



Blackbaud Launches Transformational Outcomes Solution to Accelerate Impact in the Giving Community

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New cloud solution unites funders and nonprofits, empowering them to measure program outcomes and tell their impact stories

CHARLESTON, S.C., Feb. 04, 2016 (GLOBE NEWSWIRE) -- Blackbaud, Inc. (NASDAQ:BLKB), the leading provider of software and services for the global philanthropic community, today announced the general availability of [Blackbaud Outcomes™](#), its transformational cloud solution that solves key challenges experienced by funders and nonprofits as the sector evolves from traditional philanthropy to social, or impact investing.

"Forward-thinking grantmakers and nonprofits know that achieving their missions depends on data: they use it to inform their decisions, measure their outcomes and impact, and to tell the stories of the great work they do," said Andrew Wolk, CEO of Root Cause, a Blackbaud Outcomes partner. "Effective technology turns data into a bridge. As the giving sector shifts toward proving impact, technology can connect funders and their grantees as partners around shared goals, accountability, and results. It's a powerful tool for increasing collaboration, driving higher performance, and improving people's lives."

In this environment of increased focus on accountability and transparency, it has never been more important for the giving community to track and understand the specific and measurable impact of their programs so that they can make informed investment decisions. Blackbaud's [MicroEdge](#) business has spent the past five years connecting with clients and other leaders in the sector, conducting over 5,000 interviews along the way to create this industry-changing solution. And with its sector-sourced outcomes measurement taxonomy, Blackbaud Outcomes is the first solution to provide a common outcomes measurement language, empowering funders and nonprofits to truly understand the impact they are making and to tell their success stories using statistics, results and a shared language.

"Many of our clients have hundreds of grantees that are reporting metrics in hundreds of different ways, despite the fact that many of their programs support similar initiatives. With the outcomes measurement taxonomy in Blackbaud Outcomes, they will now be able to identify, track and report on the most important metrics with consistency," said Kristin Nimsger, president of Blackbaud's Foundation and Corporate Markets Group.

Blackbaud Outcomes is the company's latest release in its modern cloud built exclusively for the philanthropic community. Leveraging [Blackbaud SKY™](#) capabilities and powered by Microsoft Azure, this new solution connecting nonprofits and funders offers unprecedented innovation within the most secure, scalable and highest-performing cloud environment available.

Blackbaud Outcomes is already receiving attention from industry experts for its analytical power and advancements in bridging the taxonomy divide. "By linking investments and actions to impact and achievement, Blackbaud Outcomes creates a data standard and common language across nonprofits and foundations. This also creates the opportunity for the philanthropic community and their grantee partners to learn from others, improve the outcomes they achieve, and better tell their results story," said Gillian Williams, president of the Rensselaerville Institute.

"Blackbaud Outcomes provides a unified experience that allows funders and nonprofits to better collaborate and align their missions through data and shared insights," said Mike Gianoni, president and CEO of Blackbaud. "The launch of this Blackbaud SKY-enabled solution is just another example of how Blackbaud is not only empowering philanthropic organizations with modern, innovative and high-performance technology solutions, but also connecting this community together like no other partner to power an ecosystem of good."

For more information about Blackbaud Outcomes, visit www.blackbaud.com/outcomes.

About Blackbaud

Serving the worldwide philanthropic community for more than 30 years, Blackbaud (NASDAQ:BLKB) combines innovative software and services, and expertise to help organizations achieve their missions. Blackbaud works in over 60 countries to power the passions of approximately 35,000 clients, including nonprofits, K-12 private and higher education institutions, healthcare organizations, foundations and other charitable giving entities, and corporations. The company offers a full spectrum of cloud and on-premise solutions, as well as a resource network that empowers and connects organizations of all sizes. Blackbaud's portfolio of software and services support nonprofit [fundraising and relationship management](#), [eMarketing](#), [advocacy](#), [accounting](#), [payments](#) and [analytics](#), as well as [grant management](#), [corporate social responsibility](#), and [education](#). Using Blackbaud technology, these organizations raise, invest, manage and award more than \$100 billion each year. [Recognized as a top company](#), Blackbaud is headquartered in Charleston, South Carolina and has operations in the United States, Australia, Canada, Ireland and the United Kingdom. For more information, visit www.blackbaud.com.

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, including statements regarding the introduction of new products and product features, as well as the expected benefits of the new products and product features. 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 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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