Blackbaud is here to help good take over the world. Leading uniquely at the intersection point of technology and social good, Blackbaud provides cloud software, services, data intelligence and expertise that empower and connect people to drive impact for social good. Blackbaud offers comprehensive, purpose-built solutions for fundraising and relationship management, marketing and engagement, financial management, payment services, social responsibility, education management, church management, grant and award management and analytics.

With its global headquarters in Charleston, South Carolina and operations in the United States, Australia, Canada, Costa Rica and the United Kingdom, Blackbaud has been driving impact for nearly four decades. For more information, visit blackbaud.com.

Blackbaud is proud to serve the entire social good community, which spans a wide variety of organizational structures and an even greater diversity of missions. Our solutions are purpose-built for the unique needs of nonprofits, higher education institutions, K–12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies and individual change agents. Our customers serve as a constant source of inspiration to us, and we are extremely proud to play a part in building a better world alongside them.

Organizations that use Blackbaud technology raise, grant, and invest more than $100B in their programming each year. Our solutions and services help customers:

- Raise the resources they need by improving communications, building better relationships with supporters, increasing donations and more
- Deliver their programs with integrated solutions
- Manage their operations with back-office solutions built for efficiency and accountability
- Understand their outcomes with industry-leading analytics that transform information into insight

Blackbaud is the world's leading cloud software company powering social good.

Who we serve
The social good community

How we help
Millions of users in over 100 countries

FAST FACTS

- NASDAQ: BLKB
- Global HQ: Blackbaud, Inc., 65 Fairchild St, Charleston, SC 29492
- P: 800.443.9441
- W: blackbaud.com
- President and CEO: Michael “Mike” Gianoni
- Chief Financial Officer: Anthony “Tony” Boor
- Media Contact: media@blackbaud.com
- Founded: 1981
- Locations: Headquartered in Charleston, SC with operations throughout the United States, Australia, Canada, Costa Rica, and the United Kingdom.
- Employees: 3,000
- Awards/Recognition:
  - Named by IDC as One of the Top 30 Largest Cloud Software Providers Worldwide
  - 2020 Fast Company Best Workplaces for Innovators
  - 2020 & 2018 Forbes Best Employers for Women
  - 2019 & 2018 Forbes Best Employers for Diversity
  - 2019 & 2018 Anita B.Org Top Companies for Women Technologists
  - 2017 & 2016 Forbes Most Innovative Growth Companies
  - 2016 Forbes Fast Tech 25 Ranking
  - 2017 CogX Best AI Innovation in Charity
  - 2017 Fortune’s 56 Companies Changing the World List
Building a better world

At Blackbaud, driving social impact isn’t a side project; it’s our business

Since day one, 100% of our work has been focused on building a better world. Our commitment to driving social good is central to everything we do, including:

- Making our social good customers more effective and strengthening the broader social economy through our cloud software, services, expertise and data intelligence
- Contributing to the Ecosystem of Good® through our corporate citizenship practices
- Empowering our employees as individual agents of good

This comprehensive commitment and the real impact it drives is why Fortune named Blackbaud one of 56 companies “Changing the World” in 2017.

Our corporate citizenship

We are here to help good take over the world

By connecting the social good community, we can accomplish more together than we can individually. Blackbaud’s corporate citizenship strategies enable us not just to power this Ecosystem of Good, but to participate in it.

We are committed to governing our business ethically, being a caring employer, contributing to causes and communities through corporate philanthropy and pursuing sustainability. In our robust corporate social responsibility efforts, we prioritize:

Empowering our people as agents of good
A thriving social economy depends on engaged individual change agents, so we support the passion of our employees through cultivating a vibrant commitment to board leadership across our staff (with a quarter of employees serving on social good boards and committees), and supporting and amplifying employee commitment to causes through corporate matching and time off for volunteering.

Helping the cities where we live and work to thrive
We are proud to contribute to the many communities around the world where our 3,000 employees live and work each day. We’ve demonstrated our deep commitment to the home of our global headquarters, Charleston, SC, with a $1M gift to the International African American Museum and in every city where we work through employee-led grants and service projects.

SHARED VALUE

As a shared value company, Blackbaud drives social good while addressing a market need. In doing so, we create lasting value for our customers, our shareholders and the broader social economy. The opportunity we address is significant: The nonprofit sector alone represents the third largest workforce in the U.S. behind manufacturing and retail. The stakes are high: Every 1% improvement in fundraising effectiveness in the social good space makes $3.7B more available for program work that advances social good.

By focusing wholly on this vital and underserved market, Blackbaud has built not just a successful business model, but an innovation engine that has played a role in driving advances on social issues of every kind.
Building a healthy future in tech and social good communities
Leading uniquely at the intersection of technology and social good, it is our responsibility and privilege to serve these industry communities.

Social Good Community
• Sharing research and insights to drive impact across the philanthropic sector through the Blackbaud Institute
• Engaging in social good and social innovation initiatives that lift the philanthropic community such as #GivingTuesday, AFP and The Giving Institute (Giving USA)

Tech Community
• Investing in the next generation of diverse tech leaders through Camp Blackbaud (bi-annual software development camps for children) and K-12 tech education initiatives
• Supporting women in tech in partnership with several organizations

Supporting the social good
• community’s response to major disasters

Blackbaud has a highly stable customer base, with a retention rate over 90%.
• $913.2M total non-GAAP revenue, up 1.2% from 2019
• $850.7M in non-GAAP recurring revenue, up 2.1% from 2019
• Non-GAAP organic recurring revenue increased 2.1%
• Non-GAAP income from operations was $194.8 million, with non-GAAP operating margin of 21.3%
• Non-GAAP net income was $143.3 million, with non-GAAP diluted earnings per share of $2.94
• Non-GAAP free cash flow was $76.1 million

Our corporate citizenship (cont.)

2020 financial highlights

Stock Symbol:
BLKB Listed on NASDAQ
Global Select Market

Research & Development:
Over $140M invested in research and development in 2020

Investor Relations Contact:
Steve Hufford
Director, Investor Relations
IR@blackbaud.com

SOCIAL GOOD INITIATIVES

In addition to the traditional corporate philanthropy and employee volunteerism programs found at most companies, Blackbaud is engaged in an array of social responsibility initiatives. Highlights include:

#GivingTuesday
Blackbaud is a founding partner of the #GivingTuesday movement.

One80 Place
Engaging our employees and community to better understand homelessness and provide support through volunteer days and financial support

International African American Museum
Supporting the nation’s first-of-its-kind museum with a digital media lab to honor African-American heritage and connect visitors to their ancestral roots

Blackbaud Community Matters Grants
Running a company-wide grants program in communities where we have offices, relying on employee-led committees to make funding decisions

Non-GAAP Revenue. 2016, 2017, 2018, 2019 and 2020 reflect adoption of ASC 606. Blackbaud’s initial public offering was mid-year 2004; comparisons began with next full year of revenue