



## Blackbaud's bbcon 2024 Brings Thousands of Social Impact Professionals Together for Innovation, Inspiration, Learning and Celebration

September 27, 2024

*From exciting product announcements to moving mainstage messages and insightful breakout sessions, attendees are energized and equipped with knowledge to take back to their teams*

CHARLESTON, S.C., Sept. 27, 2024 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the leading provider of software for powering social impact, gathered thousands of social impact professionals this week in person and virtually for bbcon 2024, its annual technology conference that took place in Seattle, Washington.

"As we conclude another bbcon, we're reflecting on the meaningful impact that our customers have around the world," said Catherine LaCour, chief marketing officer, Blackbaud. "There is no other community like the one that convened here this week. We're in awe of the transformation our customers are driving in the world, using technology to power their missions. It's our honor to be a partner and to provide our insights and resources to help them achieve even more."

In the opening keynote, Blackbaud [announced a wide range of innovation](#) shaping the future of social impact technology, including a host of AI-powered solutions, enhanced functionality of its core fundraising product, integrated payments experiences to help organizations raise and save more, greater connection between financial workflows, and more flexibility to help customers extend their Blackbaud software.

The conference also provided insights and inspiration to enable those at the forefront of world-changing organizations to return to their teams energized and equipped to fuel impact. Emmy award-winning actress and nonprofit founder Sheryl Lee Ralph gave a powerful keynote to attendees on the importance of staying true to oneself and connecting deeply with purpose. Dr. Alex George, author, podcast host and government mental health ambassador in the U.K., spoke about the importance of mental fitness to be your best self and do your best work.

With more than 150 breakout sessions, attendees learned proven tactics, best practices and helpful strategies for fundraising, financial management, grantmaking, corporate impact, higher education advancement, K-12 education management and more. Attendees also connected directly with each other to network, brainstorm and provide advice and support through Braindate, a web-based platform that helps participants connect on site and form valuable connections based on topics important to them.

Attendee Amy Barker, a database administrator at nonprofit Pine Street Inn, shared, "The face-to-face conversations at bbcon are so valuable and helpful—from connecting with Blackbaud staff and product developers to discuss our organization's needs, to getting to connect with other users who I may never otherwise get a chance to meet. It's all about making connections, sharing ideas and getting inspiration!"

As this year's give back opportunity for attendees, the American Red Cross provided hands-only CPR training, teaching hundreds of people on how to deliver lifesaving care. In support of this important work, Blackbaud made a donation to the American Red Cross to further enable their disaster preparedness and response efforts.

### Celebrating Achievements

From customers to partners to new startups fueling innovation in the space, Blackbaud celebrated the achievements of its community throughout the event.

#### **Blackbaud Impact Awards Winners**

Through the [Blackbaud Impact Awards](#), the company honored six customers achieving incredible results with Blackbaud software. Award winners were announced on the mainstage and recognized by Blackbaud CEO Mike Gianoni and Blackbaud Chief Customer Officer Todd Lant. The 2024 Blackbaud Impact Awards Winners included Adventist Health, Turtle Creek Association, Jackson, Combat Stress, University of Manitoba, and Katie M. Lewis from the Burger King Foundation. Learn more about each of these organizations and their achievements [here](#).

#### **Social Good Startup Showcase Winners**

Once again, Blackbaud introduced bbcon attendees to tech startups from the [Blackbaud Social Good Startup Program](#). Founders in this year's cohort pitched their solutions to Blackbaud leaders and customers sharing how their technology can solve unique challenges for the social impact industry. This year's pitch competition judges' choice winners were [Chariot](#) and [OpenGrants](#). The attendees' choice winner was [Chat2Impact](#). Learn more about these startups and the others in this year's program [here](#) (January cohort) and [here](#) (July cohort). To apply for a future cohort, learn more [here](#).

#### **Blackbaud Partner Network Awards**

At its on-site Partner Summit, Blackbaud recognized technology and services firms bringing more flexibility to customers by extending the ways they can leverage Blackbaud solutions. The 2024 Blackbaud Partner Network Awards winners included [Red Arc](#), [Almabase](#), [SimpliPhi](#), [FundMiner](#), [BrightVine Solutions](#), [Capital Business Solutions](#), [Double the Donation](#), [PairSoft](#), and [Zobrio](#). Learn more about these partners and their awards [here](#).

Next year's bbcon will be held in Philadelphia, Oct. 6-8, 2025. In the meantime, for more details on Blackbaud's product roadmap, register to attend the upcoming [Blackbaud Product Update Briefings](#), happening Nov. 12-14, 2024.

### About Blackbaud

Blackbaud (NASDAQ: BLKB) is the leading software provider exclusively dedicated to powering social impact. Serving the nonprofit and education sectors, companies committed to social responsibility and individual change makers, Blackbaud's essential software is built to accelerate impact in fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management. With millions of users and over \$100 billion raised, granted or managed through Blackbaud platforms every year, Blackbaud's solutions are unleashing the potential of the people and organizations who change the world. Blackbaud has been named to Newsweek's list of America's Most Responsible Companies,

Quartz's list of Best Companies for Remote Workers, and Forbes' list of America's Best Employers. A remote-first company, Blackbaud has operations in the United States, Australia, Canada, Costa Rica and the United Kingdom, supporting users in 100+ countries. Learn more at [www.blackbaud.com](http://www.blackbaud.com) or follow us on [X/Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

#### Media Inquiries

[media@blackbaud.com](mailto:media@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 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](http://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.

# blackbaud®

 View original content to download multimedia: <https://www.prnewswire.com/news-releases/blackbauds-bbcon-2024-brings-thousands-of-social-impact-professionals-together-for-innovation-inspiration-learning-and-celebration-302261316.html>

SOURCE Blackbaud