

Mirketa Launches Altruta, AI Suite for Nonprofits Built Natively on Salesforce

News-Press Release

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Summary

Mirketa has launched Altruta, an AI suite built specifically for nonprofits and deployed natively on Salesforce. Altruta helps nonprofit organizations streamline fundraising, case management, reporting, and administrative work while keeping people in control of AI-generated recommendations and actions.

Message

DUBLIN, Calif. â€” August 2026 â€” Mirketa, an AI first technology consulting firm (SOC 2 Type II and HIPAA compliant) that has spent more than a decade inside the daily operations of nonprofits, today announced the launch of Altruta, an AI suite built specifically for mission-driven organizations and deployed natively inside the Salesforce environment they already use. Nobody takes a job at a nonprofit because they love spreadsheets. They take it because they care about the person on the other end, the donor who believes in the cause, the family walking through the door, the community counting on a program to work. Altruta, a nonprofit AI Suite, was built around a simple observation: the more time a team spends on data entry, research, and paperwork, the less time they have for the work that matters. â€œEvery hour a nonprofit team spends wrestling with administrative friction is an hour stolen from the community they serve,â€• said Ajay Jalali, VP - Delivery & Operations at Mirketa. â€œAltruta eliminates that burden entirely. By bringing native AI directly into Salesforce, we give organizations the operational leverage to scale their mission without burning out their teams.â€• For organizations in health and human services in particular, where case notes, beneficiary risk, and funder reporting all intersect, Altruta was shaped directly by conversations with gift officers, program directors and case management teams who described the same pattern: real pressure to prove impact, sensitive data to protect, and less time every year to do either. Why Altruta Nonprofits handle some of the most sensitive information that exists, medical details, financial hardship, family circumstances. Altruta was designed around that responsibility from the first line of code, not added on afterward: It lives inside Salesforce. No new platform to buy, learn, or migrate to. Data never leaves the organizationâ€™s own environment. Donor and client information is never sent elsewhere. A person is always in control. Altruta drafts and suggests; nothing reaches a donor, client, or funder without a human reviewing it first. Every suggestion shows its reasoning. When Altruta flags a donor or recommends a next step, it explains why - a colleagueâ€™s judgment, not a black box. Mirketa built Altruta's rollout around a simple principle: prove value before asking anyone to change how they work. Every engagement follows the same three steps: A real look at your own data- a short walkthrough using scenarios from the organizationâ€™s own records, so the team can judge Altruta honestly rather than from a polished demo.Â Start with one part. A single module goes live first, usually fundraising, so the team sees real value quickly and gets comfortable before anything else changes.Â Grow at your own pace. When the team is ready, the rest of the suite clicks into place â€” no starting over, because itâ€™s all the same connected system. â€œWe wonâ€™t pretend itâ€™s magic you flip on overnight,â€• Rahul Pasricha, Product Manager added. â€œBut itâ€™s far lighter than the big platform projects nonprofit teams are usually bracing for. Organizations bring the knowledge of their mission. We bring the Salesforce craft.â€• Altruta is available now to Salesforce nonprofit customers across the United States, including organizations currently on Nonprofit Success Pack (NPSP) or Nonprofit Cloud. Mirketa is offering qualifying organizations a no-commitment walkthrough using their own data. More information is available [here](#). About Mirketa Mirketa is a Salesforce consulting partner and AI accelerator builder headquartered in Dublin, California, with global delivery in Noida and Bengaluru, India. A Salesforce partner since 2013 and an AppExchange partner, Mirketa has logged more than two million hours of cloud project experience across healthcare, nonprofit, manufacturing, technology, and education. ALTRUTA is one of a portfolio of AI accelerators Mirketa has built to help organizations put Salesforceâ€™s AI capabilities to work without adding complexity to their operations. Media Contact Mirketa Inc. info@mirketa.com | mirketa.com | +1 855-Mirketa Dublin, California

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