

blackbaud®

2020 Social Responsibility Report

RETHINKING CHANGE TO DRIVE IMPACT FOR GOOD

BUILT FOR A CHANGING WORLD™



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COVER PAGE:
Blackbaud employees
volunteer at Opal J.
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Balch Springs, TX.

Quick Tip

This report uses video links to provide an engaging experience. To enjoy uninterrupted reading, Ctrl+Click to open the video in a new browser window.



OUR PURPOSE

We're here to help good take over the world. Our higher purpose guides everything we do—from the way we serve our customers, to the way we create employee experiences, to the ways we give back and operate sustainably. This report will introduce you to how we brought our purpose to life in 2020.

At Blackbaud, driving social impact isn't a side project; it's our business. Since day one, 100% of our work has been focused on building a better world.



A Message from Blackbaud CEO Mike Gianoni

WE began 2020 inspired by the promise of not only a new year, but a new decade in which to grow and innovate in pursuit of our higher purpose: to help good take over the world.

But before the first quarter ended, we knew that the growth and innovation we envisioned would require swift reimagination as a devastating global pandemic transformed the way our customers and our team could work.

So, we rethought. We adapted. We persevered. And, most importantly, we listened.

We listened to our customers, who needed new ways to stay effective and connected in a socially distanced world. They needed experts and world-class tools to drive impact in a rapidly transforming landscape. They also needed resources to deepen their technical expertise and ways to stay informed of the ideas shaping the broader social good community. Most of all, they needed a true partner who would help them face the future with insight, creativity, and confidence.

We also listened to our employees. Like our customers, they were eager for professional development opportunities to sharpen their skills and wanted resources to stay engaged and inspired in a world that was beginning to blend their personal and professional lives. With that in mind, we purposefully accelerated our focus on corporate diversity and inclusion. And following our overnight shift to a fully remote workforce, we planned for a more flexible structure when our offices reopen.

2020 presented a unique opportunity to rethink change—for our customers, for us as individuals, and for Blackbaud as a company.

I'm proud to share our 2020 *Social Responsibility Report*, which demonstrates how our company responded to what we heard—and how we used an environment of tremendous change to drive powerful impact toward our higher purpose.

We continue to live out our commitment to diversity and inclusion, a thriving employee culture, philanthropy, data security and trust, and environmental sustainability—and are demonstrating our resolve with a new emphasis on transparent reporting of key ESG metrics, which you can read about [here](#).

We accepted the challenges that 2020 presented and took the opportunity to rethink and evolve. I hope you enjoy reading some of the stories of empathy, ingenuity, and hope that emerged in a year unlike any other.

MIKE GIANONI
President and CEO, Blackbaud



Watch

a personal introduction to Blackbaud's 2020 *Social Responsibility Report* from CEO Mike Gianoni.



PLAY VIDEO

CTRL+CLICK TO OPEN IN NEW WINDOW



Powering an Ecosystem of Good that Builds a Better World

WE serve millions of people in more than 100 countries around the world in their efforts to advance social good.

We're proud to support a community of organizations and people working to make an impact—it's an Ecosystem of Good that is transforming lives, communities, and the globe.

Through our cloud software, services, data intelligence, and expertise, we connect and equip:



Nonprofits



Arts and Cultural Organizations



Higher Education Institutions



Foundations



K-12 Schools



Companies



Healthcare Organizations



Individual Change Agents



Faith Communities

We're proud to empower organizations to work smarter, faster, simpler—and to connect with one another—to drive the greatest outcomes.

Together, we can accomplish so much more than any of us can apart.

This report includes stories from across the Ecosystem of Good. Blackbaud is honored to not only help power the people behind these stories through cloud software, services, data intelligence, and expertise but also to enthusiastically participate in this Ecosystem of Good through partnership, giving, volunteering, and ensuring that the way we operate every day helps good take over.



100%

focused on building a better world

40 Years

of serving the social good community

Over \$100M

invested in research and development annually

Over \$100B

raised, granted, and invested each year by Blackbaud customers



Empowering and Connecting a Community for Impact

WATCH how two Blackbaud customers worked together to achieve remarkable results during the COVID-19 pandemic as the number of families facing sudden income loss surged.

Edison International focused its philanthropic efforts on an area of great need—food distribution—and the Los Angeles Regional Food Bank used that generosity to maximize its potential to nourish residents across Los Angeles County.

PLAY VIDEO

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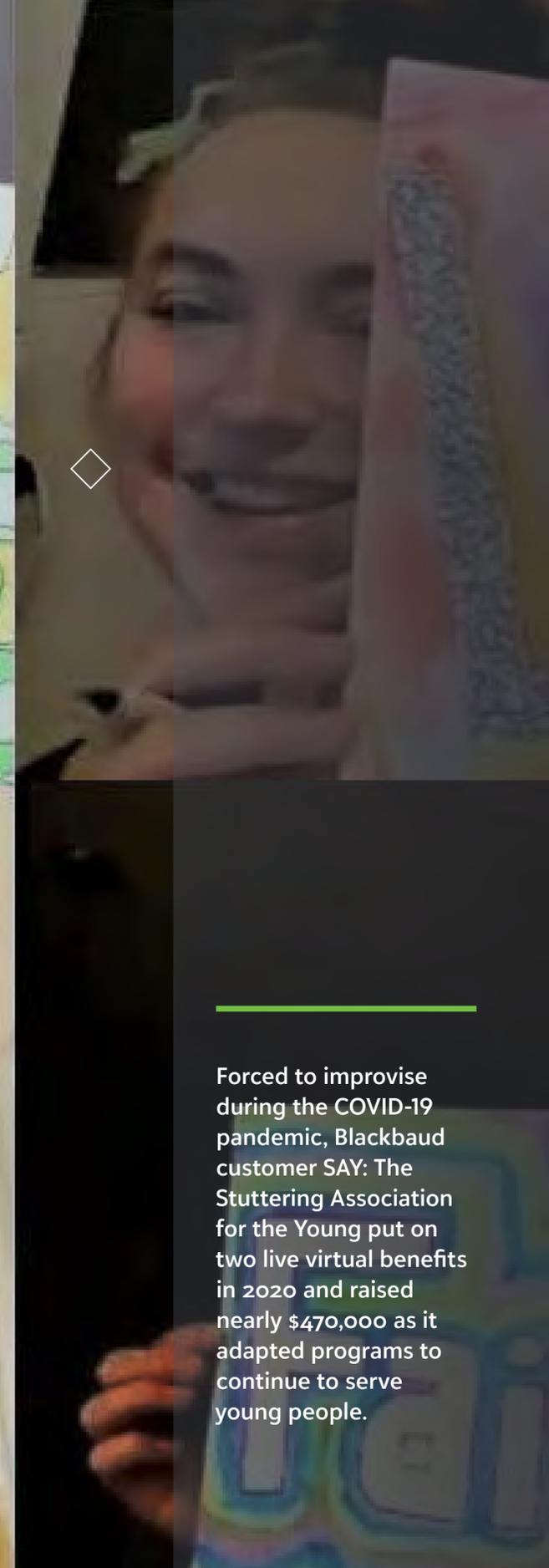


With support from corporate partners like Edison International, Los Angeles Regional Food Bank increased food distribution by 70% to meet urgent demand caused by the COVID-19 crisis.



CHANGE AND IMPACT: HELPING GOOD TAKE OVER DURING A PANDEMIC

We were proud to support our customers' extraordinary efforts, as well as take action through our giving and volunteering in response to COVID-19.



Forced to improvise during the COVID-19 pandemic, Blackbaud customer SAY: The Stuttering Association for the Young put on two live virtual benefits in 2020 and raised nearly \$470,000 as it adapted programs to continue to serve young people.

The Ecosystem of Good in Action

AS the devastating impacts of COVID-19 spread across the globe, we were proud to play a role in supporting our customers as their missions grew more urgent, their challenges became more intense, and their ways of working transformed overnight. And we were even more inspired by their tremendous frontline efforts.

Here are just a few examples of how this Ecosystem of Good responded during the COVID-19 pandemic—from driving groundbreaking scientific advances, to meeting the most basic needs of their communities, to carrying on their vital missions despite a dramatically transformed landscape.



Photo by Emma Sohl

CAPTAIN TOM MOORE

The late Captain Sir Tom Moore set a goal of walking 100 laps of his garden to raise £1,000 for NHS Charities Together, which supports the UK’s National Health Service (NHS), before his 100th birthday. Captain Tom ultimately raised an astounding £38.97 million before passing away in early 2021. His legacy will have a lasting impact around the globe, as those donations fund projects including vital medical research, and as others, inspired by his determination and passion, take up the mantle and continue to work for good.

£38.97M
raised, including Gift Aid,
using JustGiving®



MONTREAL GENERAL HOSPITAL FOUNDATION

As healthcare systems around the world realized there would not be enough essential medical supplies and equipment to handle COVID-19 needs, Montreal General Hospital Foundation launched the Code Life Ventilator Challenge to gather the best ideas from scientific and engineering communities around the world to design low-cost and easy-to-produce emergency ventilators. At the same time, the foundation motivated supporters to fund this critical work.



1000+ Teams
from 94 countries
registered for the Code
Life Ventilator Challenge



Individual
Change Agents



Healthcare
Organizations



GARNET HEALTH FOUNDATION

As its hospital system cared for hundreds of COVID-19 patients during the pandemic in New York, Garnet Health Foundation used a new peer-to-peer fundraising solution to spotlight its Emergency Coronavirus Fund and related efforts.

Altogether, the campaigns raised \$150,000 within the first 6 weeks and nearly \$300,000 within 6 months to support healthcare heroes.



\$150,000
raised within first 6 weeks of fundraising campaign



UNIVERSITY OF QUEENSLAND

Researchers at the University of Queensland in Brisbane, Australia, knew they could accelerate COVID-19 vaccine research with the right financial support. With a peer-to-peer fundraising campaign in place, Team Vaccine emerged to meet that challenge. A group of fifth-grade girls donated \$100, sparking public and private giving around the world that totaled \$23.5 million and shaved 6 months off an already aggressive timeline.



\$23.5M
raised worldwide using a Blackbaud peer-to-peer fundraising solution



UMPQUA BANK

Oregon-based Umpqua Bank not only shifted its own operations and services during COVID-19, but also quickly adapted its social responsibility efforts to drive the most impact.

Umpqua Bank expanded donation matching, focused on charities with urgent needs, and offered ways for employees to get involved virtually—all while supporting customers seeking urgent financial help and transitioning its own teams to remote work.



3:1
company match to employee giving using Blackbaud solutions



Healthcare Organizations



Higher Education Institutions



Companies



DUNHAM FOUNDATION

Dunham Foundation recognized early on the constraints on nonprofit organizations in its Illinois community during COVID-19 and set out to help.

By making its grant application faster and easier for organizations, Dunham Foundation could respond more efficiently and effectively. Among its changes, the foundation removed its deadline, suspended its letter of intent requirement, allowed online applications for small grants, and prioritized applications addressing COVID-19 needs.



\$1.45M
in COVID-19 grants
awarded with Blackbaud
Grantmaking™



CHESTER ZOO

For UK-based Chester Zoo, COVID-19 lockdown meant a sudden end to 97% of its revenue streams—ticket sales—which support daily animal care and global conservation projects.

A few staff members took to their laptops and built a Save Our Zoo crowdfunding campaign to do just that. They successfully engaged more than 100,000 supporters and raised over £3.3 million for the zoo, including Gift Aid.



£3.3M+
raised, including Gift
Aid, using JustGiving



THE FOOD BANK OF CENTRAL & EASTERN NORTH CAROLINA

The Food Bank of Central & Eastern North Carolina used Blackbaud cloud solutions for fundraising and payment processing to help generate and handle an immediate 1,075% increase in donations at the start of the lockdown, while adjusting operations for safety and efficiency. As a result, in the first 4 months, the food bank was able to spend \$2.3 million to help feed 34 counties—more than twice its typical annual food purchase budget.



1,075%
increase in donations
when the US COVID-19
crisis began



Foundations



Arts and Cultural Organizations



Nonprofits



NORFOLK BOTANICAL GARDEN

Norfolk Botanical Garden explored new pathways during the pandemic, including a shift to online ticket sales with Blackbaud Altru®, which helped the nonprofit attraction continue outdoor operations throughout COVID-19. The solution allowed staff to quickly pivot to touchless entry, and within 6 weeks, 70% of tickets were being purchased in advance online. The garden could safely provide a respite for its community and saw a 27% year-over-year increase in visits in late spring.



41,000 Visits
happened safely in
May 2020 using
Blackbaud Altru



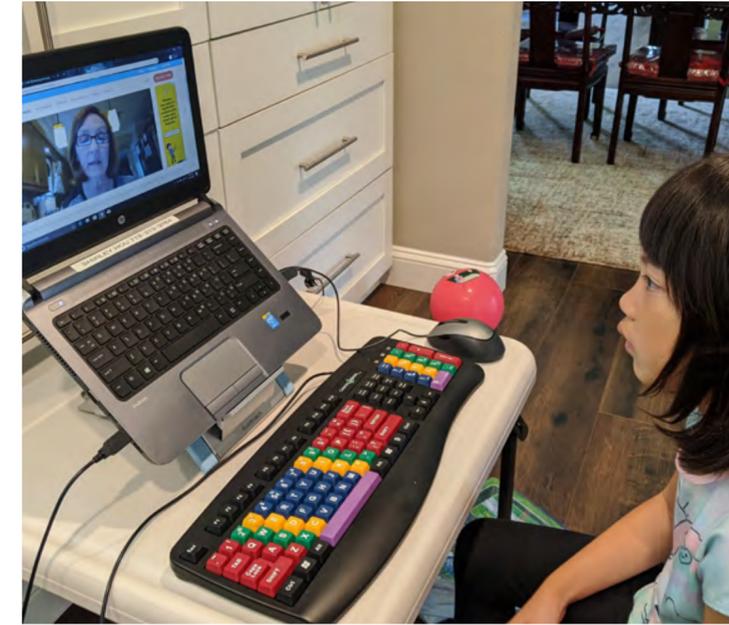
CATHOLIC COMMUNITY FOUNDATION OF THE DIOCESE OF RICHMOND

When COVID-19 forced churches to close their physical doors, the Catholic Community Foundation of the Diocese of Richmond spun up an online giving portal to support its 140 parishes.

That online offertory proved critical to the diocese's core operations, including services to people in need. Within the first day alone, more than 170 people had donated, and as the crisis continued, sewing ministries at several parishes produced thousands of masks.



140 Parishes
supported using
the Cloud Solution for
Faith Communities



RIVER OAKS BAPTIST HIGH SCHOOL

In Houston, River Oaks Baptist School turned to its technology infrastructure powered by Blackbaud's total school solution to move all students to online asynchronous learning. Thankfully, the school already had communication tools, resource boards, and community groups in place to support connectivity. Nearly 900 students transitioned to remote instruction using familiar Blackbaud platforms—all in a matter of 3 days. The closure was announced on spring break, and by Thursday of the next week, virtual learning had begun.



3 Days
transition time to
remote instruction at
start of COVID-19



Arts and Cultural Organizations



Faith Communities



K-12 Schools

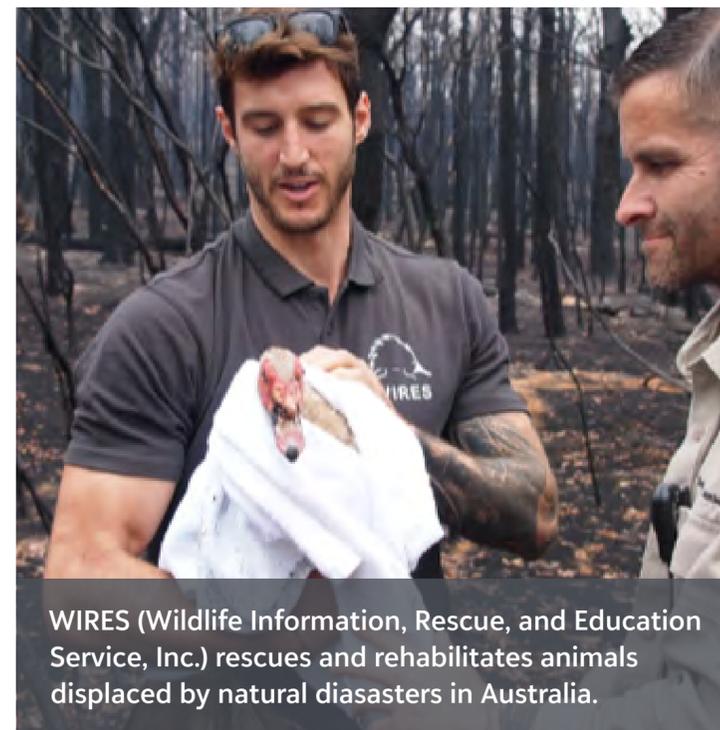
Blackbaud's Commitment

WHEN disaster hits, Blackbaud joins its customers on the front-lines in many ways. As our customers rose to the challenges of 2020, we were proud to stand alongside them in our own efforts.

Giving at Critical Moments

In 2020, Blackbaud stepped up to make significant monetary donations to the following relief efforts:

- **The COVID-19 Solidarity Response Fund for the World Health Organization (WHO)**, which put technology in place to track the spreading virus, provided care to patients, assisted with buying and shipping of medical supplies, and accelerated vaccine development
- **The late Captain Sir Tom Moore's 100-lap garden challenge**, which used a JustGiving campaign to support frontline medical professionals and volunteers through NHS Charities Together, pulling in £38.97 million from donors worldwide (read more about his fundraising efforts [here](#))
- **The American Red Cross Western Wildfires Fund**, which sought to help with short-term and long-term care of those who needed it most from California to Washington after wildfires burned millions of acres and devastated communities, taxing resources and responders
- **The Community Foundation of Southwest Louisiana**, which directly supported community rebuilding in the wake of Hurricane Laura, one of the strongest recorded hurricanes to strike the continental United States



WIRES (Wildlife Information, Rescue, and Education Service, Inc.) rescues and rehabilitates animals displaced by natural disasters in Australia.

- **WIRES (Wildlife Information, Rescue, and Education Service, Inc.)**, which rescued and rehabilitated animals in Australia displaced by historic fires, drought, and record temperatures in 2019 and 2020
- **We Love Lake Street**, which supported Minneapolis small businesses and nonprofits rebuilding after the unrest surrounding the tragic and brutal death of George Floyd (read more about Blackbaud's commitment to racial justice [here](#))

Supporting Our Customers

Through all the unprecedented challenges of 2020, we maintained our commitments to our customers, including our 99.7%+ uptime promise and award-winning user support.

We even provided our merchant services customers with an extra layer of fraud protection at no additional cost to mitigate online fraud, which can increase during a crisis.

But this was just the beginning. As our customers met extraordinary challenges, we supported them in extraordinary ways.



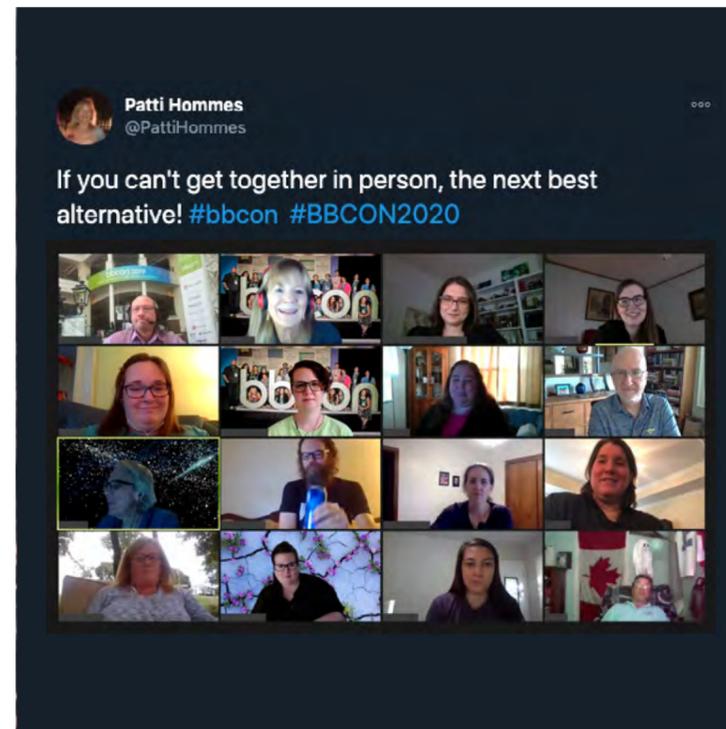
After a Blackbaud University Best Practices workshop, South Jersey Dream Center crafted a compelling case statement for support.

STRENGTHENING AND INSPIRING THE ECOSYSTEM OF GOOD

Blackbaud brings nearly 40 years of expertise to the social good community—decades of unmatched experience we use to give our customers the insight and tools they need to rapidly pivot and evolve.

In 2020, we provided free access to our entire curriculum of recorded eLearning resources through Blackbaud University and saw completion of these courses in the first 6 months of the crisis increase 118% over the same period in 2019.

We created scores of free insight-packed resources, including webinars, virtual user groups, community forums, podcasts, ebooks, town halls, and a special asset library.



Blackbaud Communities helped customers connect with each other and share best practices, while the Blackbaud Institute and sgENGAGE®, Blackbaud’s thought leadership blog and podcast, advanced discussions of resiliency and provided actionable best practices and recommendations across the social good community.

In October, bbcon—Blackbaud’s annual tech conference for a better world—was redesigned as a completely free virtual event, magnifying its impact with world-wide registration exceeding 37,000.

An energizing lineup of speakers and performers began with actress Amy Poehler and Olympian Dara Torres and closed with host, author, and activist Padma Lakshmi, cofounder of the Endometriosis Foundation. Dr. Cornel West addressed coalition building and racial justice on the bbcon 2020 Virtual mainstage.

Altogether, bbcon featured over 100 expert-led sessions on the specific needs of its global audience over 3 days.

99.7%+ uptime delivered by our cloud solutions

118% increase in completion of Blackbaud University eLearning resources

100+ free insight-packed COVID-19 resources to support the community

37,000+ registrants worldwide for bbcon—Blackbaud’s annual tech conference





Reimagining Connection

HEAR from Blackbaud Chief Marketing Officer Catherine LaCour on how the company pivoted to bring a world-class tech conference to the entire social good community—all free and virtual—to continue to grow skills, expertise, and inspiration during an unprecedented year.

PLAY VIDEO

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IN NEW WINDOW

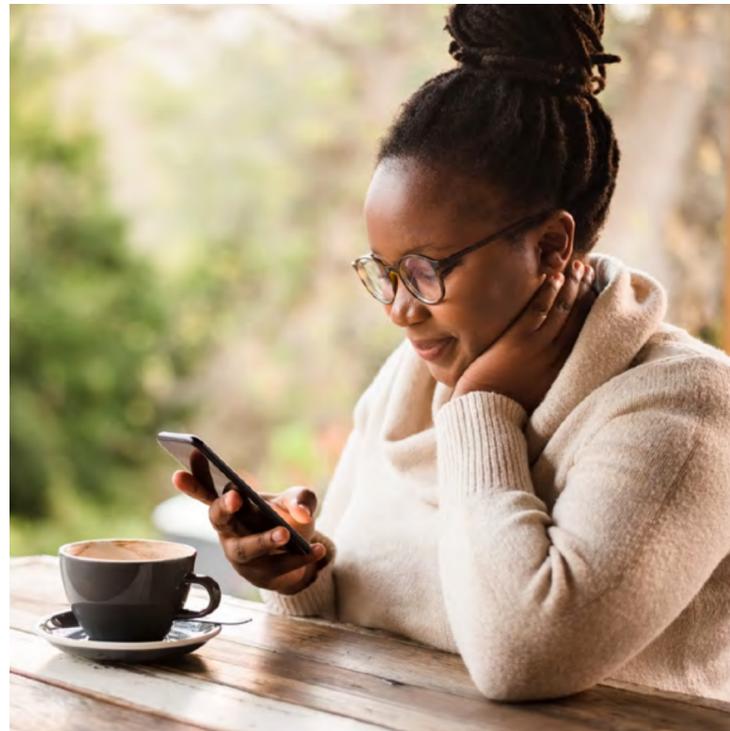


Ruha Benjamin, professor of African American studies at Princeton University, leads a session at bbcon 2020 Virtual on how and why racism persists as a form of vision and division.

SPARKING AND FUELING INNOVATION

Drawing on town halls and other customer input, Blackbaud released new capabilities related to the pandemic to support the unique needs of social good organizations so they could expedite fundraising efforts, acquire more supporters through virtual peer-to-peer fundraising events, and manage financial operations more easily and with greater collaboration from remote locations.

In a matter of days, Blackbaud built and released technology for faith communities to support virtual small group gatherings, just ahead of Easter. The enhanced capabilities were provided at no additional cost through Blackbaud Church Management™ and its native app, MobileMission®.



In the spring, Blackbaud announced enhancements to Blackbaud Altru, the solution designed specifically for general admission cultural organizations such as aquariums, museums, and zoos, most of which were hit hard by pandemic restrictions. Timed Entry capabilities helped facilitate social distancing, enabling continued operations and reopenings. Another enhancement allowed organizations to provide value to members by granting them additional months of membership.

Innovation marched on as Blackbaud’s annual 48-hour Off the Grid marathon went virtual in August.



Children of a Blackbaud employee learn about animal habitats and build a habitat for their pet lizard Pip at virtual Off the Grid.

Off the Grid allows Blackbaud employees to step outside their everyday roles to generate 72 new project ideas for future solution development. This year, more than 400 participants from 9 countries, including several Blackbaud customers—and for the first time, some children of Blackbaud employees—joined the event.

Top 100

Fast Company’s Best Workplace for Innovators 2020 Honoree

400+

participants for Blackbaud’s annual Off the Grid innovation marathon

Enhancing Support for our Employees

When the COVID-19 pandemic hit, out of an abundance of caution, we quickly pivoted to having our employees worldwide work from home.

In a rapidly transforming landscape, we prioritized employees' overall safety and welfare. We recognized the importance of ensuring that employees felt personally supported during a time of crisis and therefore could continue showing up for each other and our customers.

GIVING BACK VIRTUALLY

From the beginning, it was important that employees still felt connected to the larger Blackbaud community and the philanthropic activities that our people greatly value. Blackbaud's Corporate Citizenship Team worked tirelessly to implement virtual volunteering opportunities and ensured that employees were aware of ongoing giving benefits.

Blackbaud offices around the world brought their Weeks of Service and other activities online and accomplished tremendous results, like packing 1,800 care kits for the elderly, children, and people experiencing homelessness.



Students at a Montessori school in Charleston participate in a COVID-friendly STEM learning project at Camp Blackbaud 2020.

92% of Blackbaud employees volunteer

500+ employees previously worked for social good organizations



Blackbaud employees build care kits for the elderly, children, and people experiencing homelessness as part of a virtual Week of Caring.

We also continued to host our annual Camp Blackbaud in collaboration with Charleston Promise Neighborhood, taking the program online and helping to cultivate interest in STEM-related activities among young students.

Blackbaud also permanently increased our matching gift benefit by 30% to ensure that the company was standing alongside our people in supporting the causes they cared about most.



Giving Back from Anywhere

HEAR from Blackbaud Philanthropy and Volunteer Engagement Manager Melissa Britton and other Blackbaud employees about how we give back. From corporate philanthropy, to community support, to individual volunteerism, giving is in our DNA.

PLAY VIDEO

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IN NEW WINDOW

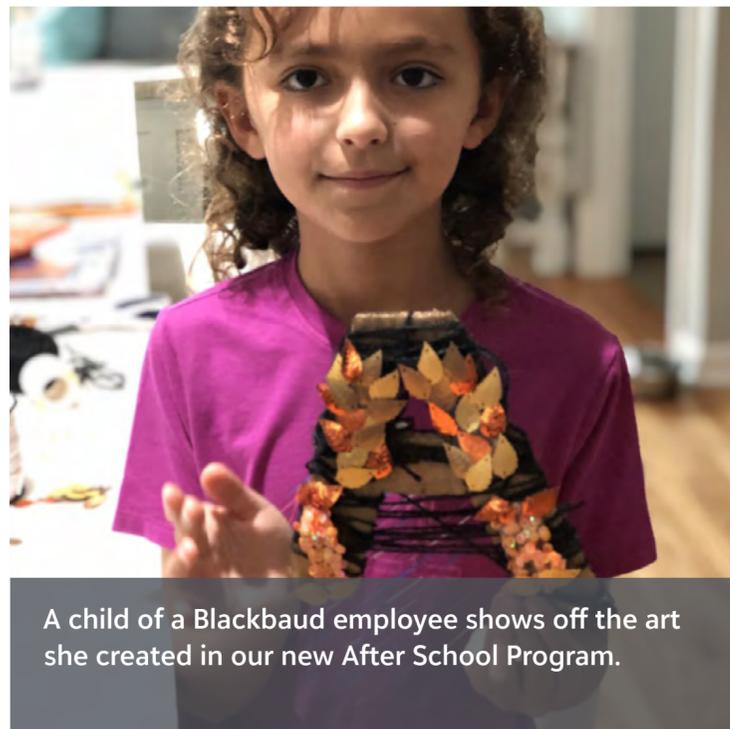


A Blackbaud employee creates sidewalk art with her colleagues to encourage and unite their neighborhood as part of Charleston Week of Caring 2020.

INNOVATING AFTER SCHOOL

When a new school year began in fall 2020 with many schools unable to open for physical classes, we saw an opportunity to support our employees and their children with an innovative after school program—while strengthening Blackbaud culture as well. The cross-company, volunteer-based program encouraged Blackbaud employees to share their skills and hobbies with their colleagues' children, which gave working caregivers time to step away and focus on other tasks.

The Blackbaud After School Program included live sessions led by employee volunteers across the company, in addition to recordings and free resources that could be accessed at any time globally. Sessions ran from 20 to 50 minutes and



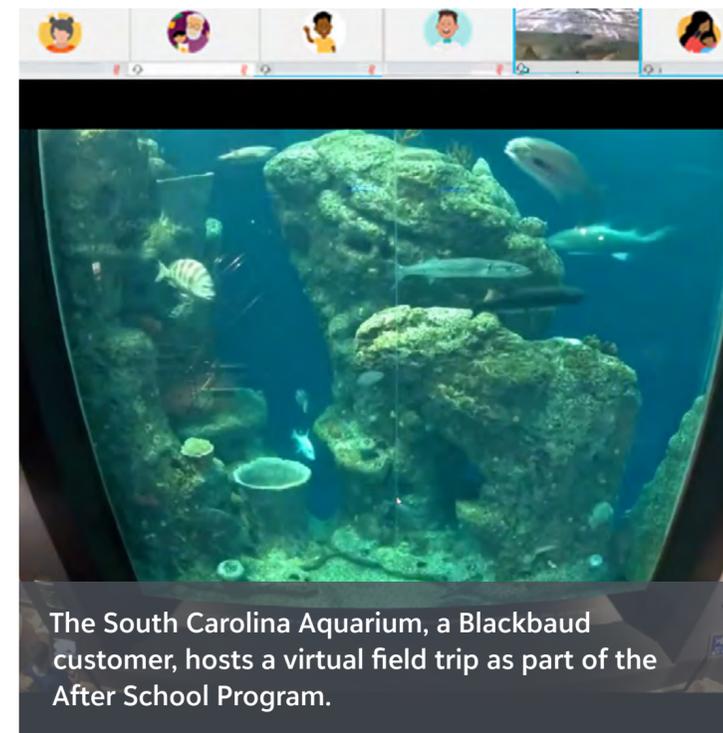
A child of a Blackbaud employee shows off the art she created in our new After School Program.

covered a variety of topics, including arts and crafts, music, beginner coding, reading, cooking tutorials, science experiments, yoga, games, and more. Employees could also sign up as live one-on-one tutors to help their colleagues' children with their schoolwork.

Blackbaud customers got involved in the program as well, providing virtual business for these organizations. The South Carolina Aquarium hosted a virtual field trip, while San Antonio Zoo provided a wild animal meet-and-greet education program. Children's Theatre Company in Minnesota led a sensory story time session for imaginative play that focused on social-emotional learning, sequencing, and literacy skills.

Employees who led or recorded sessions for the After School Program were given up to five hours a month to volunteer during working hours. Employees volunteering time outside of working hours earned paid time off through Blackbaud's Volunteer for Vacation program.

From mid-September to late November, Blackbaud volunteers and participants logged more than 380 hours of time together in 115 live sessions, 14 of which were run by Blackbaud customers. Employee volunteers showed strong interest in sharing their expertise and skills, including members of Blackbaud's Executive Leadership Team. We plan to expand opportunities for employee skills-based volunteering, including a focus on nonprofit board training in 2021.



The South Carolina Aquarium, a Blackbaud customer, hosts a virtual field trip as part of the After School Program.

“When the opportunity arose to volunteer with the Blackbaud After School Program, I jumped at the chance to help. I love making things and sharing that passion with kids. Seeing the students come together to support each other in each session and offer suggestions for success was so rewarding for me and a great example for all of us.”

ALEX MENDIOLA

Blackbaud Software Instructor and Former Public School Teacher

115

Blackbaud After School Program live sessions led by employees and customers

ENHANCING COMMUNICATION AND SUPPORTING IN NEW WAYS

As employees worked remotely, we developed new ways to ensure that our teams stayed connected, continued to grow in their careers, and took advantage of wellness opportunities.

We enhanced internal communications, with regular updates to all employees on our All-Blackbaud Microsoft Teams channel, regular video updates from CEO Mike Gianoni, virtual All-Hands Meetings and Regional Town Halls, and weekly CEO-led virtual meetings for our Global Management Team. These new communication rhythms and channels helped keep employees informed and connected.

EXPANDING PROFESSIONAL DEVELOPMENT AND TRAINING OPPORTUNITIES

We accelerated the introduction of LinkedIn Learning to provide new professional development resources, including unlimited access to thousands of video tutorials covering business, creative, and technology topics to employees wherever they were. The platform was also used to create a series of trainings on managing virtual teams and to educate employees on unconscious bias and diversity, equity, and belonging.

With nearly 5,200 hours of content accessed by employees in 2020, the bias and diversity trainings accounted for 4 of the top 5 most viewed courses.

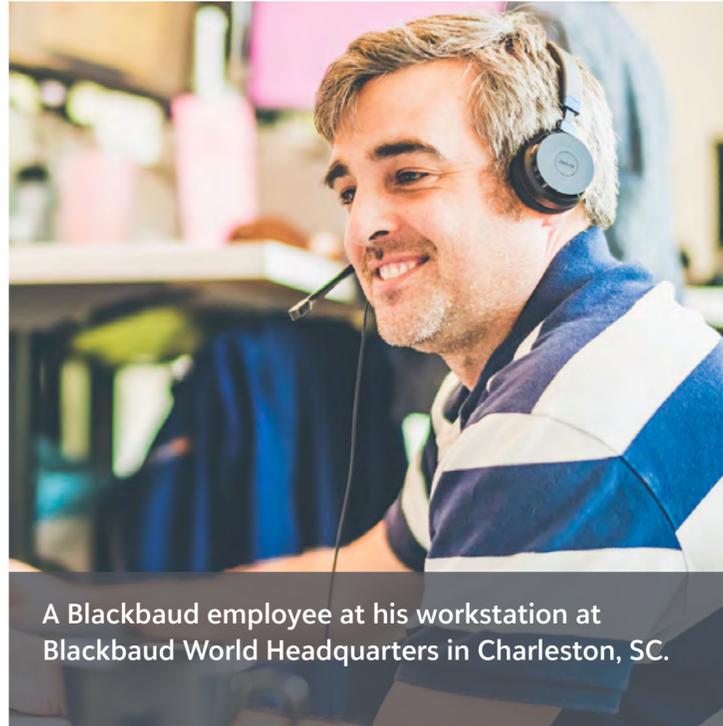
MINDFUL MONDAYS

At the beginning of the COVID-19 pandemic, we began a weekly Mindful Mondays series on the All-Blackbaud Microsoft Teams channel to help Blackbaud employees and their families achieve holistic wellness.

Covering topics from exercising safely outdoors in the summer to the importance of continuing healthcare exams and screenings to mindfulness techniques for reducing stress during the workday, Mindful Mondays posts helped to support the physical, mental, and emotional well-being of employees during a stressful time.



5,200
hours of LinkedIn Learning content accessed by employees for professional development



A Blackbaud employee at his workstation at Blackbaud World Headquarters in Charleston, SC.

A REIMAGINED WORKFORCE STRATEGY

In rethinking change in 2020, Blackbaud emerged with a reimagined workforce strategy that promises to benefit our employees, company, and communities.

In July, four months after Blackbaud moved to remote work during the pandemic, we surveyed our employees and confirmed that the arrangement offered upsides for many when it came to work-life balance. We also saw potential positives from a company perspective in providing greater work flexibility long-term within a structured framework.

The new vision developed by our cross-functional team categorizes three different workstyles that can accommodate employees based on their roles and how they work best. Some will have a fixed schedule with 4–5 days in the office (once we return to working in the same physical space) and assigned seating, and some will work from home as their primary workspace. However, most will have a flexible workstyle, working 2–3 days a week in the office.

This arrangement also allows us to reduce our office space footprint—and our environmental impact—in our locations around the globe.

This is happening most dramatically in Charleston, where we are moving all operations to Blackbaud World Headquarters, which opened in 2018, consolidating our footprint from two separate buildings to one.

Our new vision establishes an office plan with a “neighborhood” concept that facilitates work within teams. To help make this happen, and in true Blackbaud fashion, we are using technology, including an app, so employees can reserve workspaces near the colleagues they need to connect with. We also hope to create ways employees can work more comfortably outdoors.

Through it all, we are asking ourselves: “How do we continue to foster collaboration and innovation?” We know those answers will continue to evolve as we realize the full promise of this dynamic new approach to how we work.

Flexible

workstyles will be available to Blackbaud employees as part of our new work vision



CHANGE AND IMPACT: STANDING FOR JUSTICE

2020 was witness to a watershed moment in the fight for racial justice, as voices from around the globe came together to condemn racism and its corrosive impact on lives, communities, and our world. Blackbaud was proud to stand alongside our customers, supporting them in their vital work to seek justice and adding our voice to the chorus calling for change, while intensifying our own efforts to build a fair and inclusive workplace.



The Ecosystem of Good in Action

AS communities demanded justice and an equitable future, we saw the power of the Ecosystem of Good come to life within our customer community. Here are a few examples of the inspiring ways our customers took action.

- ▶ **The National Urban League and The PepsiCo Foundation** announced in October they would join forces to create the Black Restaurant Accelerator Program, which aims to boost approximately 500 Black-owned businesses over the next 5 years. The PepsiCo Foundation is providing a \$10 million grant to fund the program, which will give current and aspiring Black restaurateurs access to capital, training, mentorship, and other support services through National Urban League Entrepreneurship Centers in 12 US cities.
- ▶ In addition, **The PepsiCo Foundation** pledged \$7 million earlier in the year for medical and economic COVID-19 aid to communities of color, both through the **National Urban League** and **UnidosUS**, which is the nation's largest Hispanic civil rights and advocacy organization, and a Blackbaud customer as well.
- ▶ At **American Family Insurance**, employees rallied to support social justice-oriented organizations, and the company's Dreams Foundation matched that passion with support to the Equal Justice Initiative, Innocence Project, and The Sentencing Project.
- ▶ Meanwhile, **YWCA**—with its 160-year mission of eliminating racism and empowering women—supported its 200+ local associations in advocating for legislative policies that will contribute to a more just and fair world for women, girls, and people of color.



Blackbaud customer YWCA advocates for a more just and fair world for women, girls, and people of color.

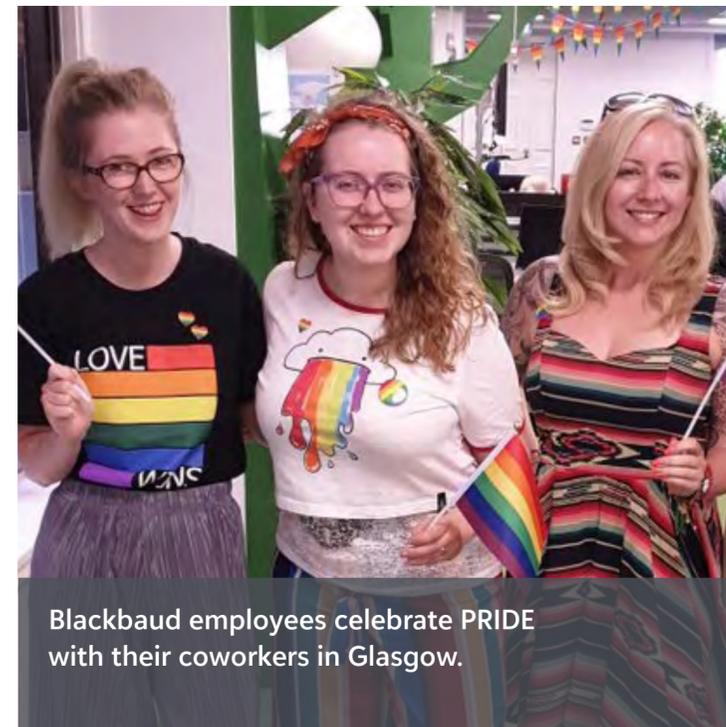
Blackbaud's Commitment

OUR employees around the world reflected, spoke up, and connected more deeply with their personal communities. From participating in marches, to increasing their community service, to giving to equity-focused organizations, to getting involved with Blackbaud's affinity groups—our employees led by example, bringing their personal commitment to bear on behalf of a more just world.

As a company, we took a stand through charitable donations, corporate initiatives, and by maturing our diversity and inclusion programing by welcoming the company's first-ever diversity and inclusion officer—a game-changing step in our efforts to ensure that our company is equitable and inclusive.

Diversity and Inclusion at Blackbaud

In September 2020, we hired Michael B. Moore, our first diversity and inclusion officer. As a critical member of the Human Resources Executive Committee, Michael is our dedicated leader who will further accelerate our diversity, inclusion, and belonging efforts while building strong relationships with our people, clients, and communities. Upon joining the company, Michael's first major initiative was a wide-ranging survey on employees' experiences and viewpoints around diversity, equity, inclusion, and belonging at Blackbaud. The results of this survey will drive 2021 priorities and will play a key role in ensuring that Blackbaud's steps are relevant and effective.



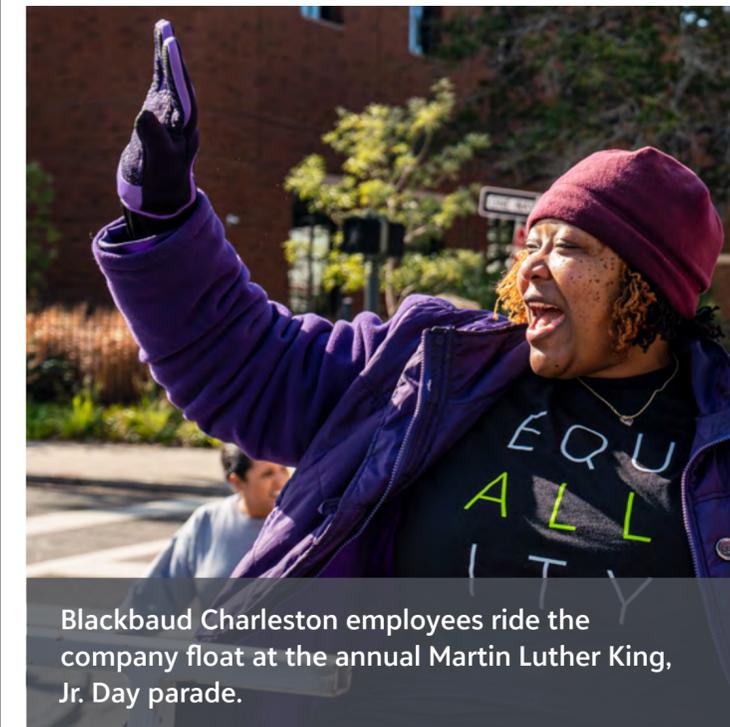
Blackbaud employees celebrate PRIDE with their coworkers in Glasgow.

Blackbaud has also launched a Global Diversity and Inclusion Council, co-led by Michael and Blackbaud CEO Mike Gianoni, which guides and informs the planning and execution of diversity and inclusion at Blackbaud.

“Blackbaud’s commitment to diversity and inclusion begins with our people. The momentum our team already brings to this work is tremendous.”

MICHAEL B. MOORE

VP, Diversity and Inclusion, Blackbaud



Blackbaud Charleston employees ride the company float at the annual Martin Luther King, Jr. Day parade.

Our new leadership focus will amplify and accelerate the significant initiatives already in place at Blackbaud, including:



Ongoing Unconscious Bias and Respect at Work workshops



Respect in the Workplace Training for all employees and enhanced training for managers



Nine Affinity Groups representing the unique backgrounds and experiences of our employees, with more than a third of all employees participating in one or more groups



Annual Executive Women's Summit and Senior Women's Leadership Council



Meet Michael Moore, our First Diversity and Inclusion Officer

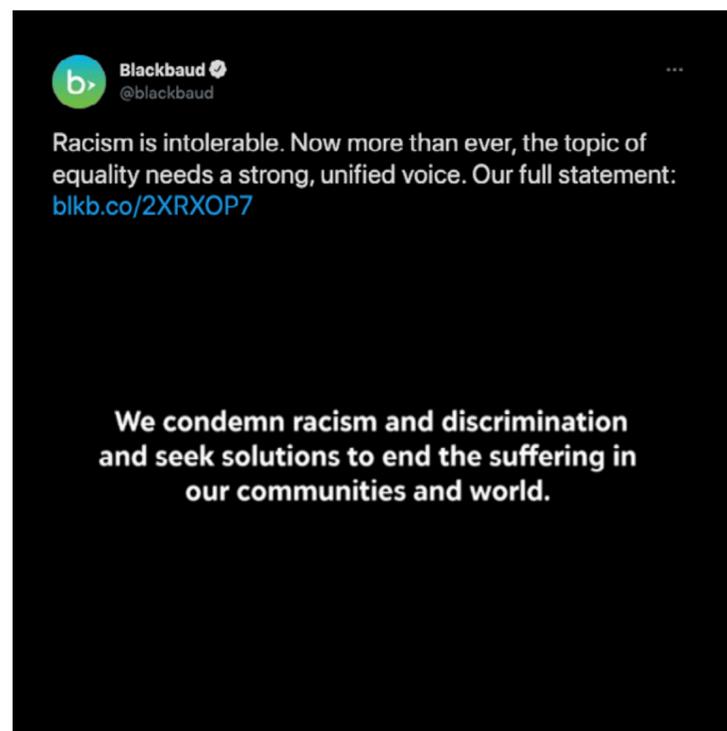
FOR more than 30 years, Michael has been a prominent voice for racial equity and a trusted advisor to leaders in a variety of industries. Before joining Blackbaud, Michael led the International African American Museum (IAAM), where he was the founding CEO and oversaw a \$125 million capital fundraising effort, hired a world-class staff, and managed the curation of the museum experience. Hear more from Michael about his vision for advancing diversity and inclusion at Blackbaud.

PLAY VIDEO

CTRL+CLICK TO OPEN
IN NEW WINDOW



Michael speaks at Chautauqua Institution, a 750-acre nonprofit educational center in New York, about the practical importance of history on contemporary life—particularly for African Americans.



Giving Back and Taking Action

The tragic and brutal death of George Floyd on May 25, 2020, launched a shockwave of grief that resonated across the United States and around the world—but this grief was felt with a unique devastation in Minneapolis, where Blackbaud has a team of more than 60 employees.

In recognition of the particular pain the Minneapolis community experienced, Blackbaud was proud to make a charitable donation to We Love Lake Street, an organization focused on helping businesses and nonprofits rebuild after suffering damage in the unrest following George Floyd’s death.

Supporting rebuilding is a practical step to help a hurting community, but it is also a symbolic one demonstrating our commitment to join alongside those in deep pain and build a more just future in which racism does not contort our lives and communities.

Inspired by the creative and personal ways our employees were giving back to their own communities during this time, Blackbaud introduced a permanent change to our definition of volunteerism, expanding it to include acts of service to other people or groups in the community and to our company’s affinity groups. Previously, to qualify for our corporate-sponsored volunteerism rewards programs, service had to be conducted through a charitable organization.

Blackbaud also acted on our commitment to building a more equitable world through launching a new cohort of our Social Good Startup Program focused specifically on emerging companies with founders who are Black, indigenous, and people of color (BIPOC). The Social Good Startup Program is designed to drive innovation outside Blackbaud’s walls that benefits the entire social good community. Learn more about this program [here](#).

“We’re proud to play a role in supporting the bold ideas of emerging startup founders and especially excited to welcome a new cohort of BIPOC founders in 2021. These inspiring leaders will change our world.”

LIZZIE SCHAFFER

Senior Program Manager, Innovation Culture



CULTURE AND PHILANTHROPY

At Blackbaud, our unique culture pushes us to expect the best and drives us to give back—in everything we do.

Blackbaud Asia Pacific employees volunteer at Australian food charity FareShare, which cooks surplus produce into nutritious meals for people in need.

A Culture of Giving Back

WE are proud of how our company and our employees show up to support the social good community—both inside and outside of work.

Giving back is a core Blackbaud value, and this was amplified in 2020 when our team members responded to the great challenges experienced by social good organizations because of the COVID-19 pandemic. Employees contributed their dollars and time but also took advantage of new virtual volunteering opportunities in addition to safe in-person activities in their communities.

Throughout 2020, Blackbaud was focused on expanding its ESG (environmental, social, and governance) program. This continues to be strengthened in 2021; we recommitted to the Sustainable Development Goals (SDG), including equipping our foundation customers to map their own impact against the SDGs by incorporating SDG taxonomy in Blackbaud Grantmaking and by mapping our own giving commitments.

Building on this foundation, we joined the UN Global Compact in early 2021—an important step forward in deepening our ESG commitment.

WE SUPPORT



A Blackbaud executive participates in a Sleep Out to raise awareness and funds for homeless, trafficked, and at-risk youth in Toronto, Canada.



Costa Rica team members organize a toy drive and deliver them personally to Shikiaris—a remote, high-altitude village on Mount Chirripo.



Strengthening Our Commitment to ESG

WATCH

Rachel Hutchisson, vice president of Corporate Citizenship and Philanthropy and chair of Blackbaud's ESG Steering Committee, talk about our evolving approach to measuring and reporting our ESG commitments and why participating in the UN Global Compact is an important step for the company.

PLAY VIDEO

CTRL+CLICK TO OPEN IN NEW WINDOW



Giving Back by the Numbers

At Blackbaud, giving back is a team endeavor, integrated throughout our operations—from corporate philanthropy to supporting employee volunteering.



Blackbaud employees volunteer at Football Beyond Borders, a London-based organization that provides long-term support to young children from disadvantaged backgrounds.

Blackbaud's Commitment

Blackbaud continued to donate to causes that reflect our passions for and commitment to our local communities. The top three areas of our 2020 giving reflect our response to the pressing needs of the dual pandemics of COVID-19 and racial injustice.

TOP THREE AREAS OF 2020 GIVING



26%

SDG 3
Good Health and Well Being



9%

SDG 1
No Poverty



9%

SDG 16
Peace, Justice and Strong Institutions



30%

increase in Blackbaud's matching gift benefit for employees

Employee Commitment



92%

of employees volunteer vs the national average of 29%*



1 in 4

employees serve on social good boards or committees



1.2x

the global average participation rate by Blackbaud employees in matching gift program*

100,000+

hours volunteered annually by Blackbaud employees

500+

employees previously worked for social good organizations

* CECP Giving in Numbers 2020

Social Good Startup Program

At Blackbaud, we don't just support the Ecosystem of Good through our software, philanthropic giving and employee volunteering. As a technology company committed to social good, we believe we have a special responsibility to help accelerate the brightest tech talent to solve challenges that matter to this community.

We're committed to strengthening the social good community with bold new thinking and the solutions to tomorrow's obstacles—and we bring that commitment to life through an innovative startup accelerator that's unlike any other.

Blackbaud's Social Good Startup Program is a unique year-long accelerator designed to support early-stage startups with the potential to impact the Ecosystem of Good. Participants receive curated access to Blackbaud resources, marketing opportunities, and nondilutive grant funding.

Blackbaud is also honored to partner with Opportunity Hub, a leading technology, startup, and venture ecosystem building platform, to foster a diverse, equitable, and inclusive Ecosystem of Good.

“Working with Blackbaud has been great. We've learned a ton; the Blackbaud Labs Team is great to work with, and having OutreachCircle's integration with Blackbaud Raiser's Edge NXT® listed in the new Blackbaud Marketplace has been a great tool in our shed while growing our nonprofit business.”

SANGEETH PERURI
CEO, Outreach Circle



Blackbaud's Social Good Startup Program 2020 Cohort Founders



Building a Culture that Helps Good Take Over

We work across every facet of our company to ensure that Blackbaud is a great place to work and provides opportunities for employees to be fulfilled in a variety of ways.

A COMMITMENT TO DIVERSITY

Our commitment to diversity, equity, and inclusion strengthens the Ecosystem of Good and supports our efforts to attract, develop, and retain a high-performing employee base. We know that diversity of people leads to diversity of thought, allowing us to be a better company, employer, and partner. That's why we are proud of our continuing efforts in this area, which you can read about [here](#).

We reached an inflection point in 2020 with our efforts to strengthen our practices that foster diversity and inclusion as we [hired our first diversity and inclusion officer](#) and announced a new workforce strategy allowing for many employees to work from any geographic location within the country of the position, providing opportunities to recruit from a larger and increasingly diverse pool of candidates.

PROFESSIONAL DEVELOPMENT

Our employees' engagement is a focus of every leader at Blackbaud, and we continually work to understand what matters and to make our work-place better to attract, develop, and retain top talent. In fact, current team members fill 30% of our open jobs through promotion and growth opportunities.

We ensure that all employees have a variety of opportunities to support their career development, including:

- ▶ Formalized leadership development program
- ▶ Accelerated Development Program to empower rising leaders through mentorship and sponsorship
- ▶ Career frameworks for managers and individual contributors
- ▶ Quarterly check-ins to provide frequent reflection and discussion
- ▶ LinkedIn Learning courses

A COMMITMENT TO CIVIC RESPONSIBILITY

We recognize that good corporate citizenship is ultimately driven by the individuals who make up our company, so we encourage civic engagement among our employees as well.

- ▶ Employees can earn up to three days of additional PTO through our Volunteer for Vacation program
- ▶ Time off to vote on Election Day
- ▶ Volunteering projects regularly incorporated into team retreats
- ▶ Internal and external celebrations of inclusive holidays and observances, such as Black History Month, PRIDE Month, National Hispanic Heritage Month, and Veterans Day



Members of Blackbaud's Glasgow team volunteer at a nonprofit that helps families experiencing hardship by providing free bundles of pre-loved childrens' clothes, shoes, and books.

38%

of employees engaged in one or more affinity groups

30%

of open job postings filled by existing Blackbaud employees through promotion and growth opportunities

A photograph of a modern, two-story building with a light-colored wood-grain facade and large black-framed windows. The building has a wide overhang. In the foreground, there is an outdoor patio area with several tables and chairs. Some tables are round with small square tables, and others are long wooden picnic tables. There are orange and green chairs. A few people are sitting at the tables. The patio is surrounded by greenery, including trees and grass. The sky is blue with some clouds. There are several white diamond shapes scattered across the image, some on the building's facade and some on the patio area. A large teal and green gradient overlay is on the left side of the image, containing the text.

TRUST AND SUSTAINABILITY

We're committed to operating in a way that sets standards for excellence today and supports a sustainable future.

Business Practices

WE are committed to providing our customers with the confidence that their technology and data are secure, the partnership to work alongside them, and the expertise to advance their missions.

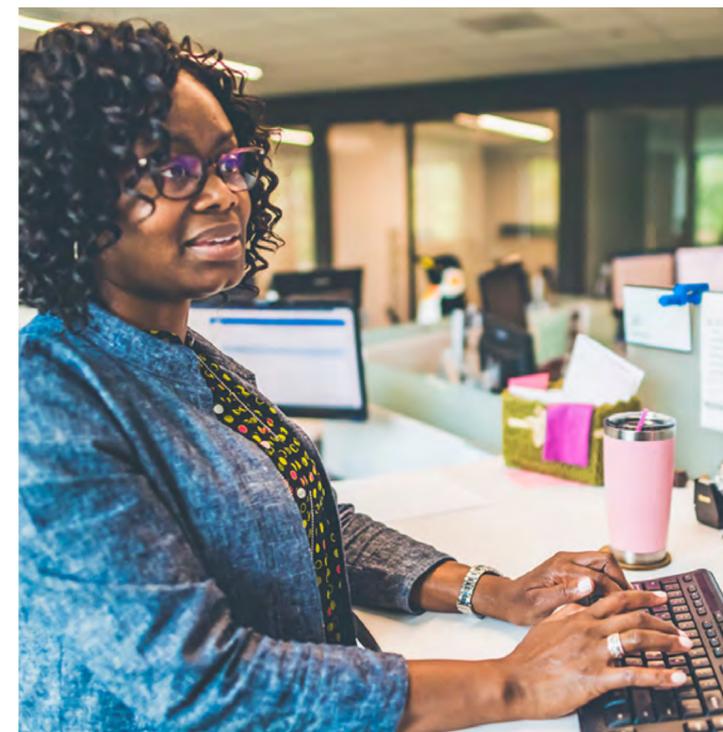
Cybersecurity

Over the past several years, we have made a significant investment in building a robust cybersecurity program. The program is built on key foundations that include a focus on people, with a strong team of nearly 50 full-time employees with extensive experience across both the private sector and US government. This is on top of and measured against industry frameworks such as the NIST Cybersecurity Framework (NIST CSF). The program supports compliance activities that produce annual PCI DSS, SOC 1, and SOC 2 Type 2 reports that we make available to all customers.

More tactically, the team manages an extensive set of controls across enterprise and product security. We leverage industry-leading tools to implement anti-virus, intrusion prevention, vulnerability management, cloud security, and event management capabilities, among many others. Our product security team leverages a variety of capabilities from threat modeling and source code analysis to third-party penetration testing. We routinely test our incident response activities and maintain proactive relationships with law enforcement.

We believe in community engagement and collaboration and are engaged with industry partners, such as the Cloud Security Alliance, and various sector-specific Information Sharing and Analysis Centers (ISACs).

Despite significant investments, no organization is fully immune to today's cyber threats. These



investments aided in our response to a security incident that occurred in 2020. We communicated the details of this incident as quickly as we could, but we know it caused a disruption to some of our customers in an already challenging year. We sincerely apologize to the organizations involved in this incident and are committed to incorporating lessons learned from this to continue improving our program.

“We never stop working to earn and keep our customers’ trust.”

TODD LANT

Chief Information Officer, Blackbaud

Data Privacy

We believe that all organizations should be responsible custodians of personal data and handle it in an ethical and compliant way. We respect individuals' sensitivity to the privacy of their information and offer them ways to control it, including providing transparent privacy notices and allowing them to request a copy of the data we collect or request it be erased.

As a service provider, we also endeavor to help our customers do the same for their constituents through enhancing privacy features in our products and equipping customers with thought leadership on data protection practices.

In 2020, the COVID-19 pandemic forced many of us to conduct our lives virtually, and as video calls, online learning, and streaming entertainment become a part of our daily lives, there was a corresponding increase in the global focus on data privacy. The Court of Justice of the European Union invalidated the EU-US Privacy Shield, California voters passed the California Privacy Rights Act, amending CCPA (which only became effective January 1, 2020), and Brexit impacted data flows as a result of the UK's departure from the EU. Blackbaud continues to track and interpret new legislation and regulatory activity in this space to enable us and our customers to protect the data we collect and store.



Business Continuity and Product Availability

Our relationship with our customers is never more important or more personal than in times of tragedy and disaster. We know that being the best partner also means planning for potential impacts to our own operations and ensuring uninterrupted excellent service.

We maintain formalized policies and procedures through the Blackbaud Business Continuity Management Program, modeled after the NIST 800-34 contingency plan for federal information systems. The program strategically equips internal teams to protect, sustain, and recover operations for best assuring the resiliency of the business. Even in the event of crisis or disaster, we can ensure unwavering partnership for our customers.

Supply Chain Security and Availability

Blackbaud uses a program to monitor and remediate risk to our supply chain that is modeled after the NIST Cybersecurity Framework. Our program assigns a risk score to all vendors relative to their impact on Blackbaud's business continuity, security, and product availability. We reconcile these vendors against reports of vendors associated with public data breaches and decide if we need to conduct additional due diligence before contracting with anyone. We also subject all vendors to a credit check, an imperative step for those vendors critical to our daily operations.



Ethical Standards

We want to help good take over, and that means we uphold the highest governance and ethical standards and pledge to:



Maintain a fair and healthy work environment



Uphold integrity in the workplace and marketplace



Protect Blackbaud's assets and reputation

Our ethics training requires that each employee read, understand, and affirm compliance with our Code of Conduct.

We also make it easy to anonymously report suspected incidents of noncompliance, including an independent ethics reporting hotline available to our employees 24 hours a day, 7 days a week.

Our general counsel's office and board of directors ensure an efficient and effective ethics complaint, investigation, and reporting process. We want every team member to feel comfortable reporting concerns, and we do not allow retaliation of any kind against an employee who reports ethical violations.

Beyond our Code of Conduct, our CEO and certain other executive leaders adhere to a Code of Ethics for CEO and senior financial officers, which includes full and fair public disclosures, internal controls, conflicts of interest, and legal and ethical compliance.

100%

employees read and affirm compliance with our Code of Conduct



Environmental Commitment in Action

WE put our environmental commitment into action through policies, strategies, and workplaces that support energy conservation, clean air and water, and a healthy planet.



Blackbaud’s World Headquarters in Charleston, South Carolina, beautifully displays our commitment to the environment, conservation, and a healthy workplace. The building quickly achieved Leadership in Energy and Environmental Design (LEED) Gold status from the US Green Building Council after its opening in 2018, and we continue to make improvements to help limit our impact on the planet.

As our employees return to the workplace following COVID-19 restrictions, Blackbaud will dramatically reduce our footprint in Charleston from two buildings to one, as many of our employees will adopt a flexible schedule with our reimagined workforce strategy, spending some time in the office and some time working from home.

LEED Gold

status granted to Blackbaud World Headquarters by the US Green Building Council



Energy

Operating with 30% more energy efficiency than a typical building of our class

We make the most of the southern sun exposure with a bank of solar panels that allows us to reduce our reliance on the power grid by 12,475 kilowatt hours monthly. During 2020, power consumption dropped significantly due to COVID-19 related building closures, even as our power grid reliance continued to be offset by solar power at the same level.

We operate with 30% more energy efficiency than a typical building of our class. Rather than conventional light switches, we control our lighting with occupancy sensors and measure the amount of light at each desktop, adjusting to what each group needs, while capitalizing on natural light, even as it shifts during the day.

With commitment to not over-light, we use only energy-efficient, dimmable LED fixtures and have 30% fewer light fixtures than found in conventional designs. We use a centralized cooling tower system and advanced mechanical controls that allow us to monitor our HVAC.



Air

Ensuring better air quality with less energy consumption

In 2020, we invested in a higher rated air filter (Merv 13) that traps smaller airborne particles that will significantly improve indoor air quality.

We bring in as much outside air as possible to ensure that we maintain low carbon dioxide levels. We monitor both carbon dioxide and particulate matter, as well as temperature and humidity to track HVAC efficiency from several locations on every floor.

Our janitorial team uses efficient cleaning equipment that consumes less energy while providing a clean, safe workplace. We select our cleaning products with our employees' and cleaning staff's health in mind and maximize sustainable certifications and effective green cleaning.



Water

Reducing water usage inside and outside our building

We use about 20% less water than a typical highest class office building. At our world headquarters, we use low-flow water fixtures on all sinks and toilets, plus we have native landscaping that requires less water and benefits birds, animals, and pollinators.



Landscaping features at Blackbaud World Headquarters in Charleston, SC.

30%
more energy efficient in our operations

30%
fewer light fixtures than conventionally used

20%
less water used than typical highest class office building



Wellness

Providing healthy food and ample exercise opportunities

Our headquarters includes a basketball court, bocce court, and putting green. Employees and guests can use our bicycles to travel to trails or restaurants around town at lunch or on breaks.

Our cafeteria sources 11% of its produce from local farms, selects dairy products free of artificial growth hormones, and pledges to serve tuna sourced without fish-aggregating devices.

Each employee's workspace includes an ergonomic, adjustable standing desk. Our open-floor plan was designed for collaboration with breakrooms and other spots for socializing while also offering private rooms for employees who need a quiet space during the day.



Waste

Aiming to divert as much waste as possible from the landfill

In 2019, we removed desktside trash receptables and implemented centralized trash collection on each floor. This eliminated the frequent replacement of plastic bags in approximately 700 trash receptables.

We rely on a single-stream recycling system that requires less truck travel and encourages recycling by making it simpler.

We have a comprehensive composting system and use compostable containers. We are committed to overall plastic reduction, and in 2019, we stopped providing plastic straws on our campus.

11%

of cafeteria produce sourced from local farms

Fewer

desktside trash receptacles, leading to fewer plastic trash bag refills

TRANSPARENCY AND REPORTING

Part of our commitment to social good is sharing our progress. By measuring and reporting on our performance on key Environmental, Social, and Governance (ESG) Practices, we celebrate the progress we've made and share openly about areas where we're continuing to grow.



Blackbaud employees gather donated food to deliver to a number-one trauma center in Dallas, TX.



ESG Metrics and Indicators

AT Blackbaud, we believe it's important not only to run our business in a way that helps good take over through our Environmental, Social, and Governance (ESG) practices, but to track and transparently report on our progress. That's how change happens and how we lead by example in our efforts to build a better world.

We are proud of the progress we made in 2020 and are resolutely focused on continuing to improve on these metrics in 2021 and beyond.

Reporting Approach

As Blackbaud continues to advance our focus on people, culture, communities, and corporate initiatives, we are committed to transparent reporting on key metrics related to our ESG goals.

We are proud to expand our 2020 *Social Responsibility Report* to include voluntary reporting disclosures. We have carefully selected certain reporting metrics for calendar year 2020 that align with the Sustainability Accounting Standards Board (SASB), the Global Reporting Initiative (GRI) Standards, and our own internal metrics based on our assessment of our business operations and strategies.

We are committed to expanding and modifying our metrics over time and using these and other baseline measures to improve transparency and implement change in our organization.

Material Priorities

Blackbaud is dedicated to governing its business ethically, being a caring employer, contributing to causes and communities through corporate philanthropy, and pursuing sustainability. Using a core set of priority issues to guide our efforts, our teams focus on the topics that are material to our business and are in alignment with our stakeholders' interests. We will revisit these priorities on a consistent basis.

Team Alignment and Stakeholder Engagement

For nearly four decades, Blackbaud has driven impact for social good, providing cloud software, services, data intelligence, and expertise that empower and connect people around the world.

Building on our mission of helping good take over, we have developed a team structure to guide our ESG initiatives. We have:

- ▶ Formalized executive sponsorship with CEO Mike Gianoni
- ▶ Established oversight from the company's board of directors
- ▶ Launched an employee-led, cross-functional ESG Steering Committee
- ▶ Invested in an ESG Program Manager role
- ▶ Created employee Impact Teams dedicated to specific ESG workstreams

We believe that continual involvement and feedback from stakeholders are key to a successful long-term program.

Our key stakeholders and examples of ongoing engagement and outreach:



INVESTORS

Quarterly earnings calls, regular investor conferences, frequent one-on-one conversations



POLICY MAKERS

Quarterly check in with company's board of directors, executive leadership, and Government Relations leader



EMPLOYEES

Company and department meetings, surveys, information sessions, affinity groups



CUSTOMERS

Annual conference, social media, online forums, customer-facing team feedback



COMMUNITY

Community events, one-on-one conversations with community leaders, social media



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Company Overview and Governance

Company Overview

Organization Name	Blackbaud	GRI 102-1
Products/Solutions	Product List	GRI 102-2
Location of Headquarters	Charleston, SC	GRI 102-3
Countries of Operations	Global Locations	GRI 102-4
Ownership and Legal Form	Annual Report, Form 10-K & Proxy Statement	GRI 102-5
Markets Served	Who We Serve	GRI 102-6

Strategy

ESG Commitment from Senior Decision-Maker	CEO letter	GRI 102-14
Key Impacts, Risks, and Opportunities	Form 10-K	GRI 102-15

Ethics and Integrity

Values and Principles	Code of Business Conduct and Ethics; Code of Business Conduct and Ethics for Suppliers	GRI 102-16
Mechanisms for Advice and Concerns	Code of Business Conduct and Ethics	GRI 102-17



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Company Overview and Governance

Governance

Management Approach

Our board of directors oversees the company’s governance programs, processes, and commitment, while our executive leadership team is charged with implementation, management, and daily oversight. Our guiding governance principles can be found in our [Code of Business Conduct and Ethics](#), [Code of Ethics for CEO and Senior Financial Officers](#), [Code of Business Conduct and Ethics for Suppliers](#), [Corporate Governance](#), and the charters of the various committees of our board of directors. These principles provide the building blocks for the many specific policies and procedures by which we operate daily. We are proud of our strong governance and compliance culture and are committed to best practices throughout our organization.

Governance Structure

[Proxy Statement](#)

GRI 102-18

Executive-Level Responsibility for Economic, Environmental, and Social Topics

CEO

GRI 102-20

Consulting Stakeholders on Economic, Environmental, and Social Topics

[Social Responsibility Report](#)

GRI 102-21

Composition of the Highest Governance Body and its Committees

[Corporate Governance & Proxy Statement](#)

GRI 102-22

Chair of the Highest Governance Body

[Proxy Statement](#)

GRI 102-23

Nominating and Selecting the Highest Governance Body

[Nominating and Corporate Governance Committee Charter & Proxy Statement](#)

GRI 102-24



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Company Overview and Governance

Governance Cont.

Conflicts of Interest	Proxy Statement	GRI 102-25
Remuneration Policies	Proxy Statement	GRI 102-35
Process for Determining Remuneration	Proxy Statement	GRI 102-36

Stakeholder Engagement

List of Stakeholder Groups	Social Responsibility Report	GRI 102-40
Collective Bargaining Agreements	None of our employees are currently covered by a collective bargaining agreement.	GRI 102-41
Identifying and Selecting Stakeholders	Social Responsibility Report	GRI 102-42
Approach to Stakeholder Engagement	Social Responsibility Report	GRI 102-43
Key Topics and Concerns Raised	Social Responsibility Report	GRI 102-44

Reporting Practice

Entities Included in the Consolidated Financial Statements	Form 10-K	GRI 102-45
Defining Report Content and Topic Boundaries	Social Responsibility Report	GRI 102-46
Reporting Period	January 1–December 31, 2020	GRI 102-50
Reporting Cycle	Annual	GRI 102-52
Contact Point for Questions Regarding the Report	IR@blackbaud.com	GRI 102-53



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Company Overview and Governance

Procurement Practices

Management Approach

[Code of Business Conduct and Ethics](#),
[Code of Business Conduct and Ethics for Suppliers](#) & [Human Rights Policy](#)

GRI 103-2

Anti-Competitive Behavior

Monetary Losses Due to Legal Proceedings
Associated with Anticompetitive Regulations

\$0

**SASB TC-SI-520a.1,
GRI 206-1**

Risk Management

Management Approach

Our relationship with our customers is never more important or more personal than in times of tragedy and disaster. We know that being the best partner also means planning for potential impacts to our own operations and ensuring uninterrupted excellent service. We maintain formalized policies and procedures through the Blackbaud Business Continuity Management Program—modeled after the NIST 800-34 contingency plan for federal information systems. The program strategically equips internal teams to protect, sustain, and recover operations for best ensuring the resiliency of the business. Even in the event of crisis or disaster, we can ensure unwavering partnership for our customers.

Commitment to Business Continuity and
Risks Related to Operations Disruptions

[Form 10-K](#) & [Proxy Statement](#)

SASB TC-SI-550a.2



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Environment

Energy Management: Offices (>25k sf)

Management Approach

Sustainability Policy; With the rollout of a new flexible workforce strategy, we reduced the global office footprint by more than 50% in 2020. Most significantly, we exited the 217,000 square foot Customer Operations Center in Charleston, SC, and consolidated all Charleston employees into our LEED-Gold-Certified headquarters building, which opened in 2018. The physical footprint reduction will result in a significant reduction of Scope 2 GHG emissions in future years. Installation of solar panels on the Charleston headquarters provides more than 12,500 KWH of electricity per month, and we are committed to exploring ways to increase our use of renewable energy sources.

Total Office Electricity Consumption (MWh)	7,525 mWh	GRI 302-1, SASB TC-SI-130a.1
(1) Total Energy Consumed, (2) Percentage Grid Electricity, (3) Percentage Renewable	7,525 mWh, 98%, 2%	SASB TC-SI-130a.1
Total Office Water Consumption (g)	6.6 million	GRI 302-1, 305-2
Scope 2 GHG Emissions (Location-Based Real Estate) Tonnes Co2/e	6,280	GRI 305-2



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Environment

Energy Management: Data Centers

Environmental Consideration in our Data Center Strategic Planning and Supply Chain

Blackbaud does not currently own and operate data centers. Our operation is strategically dispersed in collocated data centers (COLOs). Currently these COLOs do not have the ability to measure energy and water usage at a client level. We will work closely with our collocated data centers on ways to measure and improve our energy footprint.

SASB TC-SI-130a.3

(1) Total Energy Consumed, (2) Percentage Grid Electricity, (3) Percentage Renewable

Plan to partner with COLOs in 2021

SASB TC-SI-130a.1

(1) Total Water Withdrawn (2) Total Water Consumed, Percentage of each in Regions with High or Extremely High Baseline Water Stress

Plan to partner with COLOs in 2021

SASB TC-SI-130a.2

Travel

Environmental Considerations in our Travel Strategy and Policy

Post COVID, we will rethink our travel strategy and use new virtual collaboration methods with our colleagues and customers that will greatly reduce the need for business travel. In addition, the new workforce strategy that allows employees more choice on where they work will further reduce GHG emissions from commuting.

Scope 3 GHG Emissions from Employee Travel (Tonnes Co2/e)

Plan to measure in 2021

GRI 305-3



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Environment

Sustainable Built Environment

% of Space Achieving LEED Certification	77%	
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Waste

Electronic Waste Approach

Our goal is to ensure that all electronic waste is properly disposed. We partner with key suppliers that adhere to international practices for disposal of waste.

Recycling Approach

Where possible, our goal is to ensure that all office waste is properly sorted and recycled. We have a signage and education program to inform employees. We also have a compost program in our headquarters to ensure that all food waste is properly recycled.

Waste Diverted from Landfills in HQ

7,000 lbs / 3.5 tons

GRI 306-2

Waste Diversion Rate in HQ (% of Total)

4.4%

GRI 306-2

Environmental Fines, Penalties, and Settlements

\$0

GRI 307-1



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Social Good

Community

Employee Volunteering Hours	100,000	
% of Employees Serving on Nonprofit Boards	25%	
% of Employees Who Volunteer	92%	
Free Research/Knowledge Sharing Offered	The Blackbaud Institute	

UN Global Compact

Level of Participation	We are proud to be a member as a “Participant.”	
------------------------	---	--

Human Rights

Human Rights Commitment	Human Rights Policy	
Labor Rights Commitment	Human Rights Policy	
# Incidents Related to Child Labor	0	GRI 408-1
# Incidents Related to Forced Labor	0	GRI 409-1



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Social Good

Health and Safety

Health and Safety Commitment	Health and Safety Policy	
# of Employee Fatalities Resulting from Operational Accidents per 100,000	0	GRI 403-2
# Contractor Fatalities Resulting from Operational Accidents per 100,000	0	GRI 403-2
# Injuries and Illnesses per 200,000 Hours Worked	<1	GRI 403-2

Supply Chain

Commitment to Responsible Sourcing	Code of Business Conduct and Ethics for Suppliers	
% Suppliers that Have Undergone Human Rights Screening	In 2021 we plan to institute more robust supplier screening and audit processes.	GRI 412-3
# Incidents Related to Child Labor	0	GRI 408-1
# Incidents Related to Forced Labor	0	GRI 409-1



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Our People

Employment

Management Approach

Working at Blackbaud is more than just a job—it means making an impact in the lives of others every day. We are driven by our passion for our customers and their missions. We are committed to providing a diverse and inclusive environment where employees can bring their authentic selves to their careers. Our passion, purpose, and inclusive work environment fosters healthy, happy, and engaged employees. Our goal is to attract and retain world-class talent committed to delighting the customer.

Employees

Global Employees	3,130	GR 102-7
% Employees in US	88%	SASB TC-SI 330a.1
% Employees Outside US	12%	SASB TC-SI 330a.1



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Our People

Diversity Indicators

% Female Employees	46%	GRI 102-8, SASB TC-SI 330a.3
% Male Employees	54%	GRI 102-8, SASB TC-SI 330a.3
% Female People Managers	44%	GRI 102-8, SASB TC-SI 330a.3
% Male People Managers	56%	GRI 102-8, SASB TC-SI 330a.3
% Females in Tech Roles	32%	GRI 102-8, SASB TC-SI 330a.3
% Males in Tech Roles	68%	GRI 102-8, SASB TC-SI 330a.3

Ethnicity

% White	82%	SASB TC-SI 330a.3
% Underrepresented Minority	18%	SASB TC-SI 330a.3
% White People Managers	89%	SASB TC-SI 330a.3
% Underrepresented Minority People Managers	11%	SASB TC-SI 330a.3
% White in Tech Roles	78%	SASB TC-SI 330a.3
% Underrepresented Minority in Tech Roles	22%	SASB TC-SI 330a.3



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Our People

Talent Development and Engagement

Management Approach

At Blackbaud our first corporate goal is focused on our people and our culture. We aim to cultivate a thriving, diverse, and inclusive culture where our employees are engaged and continually developed. Our talent development approach at Blackbaud spans the full lifecycle of employees. From the time they join Blackbaud, continual development opportunities are provided.

GRI 103-2

Programs for Upgrading Employee Skills

New employees attend an in-depth company orientation—the **Blackbaud Experience (BBX)**—which prepares them for success in our organization.

GRI 404-2

Every people leader at Blackbaud attends **Blackbaud Engagement Labs**, which prepares managers to build safety, share vulnerability, create purpose, and focus on performance development.

We provide access to **LinkedIn Learning** for all our employees to develop in areas meaningful to them.

The **Together Anywhere** program equips all employees to connect, collaborate, and communicate in a digital-first world. **Together Anywhere for Leaders** provides a blended learning approach to prepare leaders for leading in the hybrid environment.



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Our People

Talent Development and Engagement Cont.

Programs for Upgrading Employee Skills Cont.

More than 225 courses have been designed to help **Blackbaud Customer Success** employees develop a deep understanding of the solutions we offer so they can best serve our customers.

GRI 404-2

Engineers are provided opportunities to learn and experiment to enable innovation as new technologies emerge:

- **Pluralsight:** Online tech, skill development through assessments, learning paths, and 7,000+ expert-led videos
- **O'Reilly:** Multiple live and recorded learning mediums targeted toward tech learners
- **Tech Thursdays:** Employee knowledge share session where new technology is highlighted
- **Gartner Research & Development Leadership Council:** Research and advisory source in support of senior leaders, which includes business insights, advice, and tools to achieve mission-critical priorities
- **TSIA (Technology & Services Industry Association):** Technology industry data and best practices: data-driven insights, expert advice, and peer-learning

Employees Appraised by Management via Objectives

100%

GRI-404-3

Employee Engagement

Our annual survey was distributed in March 2021.

SASB TC SI 300a.2



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Data Privacy and Security

Data Privacy and Security

Management Approach

Our world-class security, privacy, and risk-management teams work every day to ensure the safety of customer data by adhering to industry standard practices, conducting ongoing risk assessments, aggressively testing the security of our products, and continually assessing our infrastructure. Our Information Security Team leverages the industry standard CIA Triad Model (Confidentiality, Integrity, Availability) in conjunction with various industry control frameworks, such as the NIST CSF, PCI DSS, ISO27001, SOC 1, SOC 1 type 2, and others to protect our solutions.

Data Privacy

Privacy Commitment

[Privacy Policy](#);
[Code of Business Conduct and Ethics](#)

GRI 102-16

Policies and Procedures Relating to Behavioral Advertising and User Privacy

[Privacy Policy](#)

SASB TC-SI-220a.1

Number of Users Whose Information is Used for Secondary Purposes

0; Personal data for which Blackbaud is the data controller is used in accordance with our privacy policy. Blackbaud does not use customers' constituent data consisting of personal data for purposes other than as stated in the Blackbaud Solutions Agreement.

SASB TC-SI-220a.2

Monetary Losses as a Result of Legal Proceedings Associated with User Privacy

\$0

SASB TC-SI-220a.3



ESG METRICS AND INDICATORS

CY2020

STANDARDS/REFERENCE

Data Privacy and Security

Data Privacy Cont.

(1) Number of Law Enforcement Requests for User Information, (2) Number of Users whose Information was Requested, (3) Percentage Resulting in Disclosure	0	SASB TC-SI-220a.4
Countries Where Core Products Are Subject to Government Monitoring or Censoring	0	SASB TC-SI-220a.5

Data Security

Commitment to Identifying/Addressing Data Security Risks	Cyber Security Program and Policy Framework ; Code of Business Conduct and Ethics	
(1) Number of Data Breaches, (2) Percentage Involving Personally Identifiable Information (PII), (3) Number of Users Affected	(1); for further information, please refer to Form 10-K	SASB TC-SI-230a.1
Description of Approach to Identifying and Addressing Data Security Risks, Including Use of Third-Party Cybersecurity Standards	A description of our approach is available on our website, covering an overview of our Security Program . As reference, please see our Security Approach . As additional reference, please see our Cyber Security Program and Policy Framework .	SASB TC-SI-230a.2



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, data intelligence, and expertise.

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.



Fast Company
100 Best Workplaces
for Innovators, 2020

IDC
Top 40 Cloud Software
Providers Worldwide



Forbes
Best Employers
for Women,
2020



BuiltIn
Best Places to Work
in Austin,
2020



Stevie Award
for Sales and
Customer Service,
2020



Trust Radius
Most Loved: Blackbaud
Education Management
Solutions, 2020



The Software Report
Top 50 SaaS CEO:
Mike Gianoni,
2020



Charleston Business Magazine
50 Most Influential:
Mike Gianoni, 2020

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