opportunities for paid internships, even as they adjusted to a virtual environment: Okta tripled its number of Genesys Works interns in 2020, expanded into two new Genesys Works markets, and doubled down on its philanthropic investment in our work. With collaboration from corporate partners like Okta, Genesys Works Bay Area recently passed $5M in student wages earned and grew our internship cohort by 9%, despite the pandemic."

Sahaar Rezai, Executive Director Genesys Works Bay Area
Okta for Good grantee since 2017

" **My journey to Okta has not been a particularly traditional route.**

Forced into a career pivot, I landed in a spot in the Tech SF Salesforce Apprenticeship program. With the support and guidance of my team here at Okta, I completed the year-long apprenticeship in 6 months and converted to full time employment a year ago September. I will always be grateful to my mentors and I aspire to give back to the community by encouraging and mentoring others. I am eager to share my experience and story in the hopes that I can encourage other underrepresented community members into pursuing their dream tech careers."

Shelley Doty
Salesforce Administrator, Okta

**Key results:**

**$234K** in workforce development grants in 2020

**10** organizations supported across 8 global communities

## Supporting Workforce Development Globally

As Okta's presence has grown around the world, we've expanded our workforce development partners to represent the communities where Okta's employees live and work. Below are some of the organizations we supported in 2020 focused on workforce development and economic opportunity.

**Grantees since 2017**



CareerVillage.org — Global

GENESYS WORKS. — US: San Francisco Bay Area, Chicago, and Washington, DC

JVS — US: San Francisco Bay Area

year up — US: San Francisco Bay Area, Bellevue, and Washington, DC

**Grantee since 2018**

BECOMTECH — France

**Grantees since 2019**

i.c.stars |* — US: Chicago

npower — Canada

**Grantees since 2020**

10,000 Degrees — US: San Francisco Bay Area

ABCN — Australia

Barnardos — United Kingdom

## What we've learned...

Remote and flexible work offers new opportunities to invest in workforce development efforts. Though most volunteering is more challenging in a remote setting, we've found 1:1 mentoring is highly effective virtually.

Remote work also offers a chance to expand internships across teams and geographies — something we have taken advantage of over the last year.

# Racial Justice and Equity

Key results:

**$335K** in racial justice grants in 2020

**9** organizations supported

In 2020, our employees and communities around the world called out in unison and with urgency to address racial justice and equity. In the summer of 2020, Okta and its co-founders made a $3M, three-year philanthropy **commitment to support racial justice**. Okta also released our first **State of Inclusion Report** in December 2020 to hold ourselves accountable to the progress we make towards racial justice and equality internally.

> ## " In 2020, Black-owned businesses were up against incredible odds.
>
> This year, we saw small businesses struggling with fear and inequities due to the pandemic. We also saw a troubled America on many levels. The Oakland African American Chamber of Commerce created the Resiliency Relief Grant Program to assist Black-owned businesses who were not given Payment Protection Plan (PPP) loans. Our quest was to raise $1M dollars in 90 days to help these small, local businesses in our community: a huge task, to say the least. Thanks to companies which took leadership roles, including Okta's generous donation of more than $100,000, we achieved our goal. We came together as a community, and gave more than 200 businesses grants. In the end, we witnessed compassion and love for others."
>
> Cathy Adams, President and CEO, Oakland African American Chamber of Commerce
> Okta for Good grantee since 2020

## What we've learned...

Racial justice is about what's happening outside as well as inside your organization. Tight alignment and partnership between the Social Impact and Diversity & Inclusion teams is critical to addressing systemic issues long-term. At Okta, we used the events of the last year as an opportunity to forge even closer ties between our teams and advocate for needed change together.

## Empowering Employee Leaders to Drive Our Commitment

To guide Okta for Good's racial justice philanthropy commitment, we assembled a Racial Justice and Equity Employee Advisory Board consisting of leaders from People of Color @ Okta; Diversity, Inclusion and Belonging; and Okta for Good. With outside support from social justice and philanthropy experts, the committee identified three areas for philanthropic investment in 2020: Economic Development; Voting Education, Access & Rights; and Pathways to STEM Employment.

### Economic Development

**Oakland African American Chamber of Commerce**

**Oakland Black Business Fund**

### Voting Education, Access, and Rights

**Rock the Vote**

**Nonprofit Vote**

**Organizing Empowerment Fund**

### Pathways to STEM Employment
(3 year commitment for all)

**Hidden Genius Project**      **Techbridge Girls**

**Hack the Hood**      **Beyond12**

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> " Racial injustice is my lived experience as it was for my parents, grandparents, and now for my grandchildren.

The opportunity to shape Okta's response to injustice and inequity and to be a part of a thoughtful intentional way to promote change means everything. It says to me from Okta Leadership — "We see you, we acknowledge you, we value you." And that the suffering in my community will not be ignored or forgotten. Okta for Good did more than put people in a room to parse out funds. They brought in expert guidance and provided tools needed to make the best decisions possible with an eye not only on what is needed today but also for future impact. The experience built and strengthened our philanthropic muscles as individuals and as an organization."

Pamala Simpson, Principal Technical Program Manager, and Co-Chair, People of Color @ Okta

# Standing with Our Local Communities

What we offer to our employees:

**3** days off per year for every Okta employee to volunteer

**Up to $500** matching per employee in 2020

**Participation** in the Global Employee Leadership Council

Key results:

**$658K** in community grants in 2020

**$951K** in employee-directed giving, plus corporate matching

**2,069** organizations impacted by giving and/or volunteering

**32** members of the Okta for Good Leadership Council in 15 communities around the world

Okta is global, and so is our giving. Our aim is to be a visible, trusted, engaged member of the communities where we live and work. The Okta for Good Leadership Council is a team of employees that leads Okta for Good's work in communities around the world. We prioritize listening to our local employee and community partners to guide how and where we invest philanthropic funds globally.

> **The coronavirus pandemic has been devastating for older people.**
>
> Older people have seen their links to the world diminished, or severed almost completely. Worries about the practical life essentials of food shopping and collecting medication have caused deep distress, compounded by fears about the pandemic and by the loneliness and isolation that the lockdown and shielding has exacerbated. Okta's support is helping us to plan for community activities that will bring people together out of lockdown and enable them to gather, initially, in the open air for nature walks, dog walking and companionship initiatives as well as continuing some activities online. Our aim is to improve emotional health and to help people overcome the experience of loss, distress, isolation, and loneliness."
>
> Sally Miller, CEO, AGE UK Islington
> Okta for Good Grantee since 2020

In March 2020, **Okta for Good committed $500K** in unrestricted, rapid-response grants and matching funds for COVID-19 relief. This included Bay Area homeless and elderly services agencies, food banks, and small business relief funds. Outside of the Bay Area, our Okta for Good Employee Leadership Council led giving campaigns to support food banks and other critical services in communities including Toronto, London, Munich, Paris, Sydney, Bellevue, Chicago, and Washington, DC.

# What we've learned…

Even before the COVID-19 pandemic, Okta championed our vision for **Dynamic Work** to provide even greater flexibility for employees. Over the last year, nearly every organization has had to move to a more dynamic model. With employees no longer tied to the physical constraints of an office or city, this presents an opportunity for more dynamic, grassroots Employee Impact programs designed around employee empowerment and choice, rather than tied to top-down focus areas or a geographic center. This can not only engage a distributed workforce but also enable companies to reach into even more communities around the world with resources and support.

## Okta for Good Global Leadership Council's Global Presence



**Our Offices**

| | |
|---|---|
| Bellevue | Providence |
| San Francisco | Boston |
| San Jose | London |
| Denver | Paris |
| Chicago | Benelux |
| Toronto | Munich |
| Washington, DC | Japan |
| New York City | Sydney |

# Closing

This year has been a true test of the connections between people, technology, and community. We have tried to work quickly, providing as much aid as possible in response to immediate critical needs. We have also taken a step back to align that work to our long-term vision and competencies.

In the next year, we will focus on: 1) finding new ways to stay connected to our communities despite continued social distance; 2) approaching our philanthropic efforts with the same urgency and focus as we did last year — even as headlines may fade; and 3) integrating what we learned this year — about the gaps in our social safety net, the technology needs of nonprofits, racial justice and equity and the systemic nature of so many of our challenges — into our long-term strategy. We know that strong relationships take time to build, and the toughest problems cannot be fixed overnight. We are still finding our way in this journey, but we are pleased to share our progress. We are hopeful about the ways in which Okta's community can continue to drive long-term change.
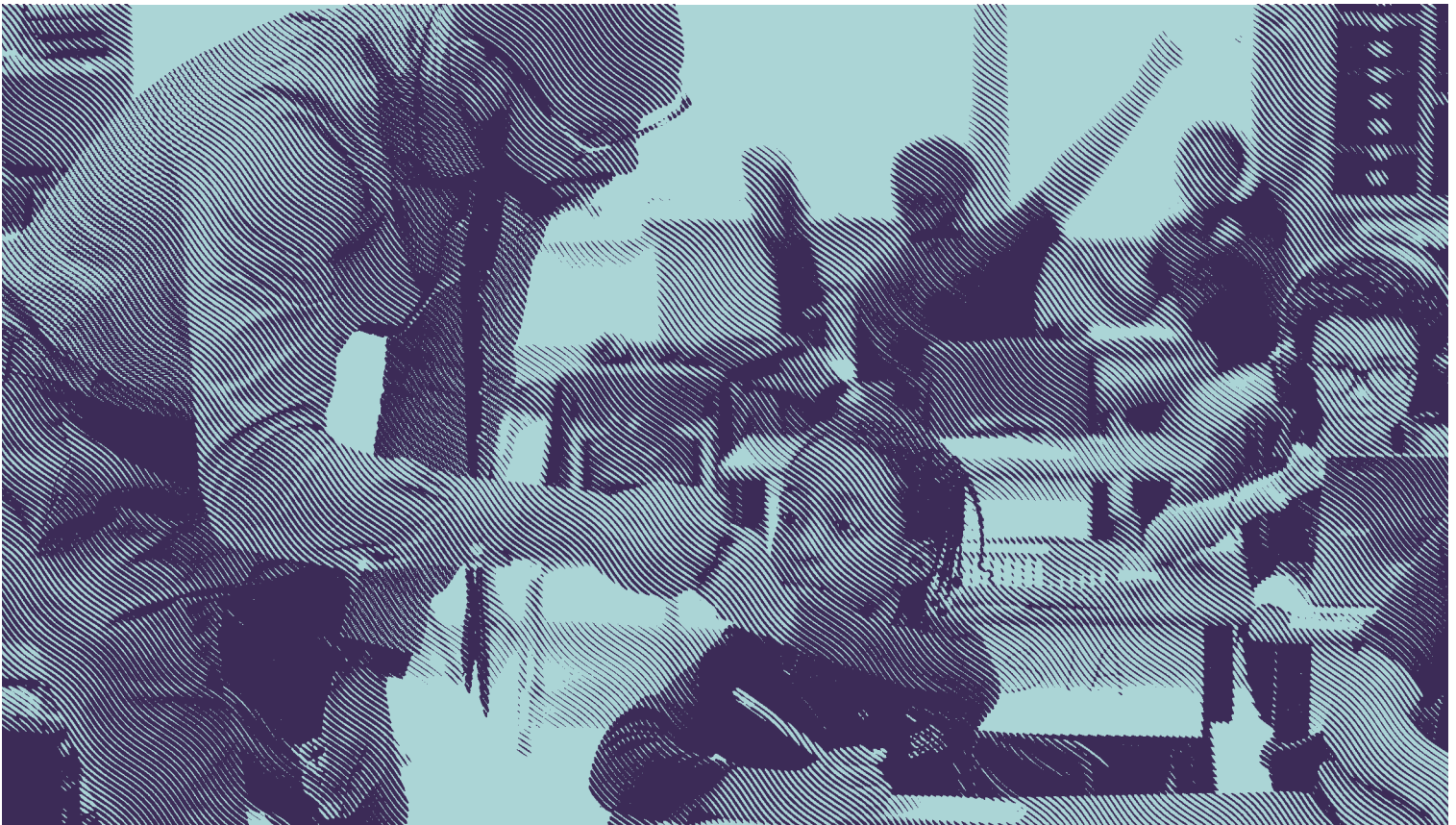


# Methodology

We have worked carefully to standardize our data. Unless otherwise noted, this report presents and analyzes data based on Okta's fiscal calendar, which begins on February 1 and ends on January 31. We refer to years based on the February start date of a fiscal year. The year that began on February 1, 2020, and ended on January 31, 2021, is therefore referred to in this report as "2020", and "this year." Similarly, the fiscal year that began on February 1, 2019, is referred to as "2019" or "last year."

# Okta for Good
# Impact Report