



Blackbaud and Leading Global Partners Ask, What Would Happen “If Girls Ran the World?”

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Invites all those passionate about empowering women and girls to join everydayhero's virtual crowdfunding campaign to raise funds for charities around the globe

CHARLESTON, S.C., July 28, 2016 (GLOBE NEWSWIRE) -- Powered by purpose, everydayhero®, a Blackbaud (NASDAQ:BLKB) company and innovative crowdfunding platform, is bringing together thousands with its unique charity adventure, [If Girls Ran the World](#), to collectively and virtually run around the world. Moved by the missions of charities that empower women and girls globally and to coincide with International Day of the Girl, during the month of October participants will fundraise online and run (or walk) in their own neighborhoods while tracking their miles to virtually add to a collective effort to circle the globe.

- **Register and learn more about this global movement at www.IfGirlsRanTheWorld.com**

In partnership with Girls in Tech, Susan G. Komen, The Hunger Project, Women's Refugee Commission, YWCA, Save the Children, and many others, participants choose a cause and commit to running and fundraising to make a difference for the charity or cause closest to their hearts. In addition to the support from healthy lifestyle brands, such as Greatist, Whole Foods, Zico® Water and KIND® Snacks, women will track and log their miles using fitness apps, like Strava or MapMyFitness, to add to the collective progress during the 31-day virtual challenge.

everydayhero events and partnerships enable individuals to turn their passions into a force for good. As studies continue to show, all of society benefits when both women and girls are supported and empowered. “Our heroes raise millions of dollars for charities all over the world and we know that giving is about more than money – it's about time, effort, energy and voice – it all counts.” said Catherine LaCour, Blackbaud's senior vice president of Corporate Marketing. “Our everydayhero campaign shines a light on this and demonstrates how \$10 or \$10,000 can help change the lives for women and girls around the world.”

“Being a partner to everydayhero's ‘If Girls Ran the World’ campaign is a perfect fit for us as we both operate with the spirit of a girl that's within all of us—fearless, lively and determined,” said Adriana Gascoigne, founder and CEO of charity partner Girls in Tech. “The money raised on our behalf will be used to launch new programs for our 50,000 members, increase our reach, and engage entrepreneurs across the globe.”

As one of the campaign's “fearless” role models, Renee Metivier is a competitive, driven and energetic professional long-distance runner and co-founder of Recharge Studios. “I want girls to know who you surround yourself with matters and having a strong female role model can make the difference,” said Metivier. “I want to empower girls globally to think outside the box and realize they can achieve their dreams - no matter what others think, social norms, or any obstacles in their way. You really can do or be anything you want to be.”

“We understand the collective effort of everyday people doing extraordinary things can truly make a positive impact,” LaCour added. “These heroes are inspired by each other, united by common causes and collectively they create a sense of community with a greater impact and purpose. We're excited to work with our partners to see just what changes might happen, *if girls ran the world*.”

Visit www.IfGirlsRanTheWorld.com to register and learn more about this global movement, and for more information about how to become a business or charity partner.

About Blackbaud

Blackbaud (NASDAQ:BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for [fundraising and relationship management](#), [digital marketing](#), [advocacy](#), [accounting](#), [payments](#), [analytics](#), [school management](#), [grant management](#), [corporate social responsibility](#), and [volunteerism](#). Serving the industry for more than three decades, 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.

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