

Moving Social Commitments Forward

PART ONE

RACHEL HUTCHISSON

Vice President, Global Social Responsibility

blackbaud®



Hello! I'm Rachel Hutchisson

VP, GLOBAL SOCIAL RESPONSIBILITY AT BLACKBAUD:

- Built company's social responsibility program over the past 15 years
- Co-chair ESG Steering Committee & Social Responsibility Reporting
- Chair Senior Women's Leadership Council
- Serve on Diversity & Inclusion Council

"Good is for everyone."

You can find me on Linked In and
@RachelHutchssn on Twitter



We are the world's leading cloud software company powering social good.



Millions of users in over 100 countries



The world's 18th largest SaaS applications provider*

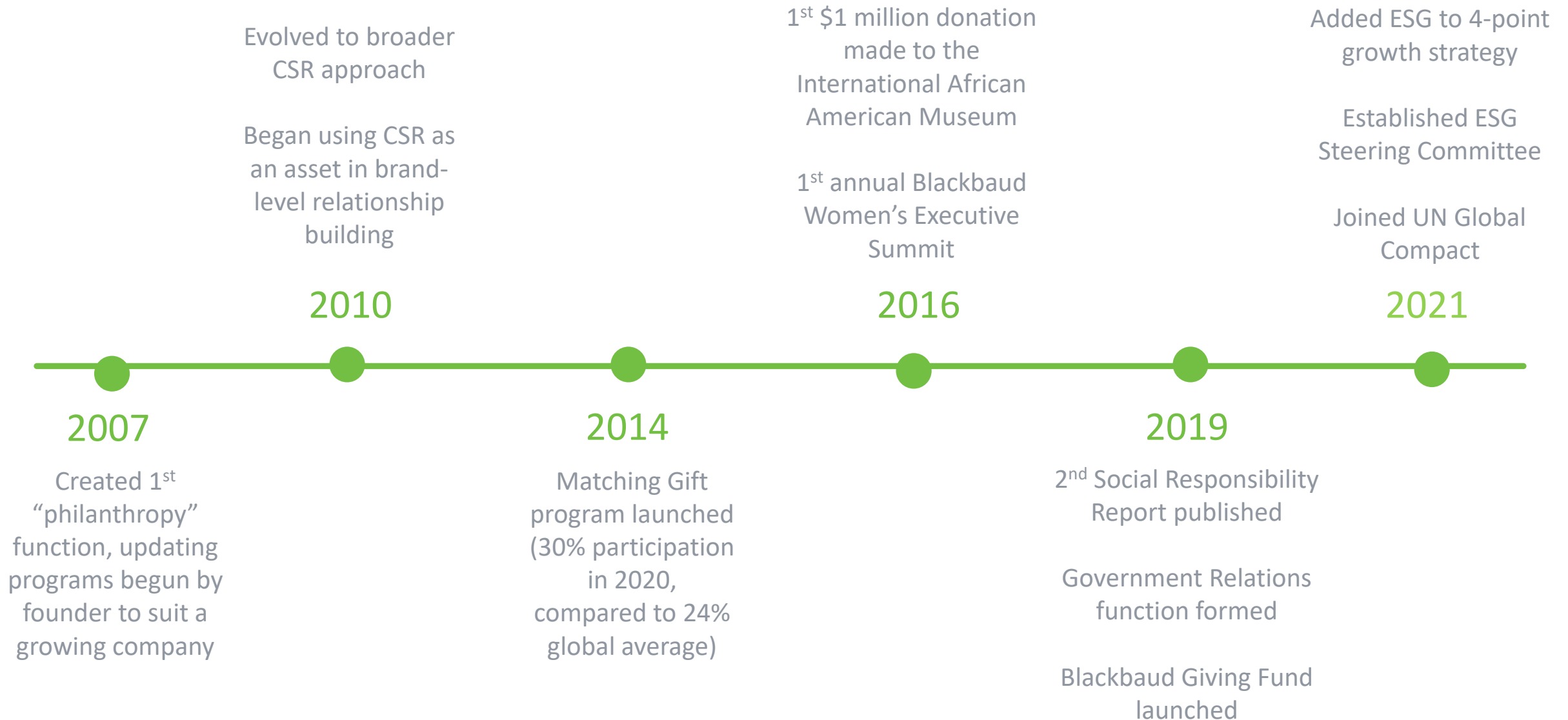


Fortune 56 Companies Changing the World*

*2017

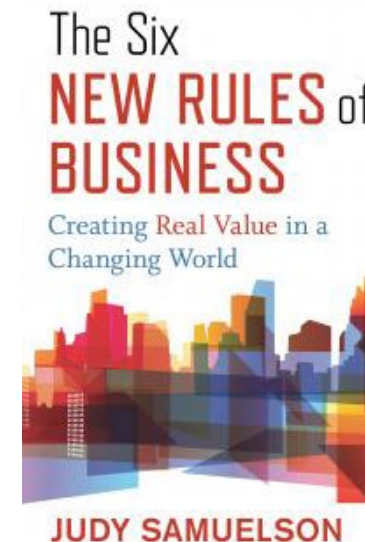


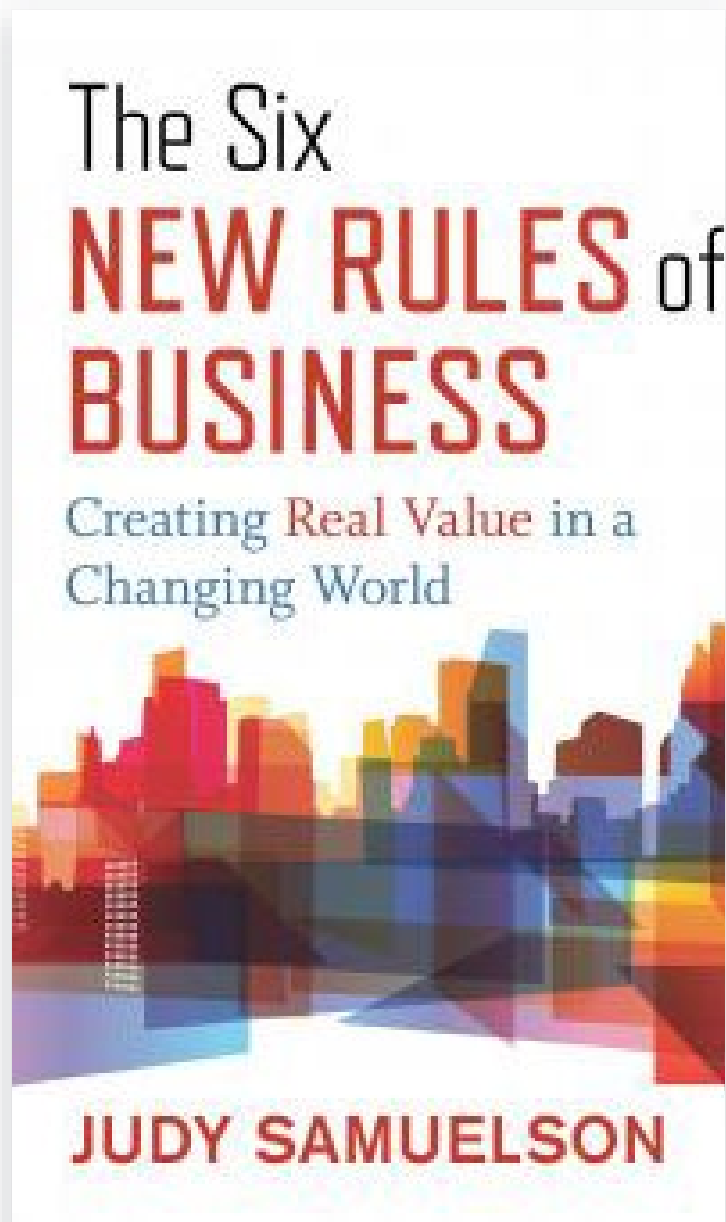
History



The world was changing. The old rules of business...

1. **Hard assets determine firm value.**
2. **"Shareholder value" or "profit maximization" is the organizing principle of the corporation.**
3. **Corporate Responsibility is defined by host communities and fence-line neighbors.**
4. **Labor is a cost to be minimized.**
5. **Capital is King; shareholders rule.**
6. **Compete to win.**





- 1. Intangibles drive value, not the balance sheet:** Reputation, trust, and other intangibles—not profit—drive business value
- 2. Purpose over profits:** Businesses serve many objectives beyond shareholder value. Purpose is more than a slogan; it is revealed through how the company operates and the decisions it makes.
- 3. Corporate Responsibility is more than your carbon footprint:** Corporate responsibility is defined far outside the business gates—extending through the supply chain and ecosystem to the public.
- 4. Employees are more than 'stakeholders' -- they are the business:** Employees are corporate allies that hold businesses accountable, connect social and environmental issues to business priorities and give voice to risk and competitive advantage.
- 5. Culture is King:** Competition for talent and a focus on innovation and the human element take precedence over capital markets.
- 6. Co-create, don't compete:** When the system is at risk, enlist business partners along the supply chain to raise the bar for the industry as a whole, and win.

Blackbaud's Global Social Responsibility

Giving &
Serving

Influencer
Relationships

Women's
Leadership +
D&I Partner

Environment
Social
Governance

Government
Relations

Tech, Data &
Workforce

Key actions going into 2021:

1. Added ESG to 4-point growth strategy
2. Joined the UN Global Compact
3. Formed an ESG Steering Committee
4. Began using SASB and GRI frameworks for ESG

Being integrated (it takes time):

1. Who is involved?
2. Is your board engaged?
3. What's material to you and your stakeholders?
4. Are you getting there together?

Thank You!

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Rachel.Hutchisson@blackbaud.com

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