



More than **1,700** colleges and universities rely on Blackbaud solutions, including:

Association of Graduates — United States Military Academy

Baylor College of Medicine

Bowdoin College

Brown University

Florida Atlantic University Foundation, Inc.

Hobart and William Smith Colleges

Kansas State University Foundation

Loyola University New Orleans

Mississippi State University Foundation

Oklahoma State University Foundation

Seattle University

University of Arizona Foundation

University of Notre Dame

University of South Carolina Foundation

University of Texas at Dallas

U.S. Naval Academy Alumni Association and Foundation

VMI Alumni Agencies

Yale University Law School

How Blackbaud Helps: *Colleges and Universities*

Higher education institutions rely on Blackbaud solutions to help them cultivate alumni support and manage their online communities, targeted marketing, fundraising, and finance activities. Blackbaud solutions can help:

- ◆ Engage alumni for a lifetime with an interactive online community that reflects alumni interests and the school's image
- ◆ Grow alumni giving over time by offering giving options, including online and recurring giving, designed for busy lifestyles
- ◆ Involve alumni, parents, and the community in successful annual and capital fundraising campaigns by managing all the details needed to maintain strong relationships
- ◆ Conserve fundraising resources by targeting individuals most likely and able to give and identifying those who could potentially make a major gift
- ◆ Save time and money by accessing critical information and generating professional reports in a matter of minutes instead of days
- ◆ Maintain or improve traditional budgeting processes with greater budgeting flexibility
- ◆ Reduce audit time and expense by automatically connecting donations, tuition, receivables and payables to the correct accounting transactions
- ◆ Connect remote locations and solicitors with online access to fundraising data

A Client's Perspective: Oklahoma State University Foundation



The Oklahoma State University Foundation currently manages \$236 million in endowments and \$375 million in assets. Ninety-seven percent of all gifts the Foundation processes are restricted for a specific program, project, college, campus, or department and are deposited into one of the Foundation's more than 2,000 accounts.

The Foundation, which received a record-setting \$106 million in gifts in 2006, uses **The Financial Edge™** as its specialized nonprofit accounting solution and **The Information Edge™** for its complex financial analysis and reporting capabilities.

"Blackbaud delivers outstanding product solutions for the Foundation's accounting and reporting needs," said Kirk A. Jewell, president and chief executive officer of the Oklahoma State University Foundation. "We have also been very pleased with their professional and responsive staff, which has partnered with us to ensure success."

The Foundation chose The Financial Edge for the solution's ability to handle a high volume of financial records, funds, and disbursements, while enabling the business and finance staff to quickly and easily generate a variety of customized reports. It will also rely on **The Information Edge™** for its centralized data integration and advanced reporting and analysis.

“The Raiser’s Edge will provide a powerful platform from which our staff, remote personnel, and volunteers can easily access and update constituent information, pull reports on demand, and streamline operations, yielding increased support for the University.”

— James H. Moore, Jr., President,
University of Arizona Foundation

A Client’s Perspective: University of Arizona Foundation & University of Arizona Alumni Association

THE UNIVERSITY OF ARIZONA FOUNDATION

Incorporated in 1958, University of Arizona Foundation is one of the largest foundations in the state, with an asset base in excess of \$400 million. The University recently joined the fundraising ranks of an elite group of colleges and universities when it reached its billion-dollar “Campaign Arizona” goal. The University of Arizona Alumni Association serves more than 240,000 former students.

The organizations had difficulty managing their database of more than 620,000 constituents, many of whom were both donors to the Foundation and members of the Alumni Association. Reporting was very difficult, and users had to make a request from a database manager that often resulted in a 10-day turnaround time.

The Foundation, in partnership with the Alumni Association, selected Blackbaud’s fundraising and membership management solution to help alleviate their reporting woes and strengthen communications with their many constituents.

“To maintain our growth and to take our service to the University to the next level, we needed a solution that would be both easy to use and that would support our large volume of advancement and membership activities,” said James H. Moore, Jr., UAF president. “**The Raiser’s Edge**® will provide a powerful platform from which our staff, remote personnel, and volunteers can easily access and update constituent information, pull reports on demand, and streamline operations, yielding increased support for the University.”

Sandra K. Ruhl, UAAA president adds: “**The Raiser’s Edge** will support our diverse programming endeavors as we continue to serve the interests of a growing university and alumni community.”

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about Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. Approximately 16,000 organizations use one or more of Blackbaud products and consulting services for fundraising, financial management, Web site management, school administration, and ticketing. Blackbaud’s solutions include The Raiser’s Edge®, Team Approach®, The Financial Edge™, The Education Edge™, The Patron Edge®, Blackbaud® NetCommunity™, The Information Edge™, WealthPoint™, ProspectPoint™, and donorCentrics™, as well as a wide range of consulting, analytical, and educational services. Founded in 1981, Blackbaud is headquartered in Charleston, South Carolina and has operations in Cambridge, Massachusetts; Toronto, Ontario; Glasgow, Scotland; London, England; and Sydney, Australia.

For more information about Blackbaud solutions, contact a Blackbaud account representative. In the United States and Canada, call toll-free 800.443.9441. In Europe, call +44 (0) 141 575 0000. Visit us on the Web at www.blackbaud.com.