

2013 Corporate Citizenship Year in Review

Your passion. Our purpose.



Putting our People at the Heart of our Citizenship

Working at Blackbaud means working with people who share a passion for doing good. We seek to help nonprofits drive positive change and to be a good corporate citizen. Often, the two are intertwined, as we strive to make a difference both through what we do as a company and how we serve as individuals. Our core focus on corporate citizenship brings to life our pledge to:

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

Our 2013 volunteerism survey confirmed the strong commitment our people have to giving back:

- 84% say Blackbaud’s work with nonprofits was important in their decision to join the company
- 81% of employees volunteer
- 21% serve on a nonprofit board or committee

We work hard to ensure we are living up to our employees’ expectations of the company as a good citizen, and we’re proud to see our “commitment to corporate social responsibility” in the top three strengths identified in our 2013 engagement survey.

Our “Good” Snapshot

Investing in Nonprofits and Social Good:

- Helped drive the #GivingTuesday movement, amplifying the message to nonprofits, businesses and individuals and providing key data on year-over-year giving results (online giving on #GivingTuesday 2013 was up 90% compared to 2012. Blackbaud processed more than \$19.2 million in online donations on #GivingTuesday 2013. This was up from the \$10.1 million processed on #GivingTuesday in 2012.)
- Launched Business Doing Good (www.BusinessDoingGood.com) to help small-to-mid-sized businesses build give-back programs into their organizations

“We’re proud to see our ‘commitment to corporate social responsibility’ in the top three strengths identified in our 2013 engagement survey.”

— Rachel Hutchisson,
Director of Corporate
Citizenship & Philanthropy,
Blackbaud, Inc.

- As an ambassador for skills-based volunteerism on behalf of the A Billion+Change pro bono service initiative, Blackbaud hosted Camp Blackbaud, an employee-driven pro bono effort aimed at teaching disadvantaged children product development skills and introducing them to potential careers in technology
- Published The Blackbaud Index, which measures charitable giving to more than 3,900 organizations with \$12 billion in total revenue on a monthly basis, and added a historical view as well as a calculator to help nonprofits benchmark their results. Produced the 2012 Charitable Giving Report and special reports on healthcare, medical research, and faith-based giving
- Donated technology to TechSoup, schools and nonprofits as a part of our IT recycling program
- Partnered with NetHope, supporting efforts to deploy technology to aid in disaster response
- Partnered with the Charleston Battery professional soccer team to honor a “Nonprofit of the Match” at 14 home games and to spread awareness about the role of nonprofits in our headquarters community
- Participated in the Trident Corporate Volunteer Council as a founding member
- Completed the Charleston Green Business Challenge for the second year in a row, being honored in the top tier of participants

Empowering our People:

- Launched the Blackbaud Community Matters Grants program, giving \$101,000 in grants to nonprofits in communities where we have offices and relying on employee-led committees to make funding decisions (based on long-time Blackbaud Fund program)
- Encouraged grassroots employee leadership through Blackbaud Cares
- Hosted volunteer fairs where 60+ nonprofits shared opportunities with employees at our two largest locations
- Participated in service days in Charleston (Trident United Way Day of Caring) and Austin (Spring and Fall Service Days, The Entrepreneur’s Foundation of Central Texas), as well as team volunteer activities at locations around the world
- Hosted a national service day where employees participated in a variety of service activities in their home communities
- Celebrated service by making 72 grants to nonprofits where employees volunteer
- Continued the Nonprofit Leadership Circle educational offerings, including a board 101 series, for employees interested in serving on nonprofit boards or committees

Coming in 2014!

- Launch of the Blackbaud Fellows program, offering grants to nonprofit professionals to help in their career development
- Expansion of the Camp Blackbaud program to other locations and audiences

“From the beginning of #GivingTuesday, we've been so fortunate to rely on the expertise, talent and data of the Blackbaud team. They've not only helped track progress, but they've helped shape overall strategy for the movement. We're just at the beginning of #GivingTuesday, and we are really looking forward to partnering with Blackbaud as we grow and improve our efforts.”

— Henry Timms,
#GivingTuesday Founder and
Interim Executive Director,
92nd Street Y

Partners in Citizenship



#GivingTuesday

www.givingtuesday.org

#GIVINGTUESDAY



A Billion + Change

www.abillionpluschange.org



Boston College Center for Corporate Citizenship

www.bcccc.net



Charleston Battery

www.charlestonbattery.com



Charleston Green Business Challenge

www.sustainabilityinstitutesc.org



Coastal Community Foundation

www.ccfives.org



NetHope

www.nethope.org



Trident United Way

www.tuw.org

► For more information, contact Rachel.Hutchisson@Blackbaud.com. Follow @RachelHutchssn and visit www.blackbaudnews.com/corporate-citizenship.