



# Blackbaud Announces Expanded Relationship With the Salvation Army Australia

*Cloud software leader to power the nonprofit's fundraising and relationship management technology solutions*

SYDNEY, NEW SOUTH WALES, AUSTRALIA, November 25, 2020 /EINPresswire.com/ -- Blackbaud (NASDAQ: BLKB), the world's leading cloud software company powering social good, today announces a major expansion of its support for The Salvation Army Australia. Blackbaud will power the nonprofit's fundraising and relationship management technology as The Salvation Army Australia continues to provide hope, opportunity and freedom to all Australians.

The Salvation Army Australia is an international Christian movement, united by faith and giving hope where it's needed most. Across Australia – in cities, country towns and rural communities – The Salvation Army touches every demographic and age group. The nonprofit is involved in national issues, while also bringing hope to people who may be experiencing hardship or injustice. Since its founding in 19th century London, The Salvation Army has expressed its faith in charitable work to provide both spiritual and social support. As one united nonprofit serving all of Australia, The Salvation Army Australia is one of the three largest charities in the nation.

"We couldn't be more pleased to be expanding our relationship with Blackbaud as our trusted technology provider," said Janine Kewming, National Head of Fundraising, The Salvation Army Australia. "Blackbaud has a deep understanding of our sector and we greatly value the expertise and sense of partnership they bring. We see Blackbaud as true partners in our mission. They uniquely blend proven technology with a partnership methodology that strongly matches our values. We know that with Blackbaud powering our fundraising and relationship management solutions, we'll be able to focus more time on our mission – caring for people, creating faith pathways, building healthy communities and working for justice."

The Salvation Army Australia will implement Blackbaud CRM™ to help build stronger and more productive constituent relationships. Blackbaud CRM combines unmatched nonprofit expertise with industry-leading fundraising and customer relationship management software solutions, integrated analytics, multichannel marketing and data mining services.

"We have valued our longstanding relationship with The Salvation Army and look forward to helping them fulfill their mission with the help of highly reliable, sophisticated technology and a commitment to a people first trusted partnership," said Kevin Sher, president and general

manager for Blackbaud's operations in Asia Pacific. "At Blackbaud, we believe the world will be a better place when good takes over, and that's a higher purpose echoed by The Salvation Army Australia. Together, we'll be able to drive even more impact for social good."

To learn more about Blackbaud and its solutions for fundraising and relationship management, visit [Blackbaud.com.au/solutions](https://www.blackbaud.com.au/solutions).

#### 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 organisations, faith communities, arts and cultural organisations, foundations, companies and individual change agents—Blackbaud connects and empowers organisations to increase their impact through cloud software, services, expertise and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for fundraising and CRM, marketing, advocacy, peer-to-peer fundraising, corporate social responsibility, school management, ticketing, grantmaking, financial management, payment processing and analytics. Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada, Costa Rica and the United Kingdom. For more information, visit [www.blackbaud.com.au](https://www.blackbaud.com.au) or follow us on [Twitter](#), [LinkedIn](#), Instagram and [Facebook](#).

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