Blackbaud's YourCause Expands Global Footprint Through Hyperlocal Product Functionality and In-Market Partnerships

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CHARLESTON, S.C., Oct. 23, 2019 /PRNewswire/ -- YourCause, a part of Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, and a market leader in corporate social responsibility software solutions, is pleased to announce its continued global expansion through its hyperlocal product differentiators and in-market partnerships. As corporate social responsibility (CSR) programs are implemented around the world, it's becoming increasingly important for companies to have acute local knowledge in the countries where employees are accessing their programs and to remove any functionality barriers. YourCause has met this need head-on by developing in-market partnerships to advance employee giving and nonprofit support globally, while also implementing key product features for universal functionality.

YourCause continues to be the market leader in delivering localized experiences for customers – no matter where they live and work. For instance, YourCause offers segmentation features for location-specific content, programs and features and also seamlessly connects across time zones and postal codes. Additionally, YourCause products feature location and permission-based reporting to empower regional program administrators and ambassadors.

The CSR software leader is also growing its in-market partnerships to ensure it's offering a hyperlocal experience around the globe. YourCause already has established, successful in-market partnerships in multiple countries, including in Canada through CanadaHelps.org and in the United Kingdom with Charities Trust. It recently expanded its global network by partnering with GiveIndia, India's largest and most trusted giving platform. Through the integration with GiveIndia, YourCause and the employees they support worldwide will now have access to GiveIndia's network of nearly 1,000 verified nonprofits in India alone, which ensures that employees are donating to vetted organizations. In the future, the integration will also leverage smart technology, so donations can be easily processed through payroll giving as well as credit card, UPI and Netbanking payments, which will simplify the giving process.

"One in four employees that we support are outside of the U.S., so it's imperative that we create a seamless social good experience – no matter what part of the world you're in," said Matt Combs, vice president, Blackbaud Corporate Solutions. "We are prioritizing our global product capabilities and in-market partnerships to ensure we have solved for any potential barriers for YourCause customers, their employees and the nonprofits supported around the world."

YourCause's Global Good Network is now comprised of hundreds of corporations and millions of employees in 170 countries – all dedicated to maximizing generosity, defining best practices, tackling challenges and collectively pushing the CSR space forward.

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community —nonprofits, foundations, companies, education institutions, healthcare organizations and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada, Costa Rica and the United Kingdom. For more information, visit www.blackbaud.com or follow us on Twitter, LinkedIn, Instagram and Facebook.

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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 expected benefits of 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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