Better Together: A Case Study in Corporate Citizenship

Blackbaud is living the value of this year’s Conference theme “Better Together” by directing more than $200,000 in expenses back to nonprofit organizations, seeking ways to preserve the environment, and incorporating a service project into the event.

SPENDING WITH A MISSION:

- $35,000 in keynote speaker fees is being donated to nonprofits in some way:
  - $5,000 of Philippe Cousteau’s speaker fee will go to EarthEcho International
  - $30,000 in books will be donated to nonprofit attendees
- $10,000 in Conference spending is going back to local nonprofit arts organizations that have been selected to provide Conference entertainment; only one commercial artist is being used and that artist is donating a portion of his fee
- $17,000 of Conference technology, including the iPads used as web and demo stations, will be donated to nonprofit attendees through raffles
- $15,000 of the Nonprofit Expo furniture will be donated to a local shelter to help furnish homes for people in need
- $17,000 of computers used in all session rooms and skill building labs will be donated to a local school after the Conference

PRESERVING THE ENVIRONMENT:

- Reduced printed signage by 90% by using digital signs, which require less energy to run than it takes to produce hard-copy signs
- Introduced the Gaylord Hotel to our 2009 keynote’s organization, The Global Soap Project, and secured the hotel’s involvement as a soap donor. An estimated 8,000 bars of hotel soap will be handed over, meaning approximately 1,500 bars of new soap will reach African schoolchildren and refugees
- Purchased Conference tote bags made of 100% recycled material (15% of the cost of each bag will be donated to rain forest preservation)
- Replaced traditional printed materials in the Nonprofit Expo with cards that can be reused as seed packets
- Conference materials have been printed on paper that is certified by the Forest Stewardship Council, whose management and environmental requirements are the strictest in the industry

SERVING OTHERS:

- A total of 75 Conference passes (worth $64,000) were awarded to nonprofit professionals from organizations that could not afford the expense
- Conference attendees have been asked to bring a book to build a library for Prince George’s Child Resource Center, Inc.