



The Esor Difference

Client Case Studies

Nonprofit Scales Impact

8 Cents in a Jar, Inc. is a nonprofit organization that creates opportunities for untapped students to achieve economic mobility through financial education. Founder and Executive Director Lashea Reaves shared the following:



“For small companies that don’t have the same resources as large organizations, the implementation services of HBCUforce and Esor provided us the tools we needed to effectively streamline processes, store relevant data, and scale the nonprofit. Without Salesforce, 8 Cents in a Jar would be a mom-and-pop nonprofit running from my dining room table. Now, we are viewed as a peer among elite nonprofits within Central Florida.”

Educator Makes Bold Career Change

Shayla Mark spent 14 years in the education field before entering the tech space. After learning about Salesforce from a personal interaction, she decided to make a career change. Fast forward a year and a half later, with the support of HBCUforce and Esor, Mark is now a Salesforce Certified Administrator with plans to sit for the Education Cloud and/or Nonprofit Cloud exam.

“I am extremely grateful to HBCUforce, my study group partners, the Salesforce Ohana on Twitter, Military Trailblazers, and of course, #TrailheadScholarship – they have all played an integral role in my success.”

