



World Vision Selects Blackbaud CRM to Expand Fundraising and Serve More Children in Need

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New technology solution will help organization focus on increasing retention and improving stewardship

CHARLESTON, S.C.--(BUSINESS WIRE)--Jan. 24, 2012-- Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced that the United States office of World Vision—the Christian humanitarian organization—recently selected Blackbaud CRM to equip World Vision fundraising teams with technology to enhance relationships with donors and increase the number of major donors, churches, and corporate partners supporting its mission.

"We selected Blackbaud not only because of their exceptional product but also because of their focus on the faith-based community and their 30 years of experience helping nonprofit organizations improve the servicing and stewardship of major donors, churches, and corporate partners," said Richard Stearns, President of World Vision US. "By partnering with Blackbaud, we are joining a peer group of organizations with similar challenges and aspirations."

"We are honored to have this opportunity to help World Vision achieve its goal of building a better world for children," said Marc Chardon, Blackbaud's chief executive officer. "Blackbaud CRM will equip the organization to service increasing numbers of major donors, churches, and corporations who are attracted to the life-transforming work of World Vision."

Increased focus on transformational giving

At a time of global economic slowdown with government funding and other traditional sources of aid on the decline, World Vision has seen significant growth in large transformational gifts by major donors, corporate partners, and churches. Blackbaud CRM will be utilized by World Vision to automate the management and reporting of these programs, and create a platform to scale these programs while maintaining a high level of donor satisfaction and servicing. World Vision seeks to steward transformational donors on a lifetime journey of engagement to maximize transformational impact on the lives of children, families and communities around the world. Blackbaud CRM is a key strategic investment to maximize the transformational impact of World Vision over time.

"Blackbaud CRM is the ideal solution to meet our needs as we scale our operations," said Chris Glynn, Senior Vice President of Transformational Engagement at World Vision. "We will equip both our frontline fundraisers and our donor servicing teams with tools to elevate our capabilities in critical areas like prospect management and research, stewardship, proposal tracking and pipeline management. Ultimately, this technology will help our team raise more money to transform the lives of communities and individual children at a time when the need is most urgent."

About World Vision

World Vision is a Christian humanitarian organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity or gender. For more information about World Vision US, visit www.worldvision.org.

About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 25,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent K-12 education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions, and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com. For more information about Blackbaud CRM, visit www.blackbaud.com/crm.

Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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Blackbaud

Melanie Mathos, 843-216-6200 x3307

media@blackbaud.com

or

World Vision

Rachel Wolff, 253-394-2214

worldvision.org/press