

2012 Corporate Citizenship Year in Review



Your passion. Our purpose.

Blackbaud is a community of people who care and seek to help nonprofits drive positive change in our world. Our focus on corporate citizenship is an acknowledgment that we strive to make a difference both through what we do as a company and how we serve as individuals, professionally and personally. It encompasses our commitment to:

- Deliver products and solutions that help “do good”
- Govern our business ethically
- Be a good employer who cares about its people
- Be a good steward of our environment
- Serve others both through good business practices and through our philanthropy

Refining our vision

Following the acquisition of Convio in May 2012, we established a new vision for corporate citizenship and philanthropy, embracing the best from both companies and cultures. Under the headline Blackbaud Community Matters, this new vision encompasses our intentional approach to investing in the nonprofit sector and empowering our people, ultimately serving as a multiplier for doing good. We refined our program offerings, while seeking to preserve traditions important to Convio, and expanded to incorporate our new locations.

A Snapshot of Citizenship

Investing in the Nonprofit Sector:

- Provided The Blackbaud Index of Charitable Giving and The Blackbaud Index of Online Giving, (doubling the data set to 2,984 organizations with \$7.8 billion in total giving), sharing up-to-date data on fundraising revenue being secured by nonprofits
- Published two new Blackbaud Index analyses of giving by sector – The Blackbaud Index – Public, Society, Benefit (released in January); The Blackbaud Index – K-12 Independent Schools (released in November)

“Blackbaud exemplifies the true meaning of corporate philanthropy in our community. They believe in our mission of helping students graduate and becoming successful in life. We are so grateful for the long-standing partnership, both through their contributions of funds and volunteers.”

— Jane Riley-Gambrell,
Executive Director of Communities
in Schools, The Charleston Area

- Launched blog, sharing nonprofit insights, in the Impact section of The Huffington Post, written by Blackbaud CEO Marc Chardon and outcome guide Hal Williams
- Served as a founding partner of #GivingTuesday, championing the new effort to launch an opening day for the giving season and making our own new corporate gift
- Joined the Billion+Change pro bono service initiative, created by Points of Light, serving as an ambassador for skills-based volunteerism
- Held “thank-a-thons” for the Gibbes Museum of Art and HALOS where volunteers and Blackbaud employees called donors and members to thank them for their support, monitoring donor activity to track retention
- Donated technology to TechSoup as a part of its TechSoup Stock program
- Partnered with NetHope, supporting efforts to deploy technology to aid in disaster relief
- Partnered with the Showcase of Fundraising Innovation and Inspiration (SOFII), sharing best practices for fundraising campaigns
- Partnered with the Charleston Battery professional soccer team to honor a “Nonprofit of the Match” at 13 home games and to spread awareness about the role of nonprofits in our community
- Participated in the Corporate Volunteer Council as a founding member

Empowering our People:

- Encouraged grassroots employee leadership through Team Blackbaud (volunteerism) and Greenbaud (environmentalism), expanding the network to include new offices
- Hosted volunteer fair where 40 nonprofits shared opportunities with employees
- Participated in service days in Charleston (Trident United Way Day of Caring, 253 employees) and Austin (Spring and Fall Service Days, The Entrepreneur’s Foundation of Central Texas, 396 employees)
- Hosted a worldwide service day (120 people working at 7 home sites in Charleston, SC; Miami, FL; Indianapolis, IN; San Diego, CA; and Atlanta, GA) supporting Habitat for Humanity
- Taught employees how to be grant makers, making funding decisions for The Blackbaud Fund, which is held at the Coastal Community Foundation (7 grants made to nonprofits in the Lowcountry of South Carolina focused on education for disadvantaged youth)
- Celebrated service by making 75 grants to nonprofits where employees volunteer
- Enhanced the Nonprofit Leadership Circle educational offerings, including a board 101 series, for employees interested in serving on nonprofit boards or committees

Coming in 2013!

- Launch of the Blackbaud Community Matters Grants Program, offering grants to nonprofits in communities where we have offices (modeled after The Blackbaud Fund where employees are taught to be grant makers)
- Launch of Blackbaud Cares, a new program that will encompass employee-led volunteer activities across the world

Partners in Citizenship



#GIVINGTUESDAY™

#GivingTuesday

www.givingtuesday.org



A Billion + Change

www.abillionpluschange.org



BOSTON COLLEGE
CARROLL SCHOOL OF MANAGEMENT
Center for Corporate Citizenship

Boston College Center for Corporate Citizenship

www.bccccc.net



Charleston Battery

www.charlestonbattery.com



Charleston Green Business Challenge

www.sustainabilityinstitutesc.org



Coastal Community Foundation

www.ccfives.org



NetHope

www.nethope.org



Showcase of Fundraising Innovation and Inspiration

www.sofii.org



Trident United Way

www.tuw.org

“Serving on the Blackbaud Fund grantmaking committee has truly impacted me on so many levels. It brings to light many of the day to day challenges that nonprofits face, and I carry the experience through to my professional role here at Blackbaud and from a personal perspective in getting closer to my community and its needs.”

— Kevin Kreamer,
National Account Manager,
Blackbaud

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