



Blackbaud Celebrates a World of Good on GivingTuesday

November 29, 2021

Blackbaud to Ring the Nasdaq Closing Bell and Kick Off the Global Giving Holiday

CHARLESTON, S.C., Nov. 29, 2021 /PRNewswire/ -- [Blackbaud](#) (NASDAQ: BLKB), the world's leading cloud software company powering social good, today will ring the closing bell at Nasdaq to celebrate GivingTuesday. Created in 2012, GivingTuesday is a global movement focused on generosity that encourages people to give—whether it's time, donations or the power of their voices—on the Tuesday following Black Friday and Cyber Monday.

"As a founding partner of GivingTuesday, we are thrilled to help kick off the holiday," said Rachel Hutchisson, vice president of global social responsibility at Blackbaud. "While we are ringing the closing bell at Nasdaq today, GivingTuesday will be kicking off in Australia and will continue around the world tomorrow. We are honored to raise awareness of this important day of giving and to celebrate the efforts of our customers, our employees and all the change agents out there who work every day to help good take over."

Blackbaud's vision is to power an [Ecosystem of Good®](#) that builds a better world. The company's software connects millions of people to hundreds of thousands of causes and institutions in more than 100 countries, unleashing billions of dollars of giving and driving impact across countless lives and communities. With products that are purpose-built for social good organizations, and with a steady stream of innovation, Blackbaud is making it easier than ever to raise more funds for good.

This innovation enables Blackbaud's social good customers globally to create positive change in their communities—both on GivingTuesday and year-round. This includes examples like:

- [Brother's Brother Foundation](#), which increased day-of fundraising more than 700% [last GivingTuesday](#) with the help of Blackbaud Luminate Online®, to further the organization's mission of supporting localized programs in the areas of Healthcare, Infrastructure, Disaster Response, and Education (H.I.D.E);
- [Ronald McDonald House Charities Bay Area](#), which [relied on](#) Blackbaud Raiser's Edge NXT and Blackbaud Target Analytics® to make data-driven decisions that helped the nonprofit increase major gift revenue last year by 300% and its year-end appeal total by 44% so it could continue providing essential housing, meals and support services to families whose children need lifesaving medical care through the pandemic and beyond;
- [Living Independently Forever, Inc. \(LIFE\)](#), which is using Blackbaud's [Giving Checkout](#) for their website's donate button to simplify online donations and raise more funds, ensuring that 100% of donations go towards its mission of helping adults with autism, learning and intellectual disabilities develop the skills they need to live independently; and
- [Catholic Diocese of Allentown](#), which [leveraged](#) JustGiving® from Blackbaud® to create a virtual cooking competition with its pastors, raising \$225,000 in donations and online sponsorships in four weeks for Catholic Charities and their diocese.

Blackbaud employees are also actively involved as agents of good—92% of employees volunteer, serving more than 100,000 hours annually. One in four employees serve on social good boards or committees, and employees participate in Blackbaud's matching gift program at 1.2 times the national average.

With innovative technology, dedicated organizations and passionate individual change agents, together we can make a world of good. Today Blackbaud will celebrate this notion as it closes Nasdaq trading and rings in GivingTuesday. In addition, the company will celebrate examples of how its employees are 100% for social good.

The bell ringing will be livestreamed [here](#) at 3:45 p.m. Eastern Time today, and more will be shared on Blackbaud and Nasdaq social media channels. Social good organizations looking for resources to maximize the impact of their year-end fundraising can visit [GivingTuesday.Blackbaud.com](#) for more information.

About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K-12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies 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 four 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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