

# Fast Facts

For 30 years, Blackbaud has been providing technology solutions and services for nonprofits. More than 25,000 customers located in over 60 countries use Blackbaud solutions, with the largest organization reaching a donor base in excess of 25 million individuals.

## General

<b>Headquarters:</b>	Blackbaud, Inc. 2000 Daniel Island Dr. Charleston, SC 29492
<b>Phone/Fax:</b>	800.443.9441; 843.216.6100
<b>Web:</b>	<a href="http://www.blackbaud.com">www.blackbaud.com</a>
<b>Chief Executive Officer:</b>	Marc Chardon
<b>Chief Financial Officer:</b>	Anthony Boor
<b>Public Relations:</b>	Melanie Mathos, <a href="mailto:media@blackbaud.com">media@blackbaud.com</a> ; 843.654.3307
<b>Founded:</b>	1981
<b>Locations:</b>	Headquartered in Charleston, SC with employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and The United Kingdom.
<b>Employees:</b>	2,100+
<b>Awards/Rankings:</b>	Forbes Best Small Companies in America InformationWeek 500 Software Magazine's Software 500 SPI Research Best-of-the-Best ASP 10 Best Web Support Sites Campbell Award Recipient AFP Outstanding Business Award Green Business Pioneer

Blackbaud's technology and nonprofit expertise empower customers to drive change and make the world a better place.



### Financial

Blackbaud has a highly stable customer base with a mid-90's percent renewal rate for maintenance and support services.

**Stock Symbol:** BLKB; Listed on NASDAQ® Global Select Market

**Last Reported Revenue:** \$327.1 million in 2010

**Investor Relations:** [www.blackbaud.com/InvestorRelations](http://www.blackbaud.com/InvestorRelations)

[investorrelations@blackbaud.com](mailto:investorrelations@blackbaud.com)

866.900.BLKB

# A Company Overview



## Who We Are

At Blackbaud, there is nothing more important to us than working with nonprofits to make the world a better place. Since our founding in 1981, we have been dedicated to developing software and services that help nonprofits grow and operate more efficiently.

More than 25,000 organizations — including The American Red Cross, Earthjustice, International Fund for Animal Welfare, Lincoln Center, The Salvation Army, The Taft School, Tulsa Community Foundation, Ursinus College, the WGBH Educational Foundation, and Yale University — use Blackbaud solutions and services.

## Who We Help

The nonprofit community is incredibly diverse. With needs as distinct as missions, nonprofits are united by the desire to make the world a better place. Our solutions are designed to meet the needs of just about any nonprofit, from large, multi-national organizations to local soup kitchens. The primary verticals we serve are:

- Higher Education
- Human Services
- Arts and Cultural
- K-12 Schools
- Healthcare
- Membership Associations
- Faith-based
- Foundations
- Environmental/Conservation
- Animal Welfare
- Public Broadcasting

Our customers serve as a constant source of inspiration for us and we are extremely proud to play a small part in their success.

## How We Help

Our solutions and services help nonprofit organizations:

- Improve communications and build better relationships with their supporters, both online and offline
- Increase the size and number of donations they receive to support their missions
- Optimize their operational efficiency and financial accountability

Blackbaud offers a full spectrum of products and a wide range of professional and support services.

“The impact Blackbaud products have had on the school’s operations, community cultivation, marketing, and admissions has been monumental. Technology is a key component in who we are and Blackbaud’s products give us the ability to live this, both internally and externally. Blackbaud helps us serve our constituents and customers better than any other vendor.”

— Doreen Meeks-Hewes  
Controller  
John Paul II High School

### Blackbaud CRM

[Blackbaud CRM™](#) — for flexible constituent relationship management at the largest, multi-site organizations

### Blackbaud Fundraising

[The Raiser's Edge®](#) — Blackbaud's flagship solution for sophisticated fundraising

[The Raiser's Edge i™](#) — this new version of The Raiser's Edge now has a full suite of Internet tools including email marketing, e-commerce, and hosting, as well as prospect research tools through The Blackbaud Giving Score™ — all built-in

[eTapestry®](#) — a Software-as-a-Service (SaaS) fundraising and constituent management solution that tracks donors, prospects, members, or alumni while managing gifts, pledges, and payments

### Blackbaud Interactive

[Blackbaud® NetCommunity™](#) — a comprehensive Internet marketing solution that integrates with The Raiser's Edge and Blackbaud Enterprise CRM™ for website management, online community-building, and email marketing

[Blackbaud Sphere®](#) — a comprehensive online solution, featuring Friends Asking Friends®, for email marketing, online event management, website management, and advocacy. Sphere easily integrates with other databases, third-party applications, and The Raiser's Edge

[Blackbaud Social™](#) — social media solutions and services for nonprofits to create both private-label and public socially-enabled communities and is the only integrated social platform that offers organizations an easy way to extend their mission, access user data, and leverage it for meaningful constituent engagement

[BlackbaudNow™](#) — a simple, easy-to-use system to get online and begin accepting donations in partnership with PayPal

[Blackbaud Nonprofit Central™](#) — a solution created specifically for community foundations that enables them to connect nonprofits with donors of similar philanthropic interests

### Blackbaud Financial

[The Financial Edge™](#) — a comprehensive fund accounting solution designed to transform data into decision making power

[FundWare®](#) — unites accounting, budgeting, and reporting tools for nonprofit and governmental organizations

[Blackbaud Merchant Services™](#) — a value-added service designed to make credit card transaction processing simple, secure, and affordable for nonprofits

“Utilizing Blackbaud products we are able to cross promote among the four fundraising organizations that support the university in a way we were never able to before. Our oneFSU online community is a one-stop shop that makes it easier for our constituents to engage with the University.”

— Jeanne Pecha  
VP of Advancement Services  
Florida State University Foundation

## Blackbaud Analytics

[Target Analytics](#)® — a Blackbaud company offering donor acquisition, development, and prospect research services, donor performance benchmarking, and data enrichment services

- [ResearchPoint](#)™ — a web-enabled prospect research tool for performing ongoing wealth searches, identifying best prospects, and managing a strategic prospect pipeline
- [NOZA® Philanthropy Data](#) — the world's largest searchable database of charitable donations, helping nonprofits and fundraising consultants identify prospects for charitable giving
- [Data Enrichment Services](#)™ — a tool for improving data hygiene to help nonprofits keep in touch with supporters and better target appeals, while saving production and postage costs
- [ProspectPoint](#)® — custom data modeling services to help nonprofits predict prospects' and donors' affinity toward a cause or organization and their propensity to give
- [WealthPoint](#)® — wealth identification services to help nonprofits gauge prospects' and donors' ability to give
- [donorCentrics](#)™ — annual program assessments, collaborative benchmarking, long-term value analysis, online data-mining tools, and predictive modeling for new donors, lapsed donors, and more

## Blackbaud Direct

[Blackbaud Direct Marketing](#)™ — a complete direct marketing solution for integrated campaign planning, identifying high-performing donor segments, and viewing real-time marketing performance

[Data Management Services](#) — Blackbaud's fundraising service bureau that helps nonprofits manage, coordinate, and execute recurring initiatives for fundraising database operations, direct marketing programs, and performance management, including advanced segmentation and file pulls, data hygiene and overlays, custom reports, and a range of business continuation activities

## Blackbaud Program Delivery

*Blackbaud K-12*

[The Education Edge](#)™ — for independent schools to manage and connect all school offices including admissions, registrar's, billing/finance, and development

[Blackbaud for Small Schools](#)™ — a hosted solution for independent schools with fewer than 500 students to manage student information and school administration

[Online Campus Community](#)™ — an interactive website management solution for K-12 Schools

*Blackbaud Small Higher Education Institutions*

[Student Information System](#)™ — for small higher education institutions to manage campus administration and student information

Room to Read

“Since we moved to The Raiser's Edge, our fundraising team has become much more effective, enabling us to grow our fundraising revenues from \$4 million to \$17 million. Through our partnership with Blackbaud, we can grow Room to Read's innovative, results-oriented approach to addressing the challenge of global education.”

— John Wood  
Founder and CEO  
Room to Read

### *Blackbaud Arts & Cultural*

[The Patron Edge®](#) — a comprehensive ticketing management solution for reserved seating and general admission ticketing and patron management

[Altru™](#) — a solution that helps general admissions arts and cultural organizations gain a complete view of their organization, data, and visitors; streamline operations; and better engage and cultivate visitors and supporters

[The Patron Edge® Online](#) — a solution for building an online presence and extending patron management and ticketing to the web

## Blackbaud Services

[Professional Services](#) — process re-engineering, training, data services, software customization, technical consulting, fundraising, accounting, and school consulting

[Blackbaud Learn™](#) — an annual subscription that provides ongoing skill development and job knowledge training including instructor-led and self-paced, strategy and best practices, exclusive “Q&A,” and new classes every month

[Blackbaud OnDemand](#) — setup, hosting, and support services resulting in instant availability of data from anywhere, applications that are always up-to-date, a reliable business continuity plan, and a team to handle support needs

[Blackbaud Customer Support](#) — offering a wide range of resources designed to help Blackbaud customers best utilize their software and technology investments with a wide variety of online and offline support resources, including live customer support, software updates, training, and an award-winning support website

[Blackbaud Forms™](#) — customized forms for use with Blackbaud solutions

## Corporate Citizenship

Blackbaud is a community of people who care — who seek to help nonprofits drive positive change in this world. Our focus on corporate citizenship is an acknowledgement 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
- To govern our business ethically
- To be a good employer who cares about its people
- To be a good steward of our environment
- To serve others both through good business practices and through our philanthropy

“Our goal was to give our Jingle Bell Walk/Run participants the best tools available to make their events a great experience. We accomplished that and more.”

— Sara Orrell  
Associate Vice President  
Arthritis Foundation

Our corporate citizenship comes to life through a diverse portfolio that encompasses our expertise as a technology provider, our pledge to serve others, and a focus on putting the employees at the heart of our philanthropy.

### Technology & Insight

- Free technology solutions used by more than 8,000 nonprofit organizations
- The Blackbaud Index of Charitable Giving and The Blackbaud Index of Online Giving
- NetHope partner, supporting efforts to deploy technology to aid in disaster relief
- Charleston Promise Neighborhood partner, focusing on the deployment of technology to measure outcomes and identify true drivers of change

### General Serving Others & Preserving the Environment

- Volunteer for Vacation, providing employees extra vacation days as an incentive to volunteer
- 2010 Charleston Green Business Challenge participant
- Annual participant in the Trident United Way Day of Caring (150 people, 9 teams)
- Sprouts, our employee-run community garden

### General Putting the Employees at the Heart of Our Philanthropy

- Grassroots employee leadership through Team Blackbaud (volunteerism) and Greenbaud (environmentalism)
- Employees as grant makers for The Blackbaud Fund and the Reward Your Passion fund
- Nonprofit Leadership Circle, a membership group of employees who serve on nonprofit boards



Blackbaud employee Julia Wilson, product management manager, assembles a horse jump at Rein & Shine in Awendaw, SC, as Deana Brown, interaction designer, and Paul Sebestyen, quality assurance analyst, assist.

Please contact [media@blackbaud.com](mailto:media@blackbaud.com) with any questions.