

# Blackbaud®

## Zoological Society of London Selects Blackbaud Solutions to Improve Infrastructure and Supporter Relations

*Blackbaud solutions will help support approximately 1.8 million visitors per year*



*ZSL looks forward to developing a comprehensive CRM strategy with Blackbaud solutions*

**London (May 27, 2009)** – Blackbaud Europe, Ltd., a division of Blackbaud, Inc. (Nasdaq: **BLKB**), announced today that **The Zoological Society of London** (ZSL) has selected **The Patron Edge®**, **The Patron Edge® Online** and **Blackbaud® NetCommunity™** to help improve business processes and supporter relations.

“We selected Blackbaud as our partner because they could provide us with an integrated solution that streamlines multiple business procedures, while providing a single view of our customer base,” said Nick Napier, ZSL’s head of information and communication technology, and deputy to the director of finance.

The Zoological Society of London is an international scientific, conservation and educational charity that focuses on the conservation of animals and their habitats. The Society runs ZSL London Zoo, ZSL Whipsnade Zoo and Biota!, carries out scientific research in the Institute of Zoology and is actively involved in field conservation worldwide.

“We are delighted to partner with The Zoological Society of London,” said Christopher Goodhart, European managing director, Blackbaud’s Arts and Cultural Division. “This leading organisation needed an integrated solution that could enhance its online capabilities and handle a variety of complex processes, including fundraising, ticketing, and Gift Aid implementation. Zoological Society of London can now streamline its workflow by using one integrated solution and can take a constituent-focused approach to help build long-term relationships with its visitors and donors.”

The Zoological Society of London needed to partner with an experienced company that could provide a constituent-centric, integrated solution with strong infrastructure to support the organisation’s growth and the opening of a third attraction. “With Blackbaud, we are confident that we can meet our overall objectives,” said Napier. “I’m looking forward to developing a comprehensive CRM supporter strategy, knowing that a stable and strong foundation will be in place.”

Blackbaud’s solution will provide ZSL’s users with a complete, 360-degree view of its visitors. The Patron Edge and Patron Edge Online will allow ZSL to manage its own online ticket sales, with no per-ticket or transaction fee, and will also streamline in-house processes. Additionally, with Blackbaud NetCommunity, ZSL will adopt an online strategy to improve communications with supporters.

With more than 25 years of experience, Blackbaud has partnered with over 1,500 arts and cultural organisations worldwide by providing solutions that help them meet their unique institutional goals in development, finance, and retail departments; visitors’ and admissions’ offices; and box offices. For more information, visit [www.blackbaud.co.uk/solutions/cultural/bbe\\_cultural.aspx](http://www.blackbaud.co.uk/solutions/cultural/bbe_cultural.aspx).

### **About Zoological Society of London**

Founded in 1826, The Zoological Society of London (ZSL) is an international scientific, conservation and educational charity: our key role is the conservation of animals and their habitats. The Society runs ZSL London Zoo and ZSL Whipsnade Zoo, carries out scientific research in the Institute of Zoology and is actively involved in field conservation in other countries worldwide. For further information, visit [www.zsl.org](http://www.zsl.org).

### **About Blackbaud Europe**

Blackbaud Europe, Ltd. is a division of Blackbaud, Inc. (Nasdaq: **BLKB**), the leading global provider of software and related services designed specifically for not-for-profit organisations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their

missions. More than 22,000 organisations – including Cancer Research UK, CRISIS, University of Cambridge and English National Opera – use one or more of Blackbaud products and [consulting services](#) for in-house and online [ticketing](#), marketing, [website management](#), and [fundraising](#). Blackbaud's solutions include [The Raiser's Edge](#)<sup>®</sup>, [The Patron Edge](#)<sup>®</sup>, [The Information Edge](#)<sup>™</sup>, [Blackbaud Gift Aid](#)<sup>™</sup> and [Blackbaud](#)<sup>®</sup> [NetCommunity](#)<sup>™</sup> as well as a wide range of consulting and educational services. Since 1981, Blackbaud's sole focus and expertise has been partnering with not-for-profits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in the United Kingdom, Canada and Australia. For more information, visit [www.blackbaud.co.uk](http://www.blackbaud.co.uk).

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**Source:** Blackbaud Europe

#### **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. 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 related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; 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.