

Plan sponsor case study

Blackbaud: Helping employees live their best financial lives

Client profile

Blackbaud is the world’s leading cloud software company powering social good through cloud software, services, expertise and data intelligence. Blackbaud connects and empowers the entire social good community — nonprofits, educational institutions, healthcare organizations, faith communities, arts and cultural organizations, foundations, corporate and individual change agents — through cloud software, services, expertise and data intelligence. Serving the industry for more than four decades, Blackbaud is a remote-first company headquartered in Charleston, South Carolina, with global operations.¹

Goal

Blackbaud champions an inclusive and supportive culture that empowers each employee to reach their full potential both professionally and personally. The company understands that financial, emotional, social, and physical wellness are intertwined, interdependent parts of an employee’s overall well-being, and is committed to providing a spectrum of educational and enrichment opportunities to help employees live their best lives.

Financial education is a key focus for Blackbaud, especially to support an influx of early career professionals joining the company who were reaching out to the People and Culture team for assistance with financial questions and concerns. With the company’s holistic approach on well-being, Blackbaud is keenly interested in a comprehensive solution that helps address their employees’ broad needs and “connect the dots” across their financial lives to better utilize and maximize usage of solutions designed to enhance employees’ ability to live their best financial lives.

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Are Not FDIC Insured	Are Not Bank Guaranteed	May Lose Value
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Solution

Bank of America and Merrill teams worked with Blackbaud to evolve its employee benefits program to meet new challenges, needs and opportunities over their 18-year working relationship. Today, Blackbaud’s integrated benefits and financial education programs help employees manage their broad, diverse financial needs and support the company’s holistic approach to wellness.

Bank of America shares Blackbaud’s focus on holistic financial wellness. Our Financial Life Benefits® solution goes beyond traditional benefits to provide personalized guidance and tools to help employees manage their full financial lives—whether it’s creating a budget, preparing for emergencies, saving for healthcare or planning for a steady stream of income in retirement. As a pioneer and leader in delivering innovative employee workplace programs, it was only natural that Blackbaud would embrace this concept early on.

“Financial wellness is one of four pillars — financial, emotional, social, physical — that we reference when we talk about overall well-being with our employees. If one pillar is off, it could impact the others. And when one pillar is especially strong, it can help amplify the others. So, we have to make sure we are making it easy for employees to access resources than can nurture each one of these pillars.”

— MaKeya McDaniel
Senior Manager, Employee Benefits
Blackbaud People and Culture Team

Approach

Bank of America worked in partnership with financial advisors from Merrill's Global Corporate and Institutional Advisory Services (GCIAS) to help Blackbaud create a highly integrated and personalized benefits experience with a focus on connecting employees directly to one-on-one financial guidance and year-round financial educational programs. Here are some examples of the wide-ranging approach:

- **Tailored a comprehensive, holistic workplace benefits offering**, including 401(k), equity compensation, health savings accounts, corporate employee banking program, 529 college savings plan and a pilot emergency savings program.
- **Introduced 2,800 employees to a dedicated GCIAS financial advisor** for personalized planning and benefits education support at no charge.
- **Integrated financial wellness into Blackbaud employee onboarding curriculum**, which employees can access from the first day on the job and going forward as their needs change.
- **Offered an advice program with a managed account solution, currently used by half of Blackbaud employees.** Blackbaud is also implementing a self-direct brokerage option to provide employees more choice, including access to Environmental, Social, and Governance (ESG) investments.
- **Created an intranet site to aggregate all employee benefits in one place**, which provides convenient access to each benefit, resources and education, as well as opportunities to take action in support of overall wellness.

Results

Feedback from Blackbaud employees is one gauge of the program's success. "Our employees are very vocal and let us know how they are doing, how things are going, through a variety of surveys and direct feedback," says MaKeva McDaniel, Senior Manager for Blackbaud's Employee Benefits. "We have heard positive feedback around the advisor program. It seems having someone to reach out to and talk about their accounts is a great success. In addition, the response to our Financial Fitness event was tremendous."

There are also some takeaways from the plan sponsor perspective. "We love the holistic platform. It's comforting to know we can send employees to one place to get all their questions resolved," McDaniel says.

McDaniel adds that being able to offer a robust benefits and financial education program can also help support attraction and retention. "It's not the only reason people want to work at Blackbaud, but it helps to be able to present a comprehensive package of benefits and convey why it's valuable."

Blackbaud and Bank of America also tracked specific metrics that indicated employees were taking positive actions on their finances. These metrics are shown on the next page.

"We feel like we have an obligation to take care of our employees. One way we do this is by providing them with an exceptional benefits program. At the same time we're helping employees, we're also helping the company keep valuable talent. When employees can get one-on-one consultations and educational resources to help them manage and improve their financial situations—all accessible during their workday—it helps them feel like they matter here and want to stay here."

— Cary Shealy
Senior Director, Blackbaud Human Resources and Employee Benefits

Success metrics

401(k)² (results as of March 2022)



Decrease
in requests for
loans and withdrawals
over the same time
period, as of March 2021



average financial wellness score
of Blackbaud employees who
have completed a Financial
Wellness Tracker assessment



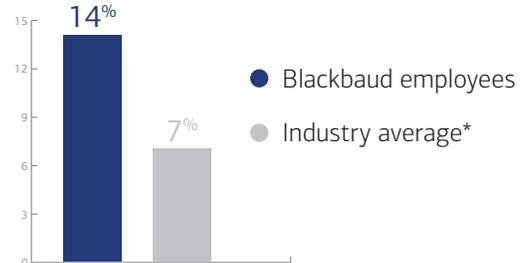
56%
average likelihood
of Blackbaud
employees meeting
retirement goals

Health and benefit accounts³ (results as of December 2021):



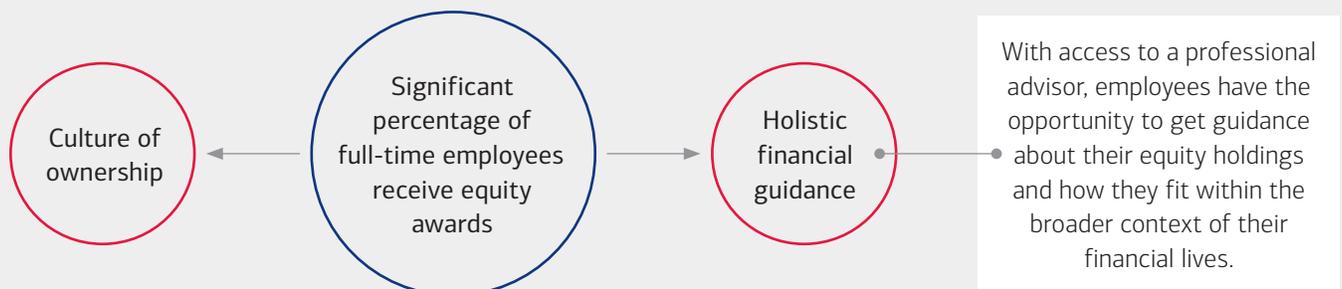
- The average account balance has increased 19% year-over year — and is 36% higher than the industry average.*
- Employees with a Health Savings Account (HSA) are saving an average of 25% of their contributions each year, allowing them to build their balances for the future.

Employees with HSAs using the investment feature



*Devenir 2021 Year-End HSA Market Research Report.

Equity plan²



Employee banking and investing benefit³ (results as of March 2022)



More than a quarter of employees
receive employee banking and
investing benefits



\$117,000

saved in fees by Blackbaud employees



\$46,000

in mortgage savings

Financial education (results as of July 2022)

50% of Blackbaud employees
who participated in quarterly
education sessions over the past year took
action to improve their financial situations



Increased their 401(k) contribution



Refinanced mortgage



Opened an emergency savings account

Ongoing collaboration powers better workplace solutions

Blackbaud continues to collaborate with their Bank of America and GCIAS integrated team to get insights, ideas and best practices from across the organization to expand and improve their workplace programs. The company is using a combination of Bank of America and its own plan data and insights to understand how the program is working and to adjust or add to the program to continue to make it better.

Synergy between Blackbaud and Bank of America based on shared values and perspectives on wellness is helping power the way forward. “Partnership is like a successful marriage—both have to be in it to be successful. Communication is key to stay ahead of needs and be proactive in providing meaningful support to our employees,” McDaniel says.

¹ Blackbaud, Inc., July 2022.

² Investment products are available from Merrill Lynch, Pierce, Fenner & Smith Incorporated.

³ Bank products are available from Bank of America, N.A., and affiliated banks.

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