



Non-Profit Software Sector Report

Harris Williams | 2H 2024

Non-Profit Software Observations and Key Trends

Several dynamics are contributing to a rapidly evolving non-profit software landscape

Happening in the Non-Profit Software Sector Now



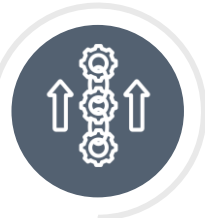
Competition for Fundraising Dollars

- There are more than 1.5 million non-profit organizations representing a wide range of causes competing for funds
- Total estimated charitable giving in the United States reached \$499B in 2022, a decline of 3.4% from 2021
- Organizations are increasingly turning to technology to help improve fundraising, with 55% of non-profits saying their organization needs to invest in technology in order to increase fundraising

Leveraging Technology to Enhance Relationships



- Non-profit organizations must effectively engage and manage relationships with a complex ecosystem, including funders, beneficiaries, employees, and volunteers
- Organizations which are more "digitally mature," and leverage technology and data effectively have much stronger relationships with all their constituents than those that are less mature
- Constituent relationship management (CRM) software has seen strong adoption among non-profits and significant innovation from the vendor ecosystem, with over 30 platforms in the market



Growing Demand for Non-Profit Specific Workflow Solutions

- Non-profit organizations are increasingly seeking technology solutions that reflect a profound understanding of their unique challenges and not only integrate but accelerate their workflows
- Software companies serving non-profit organizations are developing highly tailored software that aligns with their stakeholder needs for the end-market in which they operate
- This trend toward vertical-focused solutions presents an opportunity for non-profit software businesses to shift focus from horizontal offerings, such as payments, to end-market specific modules

Increasing Prioritization of Data Capabilities



- As organizations expand their mission and donor base, there is an increased need for data and analytics that integrate data across systems to enable more effective fundraising, case management, and organizational efficiency
- Non-profits are increasingly understanding that significant investment is necessary in back-end systems to lay the groundwork to gain access to analytics and insights from existing datasets



Utilization of AI and Analytics for Greater Impact

- Non-profits are increasingly leveraging generative AI to analyze donor data and predict giving patterns, resulting in more targeted and effective fundraising campaigns
- Non-profits that are considered "digitally mature" are four times more likely to meet mission goals, according to a Salesforce study

Perspectives on Non-Profit Software

Fundraising Software & Services



Solutions focused on enhancing fundraising and donor relationship management through software and marketing services

Select Market Participants

benevity

blackbaud

Bonterra

Classy

frontstream

RKD GROUP

Key Trends

- Individuals were the largest source of fundraising in 2022, contributing \$319B, representing 64% of total giving
- Non-profits are adopting digital technology in order to enhance engagement with individual donors as donor demographics begin to shift
- While revenue from one-time online giving decreased by 12% in 2022, revenue from monthly giving increased by 11%, illustrating the importance of adopting relationship-driven digital fundraising strategies

Core Operations



Solutions that enable non-profits to more efficiently manage financial operations, grant making, volunteers, and services

Select Market Participants

blackbaud

Bonterra

FOUNDANT

FOUNDATION SOURCE

Submittable

wizehive

Key Trends

- Organizations continue to adopt SaaS tools and technology in 2024 to optimize their core operations and internal processes
- Grant management software is growing in importance as foundations have become a larger source of non-profit funding
- Despite the continued investment in technology, many organizations still rely on inefficient homegrown systems, with Salesforce finding that only 12% of non-profits are “digitally mature”

Association Technology



Solutions focused on facilitating engagement, communication, events, and training within non-profit associations

Select Market Participants

communitybrands

daxko

higher logic

NAYLOR ASSOCIATION SOLUTIONS

Personify

Togetherwork

Key Trends

- Associations are hyper-focused on managing and engaging their member base amid demographic and societal headwinds for many professional and civic organizations
- Revenue from dues is the primary revenue source for associations, but non-dues revenue (e.g., events, certifications, job portals) can contribute substantial amounts
- Significant vendor consolidation and investment in recent years have reshaped the association technology industry

Vertically Focused Solutions



Solutions focused on specific verticals within the non-profit landscape, such as faith-based, political organizations, and higher education

Select Market Participants

Affinaquest

GIVECAMPUS

gravityty

Ministry Brands

Pushpay

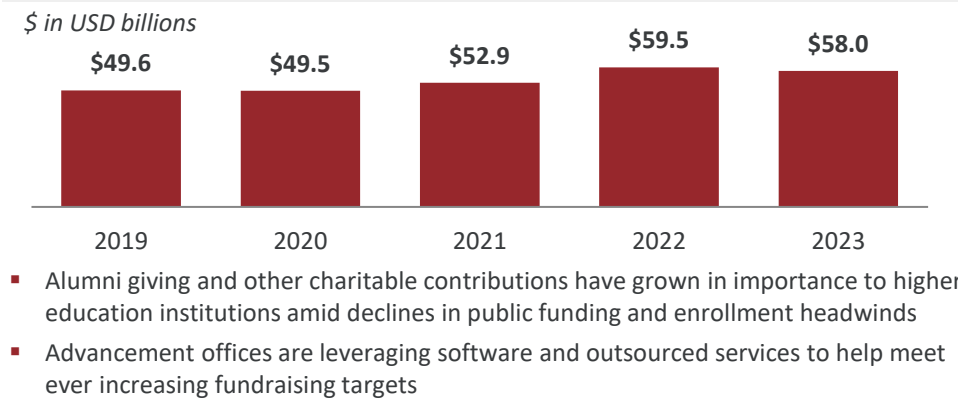
Tithe.ly

Key Trends

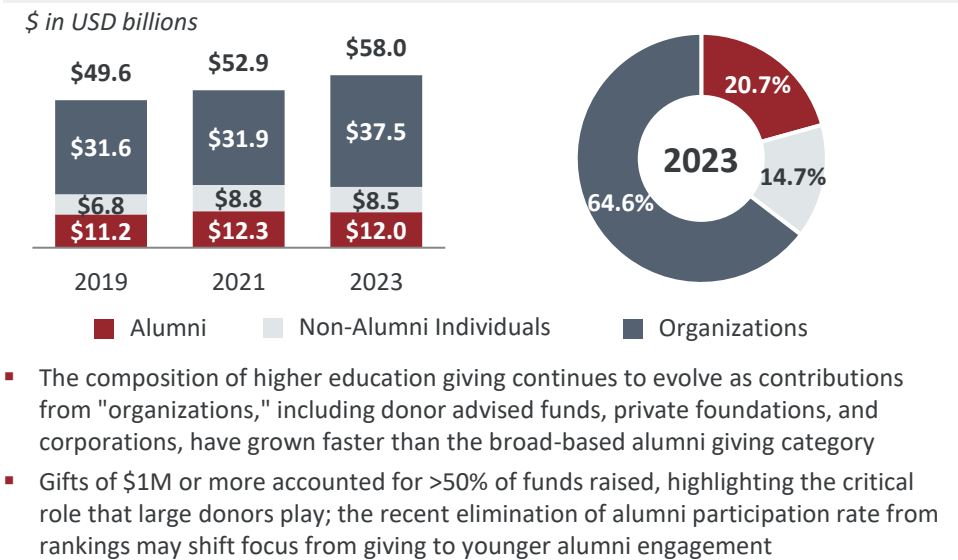
- As more non-profits progress in their digital journeys, they become increasingly focused on solutions that serve their unique needs
- Higher education institutions are among the most sophisticated groups in terms of fundraising and alumni engagement
- In faith-based organizations, 95% of leaders say their reliance on digital tools and software has increased from before the pandemic began, with close to 70% of respondents reporting their usage has increased significantly

Higher Education Fundraising Technology Trends

Total Charitable Giving to Higher Education



Evolving Composition of Higher Education Giving



Key Themes and Areas of Opportunity

Key Theme	Select Technology Providers
Relationship Management across the Student to Alumni Lifecycle - Maintaining an engaged alumni community is challenging, but with technology, campus leaders can establish a strong student-institution relationship that flows across the student lifecycle and continues beyond graduation 85% of alumni would donate more often if they knew their money was funding organizations or initiatives with which they had been involved as a student	   
Digital Flexibility Driving Connection - Digital fundraising solutions provide complete traceability of donor funds and automate tasks such as transaction recording and invoice generation - Higher education non-profits are also increasingly migrating to digital payment methods that simplify transactions and improve the donor experience	   
Collaboration and Organization Creating Effective Workflow Management - Effective workflow management is the key to realizing impactful missions and creating successful fundraising campaigns - These tools play a crucial role in fostering collaboration among project stakeholders and facilitating efficient and transparent workflows	   
Increased Focus on a Data- and Analytics-Driven Approach - To maximize fundraising efforts, non-profits are leveraging data and analytics platforms and technology-assisted personalized messaging to nurture relationships throughout the entire donor pyramid 95% of non-profit professionals say that their organizations gather data, but only 6% are confident they use this data effectively, suggesting room for growth	   

What We’re Reading

How Your Non-Profit Can Effectively Implement AI — and Overcome Common Risks

Artificial Intelligence

“AI can redefine the operational landscape for non-profits by automating routine tasks such as invoice processing, email drafting, donor engagement and event coordination. This shift allows organizations to focus more on their primary mission, while AI tools provide valuable insights and data to guide informed decision-making.”

Read the full article [here](#).

2024 Non-Profit Digital Investments Report

Data and Analytics

“A look at technology investments over time shows that data and data systems are the highest focus for non-profits in 2023 – 2024, with security coming in a close second. Clean, accessible data has always been important for personalized marketing campaigns, donor cultivation, accurate reporting, and more. Today, it’s even more important as non-profits begin using artificial intelligence.”

Read the full article [here](#).

A Closer Look at Key Alumni Donation Statistics for 2024

Donor Management

“Studies have shown a strong correlation between stock market performance and alumni donations. When the stock market performs well, individuals with investments experience increased wealth and make larger charitable donations, including to their alma mater. During this time, higher ed fundraisers should consider launching more ambitious campaigns or approaching donors with larger gift requests.”

Read the full article [here](#).

How Non-Profit Organizations Can Boost Donations Via Social Media

Fundraising

“Social media offers additional ways for non-profits to achieve their fundraising and marketing goals. People became more comfortable utilizing their digital devices and social media during the pandemic. According to Statista, the average daily time spent on social media worldwide is 143 minutes. Non-profits can capitalize on this by targeting a captive audience for engagement.”

Read the full article [here](#).

Recent HW Content

Industry Update Government Technology



The Harris Williams Government Technology vertical reflects on key trends in the GovTech sector and provides insights into the current M&A market

[Link to Read](#)

Industry Update Technology Services



The Harris Williams Technology Services vertical reflects on key trends in the IT services sector and provides insights into the current M&A market

[Link to Read](#)

Access All HW Insights Here

Select Recent Non-Profit Software Transactions



communitybrands

Target



TA ASSOCIATES

Investor

TA Associates’ acquisition of Momentive Software (fka Community Brands)

Announced July 2024

Purchase Price Not Disclosed

- Momentive Software is a provider of cloud-based software and services to mission-driven organizations and associations focused on simplifying processes involving events, careers, fundraising, financials, and operations.
- TA’s investment in Momentive will strengthen the company’s ability to expand its global footprint to deliver modern solutions at scale, continuing its promise to deliver thoughtful and impactful integrations to customers.



hivebrite

Target



INSIGHT PARTNERS

Investor

Insight Partners’ investment in Hivebrite

October 2023

Purchase Price Not Disclosed

- Hivebrite is a provider of a community engagement platform designed to deliver tools to build, manage, and engage organizations
- The new capital from Insight Partners and other investors will fuel Hivebrite’s continued platform innovation and expand its global team to further support its customers



bloomerang

Target



WARBURG PINCUS

Investor

Bloomerang’s merger with Qgiv and investment from Warburg Pincus

December 2023

Purchase Price Not Disclosed

- Bloomerang is a provider of cloud-based donor management and fundraising software intended for non-profits
- Qgiv is a provider of a fundraising platform empowering non-profits to effectively raise money for their causes
- The investment from Warburg Pincus and the acquisition of Qgiv, alongside existing investor JMI Equity, will help Bloomerang deliver the sector’s first fully integrated giving platform



FOUNDATION SOURCE

Target



GTCR

Buyer

GTCR’s acquisition of Foundation Source

September 2023

Purchase Price Not Disclosed

- Foundation Source is a provider of outsourced administrative services intended to streamline the traditionally complex process of setting up and running foundations
- As part of the transaction, GTCR has committed significant capital to fund acquisitions, technology enhancements, and organic growth opportunities that will expand Foundation Source’s product offerings and delivery



UCINNOVATION

Target



Kindsight

Buyer

Kindsight’s (fka iWave) acquisition of UC Innovation

November 2023

Purchase Price Not Disclosed

- UC Innovation is a provider of customer relationship management software for non-profits and organizations
- iWave is a provider of data and analytics tools that enable non-profit organizations to raise more funds
- The combination of iWave and UC Innovation under the new name Kindsight will create the first fundraising intelligence solution in the market that combines big data, AI, and automation to power modern fundraising



MemberSuite

Target



GrowthZone

Buyer

GrowthZone’s acquisition of MemberSuite

September 2023

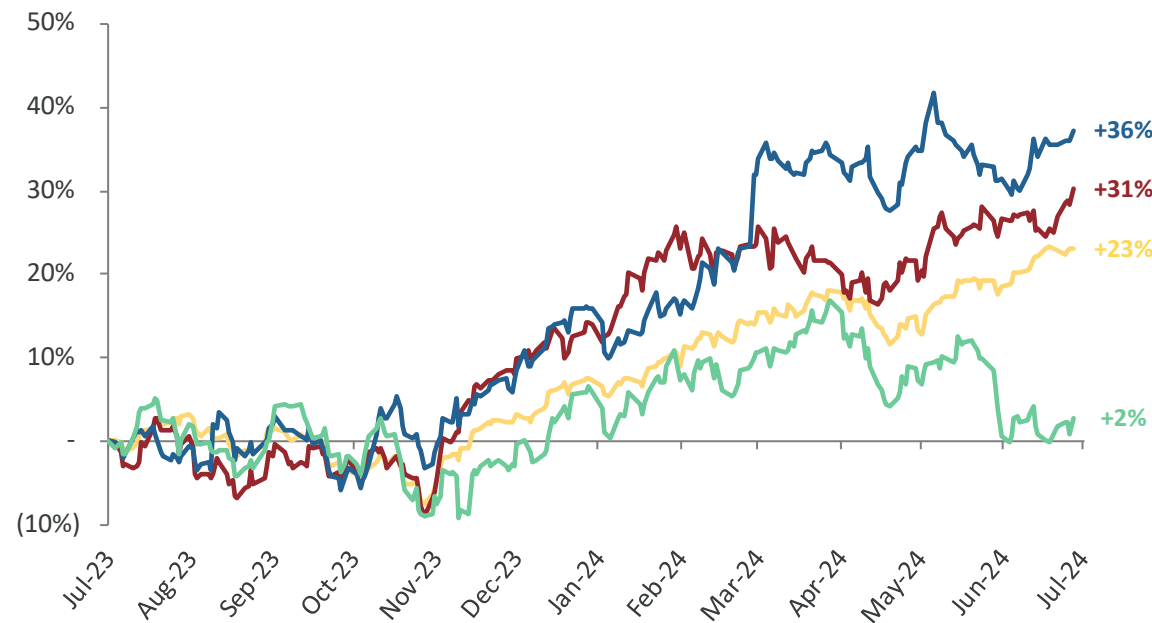
Purchase Price Not Disclosed

- MemberSuite is a provider of cloud-based association management software designed to bring enterprise-class features to smaller organizations
- With the acquisition of MemberSuite, GrowthZone will strengthen their position as a leading association management software provider increasing their integration and support capabilities for clients in the SMB market

Non-Profit Software Public Company Trended Stock Performance

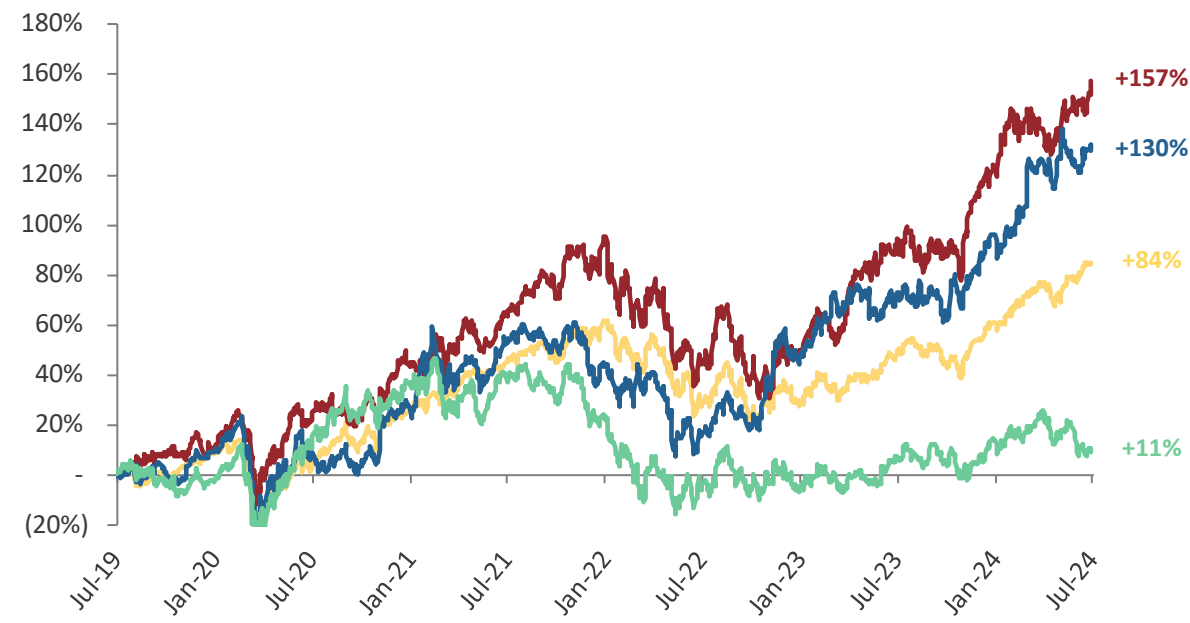
Public Company Stock Performance – Last 12 Months

Indexed Stock Price Performance for the period July 2023 – June 2024



Public Company Stock Performance – 5 Years

Indexed Stock Price Performance for the period July 2019 – June 2024



— Non-Profit and Public Sector Software — Government Technology and Services — Vertical SaaS — S&P 500

Non-Profit and Public Sector Software

blackbaud[®]  FiscalNote

 sylogist 

Government Technology and Services

maximus  

Vertical SaaS

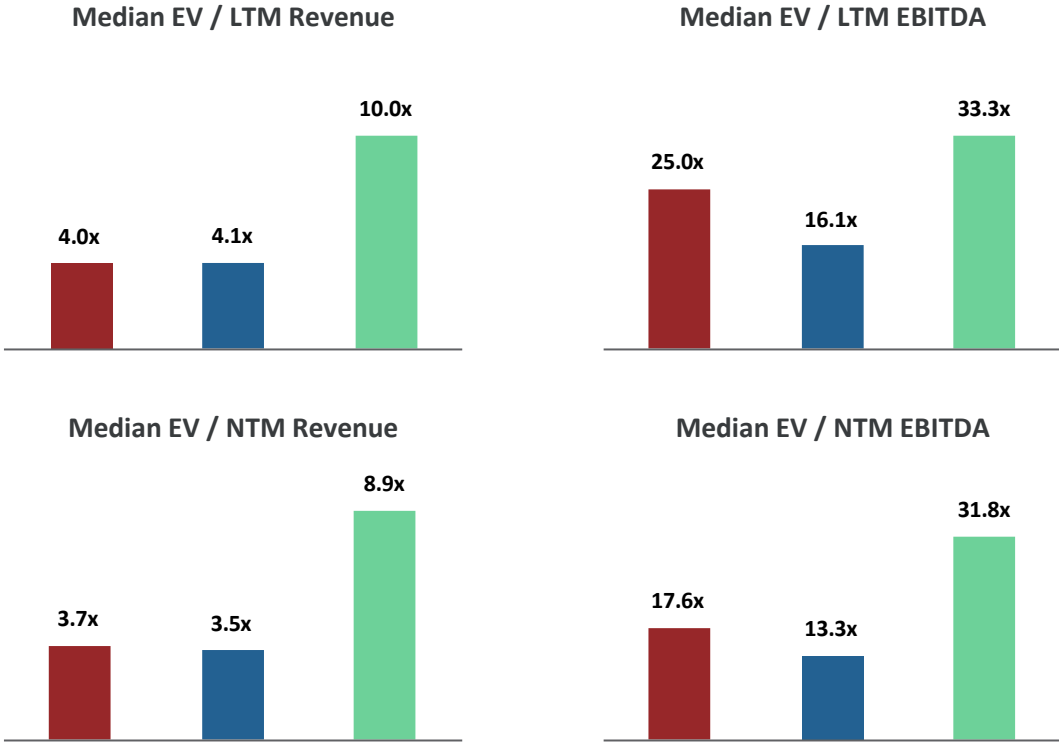
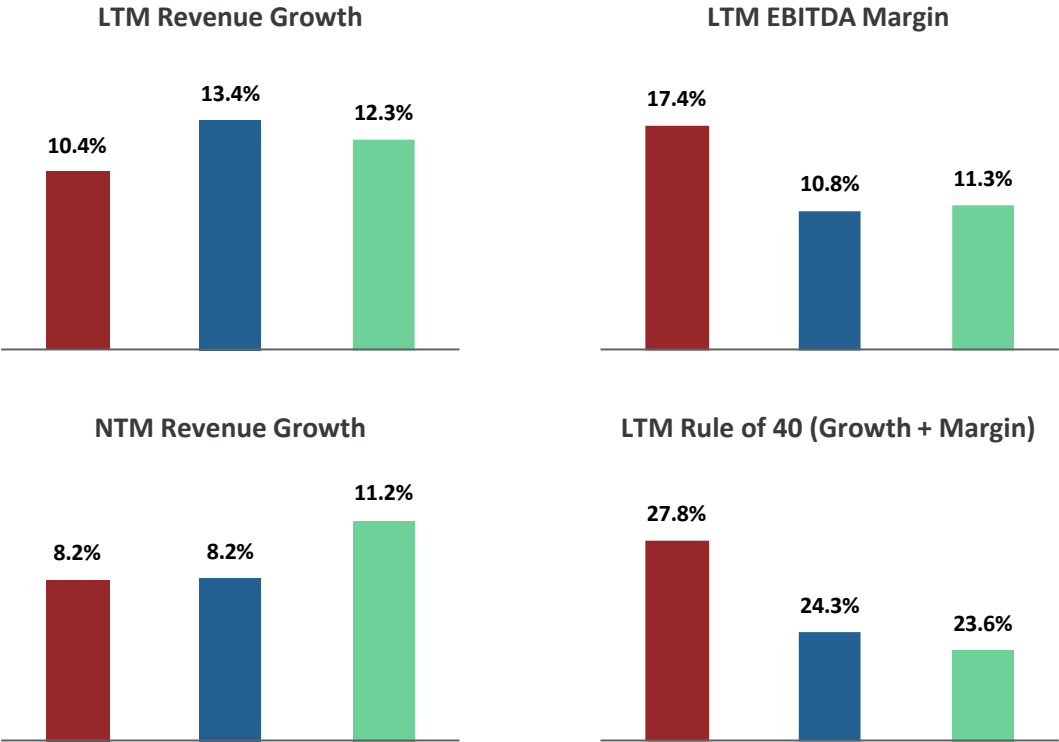
 appfolio  CoStarGroup  GUIDEWIRE

 Q2  temenos 

Non-Profit Software Public Company Operating and Valuation Metrics

Public Company – Operating Metrics

Public Company – Valuation Metrics



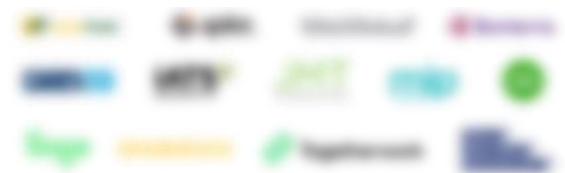
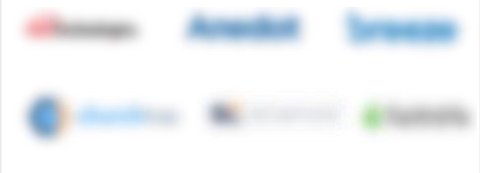
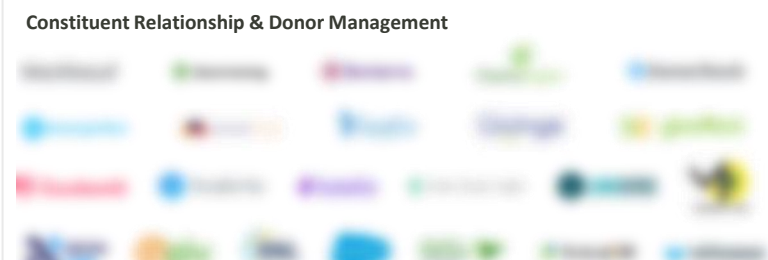
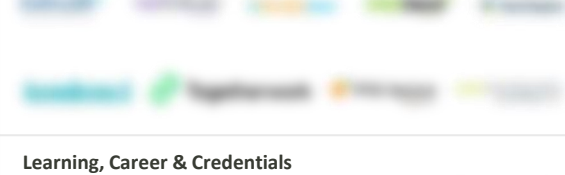
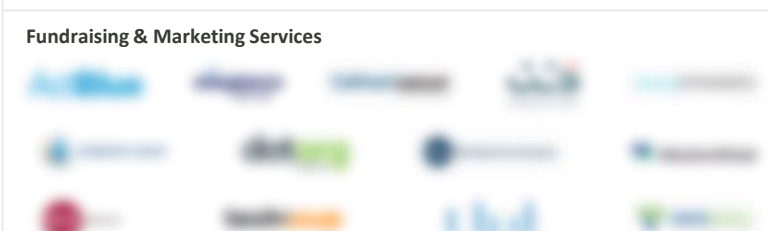
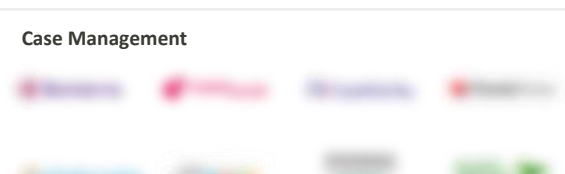
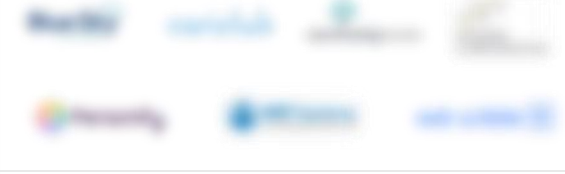
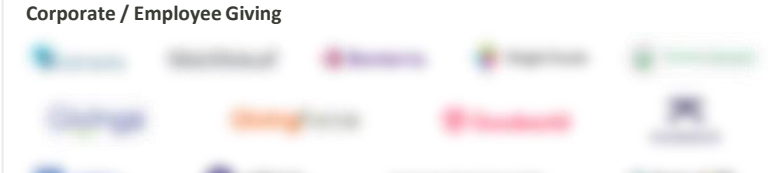
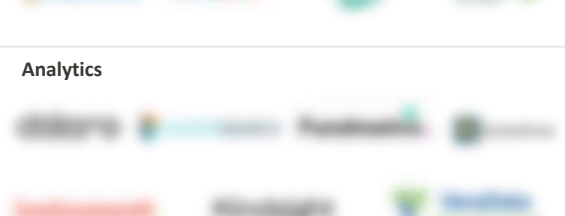
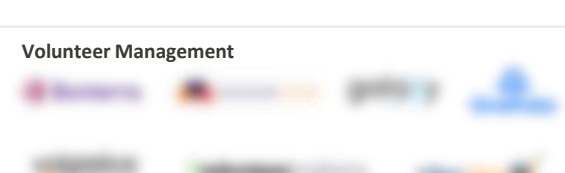
Non-Profit and Public Sector Software

Government Technology and Services

Vertical SaaS

Non-Profit Software Market Landscape

To view full market map, please contact:
TechnologyInsights@harriswilliams.com

Fundraising Software & Services	Core Operations	Association Technology	Vertically Focused Solutions
Online Fundraising Software 	Operations / Accounting 	Association Management 	Church Management 
Constituent Relationship & Donor Management 	Grant Management & Foundation Management 	Learning, Career & Credentials 	Political Fundraising / Campaign Management 
Fundraising & Marketing Services 	Case Management 	Event Management 	Higher Education 
Corporate / Employee Giving 	Analytics 	Member Engagement 	
	Volunteer Management 		

Harris Williams Non-Profit and Public Sector Software Experience

Selected Non-Profit and Public Sector Software Experience

 has been acquired by 	 a portfolio company of  has been acquired by 	 has joined   to invest in 	 has been acquired by 
 has received a strategic investment from 	 has been acquired by 	 has been acquired by 	 has received a majority equity investment from 
 has been acquired by 	 a portfolio company of   has received an investment from 	 a portfolio company of  has been recapitalized by 	 a portfolio company of  has been recapitalized by 

Harris Williams Transaction Spotlight



has been acquired by



Company Background

Provider of online safety education courses, mobile field app, and agency management software that empowers outdoor enthusiasts to pursue a broad spectrum of recreational activities while enabling government agencies to promote greater participation, safety, and compliance.

Successful Outcome

The transaction delivered a successful outcome for Kalkomey and Cove Hill Partners. Macquarie Capital's investment will support Kalkomey's continued growth and scale and new capital will be used to fuel product innovation and expansion into adjacent markets.

Harris Williams served as exclusive financial advisor to Kalkomey, a portfolio company of Cove Hill Partners, in this transaction.

Harris Williams Transaction Spotlight



a portfolio company of



has been acquired by



Company Background

Provider of case management software to the non-profit and public sector end-markets. The company's modern software and intelligent data analytics solutions are purpose-built to accelerate social change by connecting non-profit organizations, public sector agencies, funders, and vulnerable populations across communities.

Successful Outcome

The transaction delivered a successful outcome for Social Solutions and Vista Equity Partners. The acquisition will expand Social Solutions' product suite and enable expansion across new customers.

Harris Williams served as exclusive financial advisor to Social Solutions, a portfolio company of Vista Equity Partners, in this transaction.

Technology Coverage Areas

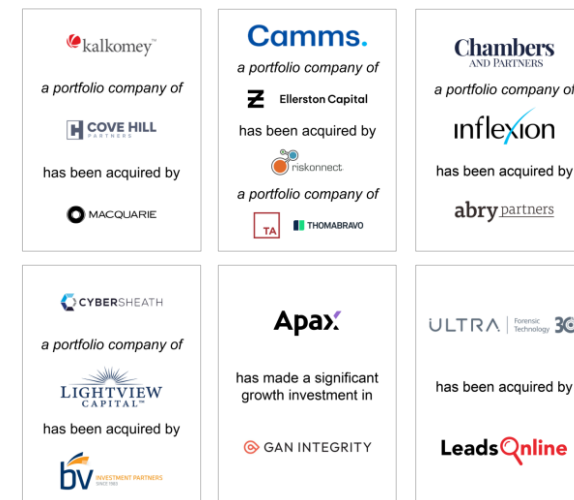
- › Application Software
- › Infrastructure & Security Software
- › IT & Managed Services

Sector Coverage Areas

- › Architecture, Engineering & Construction
- › Compliance
- › E-Commerce & Retail
- › Education
- › Government & Public Sector
- › Healthcare
- › Human Capital Management
- › Industrial
- › Legal
- › **Non-Profit**
- › Office-of-the-CFO
- › Pharma
- › Real Estate & Property Tech
- › Supply Chain & Logistics

Thematic Focus Areas

- › SaaS/Cloud
- › Integrated Payments
- › Digital Transformation
- › AI/Machine Learning



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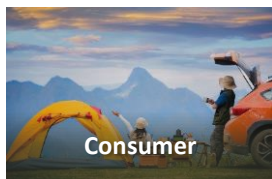
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Deep Industry Experience



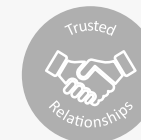
Proven Expertise

MERGERS & ACQUISITIONS

PRIVATE CAPITAL SOLUTIONS

PRIMARY FUND PLACEMENT

Core Values That Drive Success



75% Revenue from repeat clients

87% Managing Directors promoted from within

30+ Year history

Disclosures

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Appendix

Public Market Operational and Valuation Metrics

As of June 30, 2024

\$ in Thousands

Company	Market Capitalization	Enterprise Value	% of 52-Week High	LTM Gross Margin	LTM EBITDA Margin	LTM Revenue	NTM Revenue	LTM EBITDA	NTM EBITDA
Non-Profit and Public Sector Software									
Constellation Software Inc.	\$61,034,208	\$63,658,208	155.6%	35.3%	18.3%	7.2x	6.0x	39.3x	22.4x
Tyler Technologies Inc.	21,345,661	21,794,133	99.3%	44.4%	17.3%	10.9x	10.0x	63.1x	36.6x
Blackbaud Inc.	3,848,441	4,890,800	111.0%	55.0%	17.4%	4.4x	4.1x	25.0x	12.2x
i3 Verticals Inc.	517,106	994,188	85.9%	77.9%	17.0%	2.6x	2.5x	15.5x	8.5x
FiscalNote Holdings Inc.	197,653	336,324	32.4%	71.1%	NM	2.5x	2.7x	NM	35.7x
Sylogist Ltd.	172,959	179,861	93.8%	59.5%	22.9%	3.7x	3.3x	16.1x	12.8x
Median	\$2,182,774	\$2,942,494	96.6%	57.3%	17.4%	4.0x	3.7x	25.0x	17.6x
Government Technology and Services									
Axon Enterprise Inc.	\$22,205,475	\$21,861,741	89.2%	60.2%	11.6%	13.0x	10.5x	NM	46.8x
CACI International Inc.	9,590,355	11,444,211	97.9%	32.7%	10.1%	1.6x	1.5x	15.4x	13.5x
Maximus Inc.	5,210,257	6,503,991	94.5%	22.9%	9.8%	1.3x	1.2x	12.9x	10.9x
Verra Mobility Corporation	4,529,474	5,449,616	95.6%	61.5%	40.5%	6.5x	6.1x	16.1x	13.1x
Cellebrite DI Ltd.	2,452,801	2,189,196	94.3%	87.8%	16.0%	6.6x	5.6x	41.5x	26.8x
SoundThinking Inc.	155,824	156,093	45.2%	58.1%	4.2%	1.6x	1.5x	38.0x	7.5x
Median	\$4,869,865	\$5,976,803	94.4%	59.1%	10.8%	4.1x	3.5x	16.1x	13.3x
Vertical SaaS									
CoStar Group Inc.	\$30,285,110	\$26,438,810	73.9%	79.7%	11.2%	10.5x	9.2x	93.6x	87.8x
Veeva Systems Inc.	29,583,879	24,874,585	77.3%	72.5%	22.6%	10.0x	8.9x	44.3x	22.3x
Aspen Technology Inc.	12,578,811	12,564,083	88.4%	65.5%	33.5%	11.4x	10.8x	33.9x	27.9x
Guidewire Software Inc.	11,398,444	11,060,889	98.6%	58.8%	NM	11.5x	10.4x	NM	67.8x
AppFolio Inc.	8,856,687	8,657,440	95.3%	63.7%	11.4%	12.9x	10.8x	NM	41.2x
Temenos AG	5,001,799	5,570,245	69.1%	71.3%	22.6%	5.6x	5.1x	24.5x	13.1x
Envestnet Inc.	3,449,279	4,392,880	85.7%	29.9%	10.6%	3.5x	3.1x	32.7x	13.8x
Q2 Holdings Inc.	3,625,803	3,833,361	94.0%	48.9%	NM	6.0x	5.4x	NM	31.8x
Agilysys Inc.	2,813,659	2,692,660	99.2%	60.7%	8.7%	11.3x	9.7x	NM	60.4x
Phreesia Inc.	1,216,835	1,154,813	60.6%	66.0%	NM	3.1x	2.6x	NM	41.1x
Sabre Corporation	1,019,759	5,403,870	46.3%	59.6%	9.8%	1.8x	1.8x	18.7x	9.8x
Median	\$5,001,799	\$5,570,245	85.7%	63.7%	11.3%	10.0x	8.9x	33.3x	31.8x
Total Comp Set Median	\$7,033,472	\$7,580,715	91.8%	60.8%	16.5%	6.6x	5.8x	33.3x	22.3x

Recent Sector Transactions Detail

Closed Date	Target	Acquirer	Business Description
Jul-24	Momentive Software	TA Associates Management	Provider of a cloud-based software suite designed to empower mission-driven organizations
Jun-24	Keela	Aplos	Provider of donation software designed to offer tools to assist non-profits in managing donors, mobilizing volunteers, and raising money
May-24	Juno	GrowthZone	Provider of digital engagement software designed to connect and educate users in a single destination for events, community, and learning
Apr-24	Heller Consulting	RKD Group / Incline Equity	Provider of consulting services intended to empower non-profit organizations
Apr-24	Givebutter	Bessemer Venture Partners	Provider of a fundraising platform designed to raise more, pay less, and give better
Feb-24	Chapterspot	Billhighway / Lovell Minnick Partners	Provider of salesforce management software intended for non-profit organizations
Feb-24	PG Calc	Foundation Source / GTCR	Provider of planned giving software intended for non-profit organizations
Feb-24	Accrisoft	Teamfront / Mainsail Partners	Provider of software development services intended for government agencies, businesses, and non-profit organizations
Jan-24	EngageSmart	Vista Equity Partners	Provider of a customer engagement and integrated payments platform catering to clients in the government, health and wellness, and non-profit sectors
Dec-23	Qgiv	Bloomerang / JMI Equity	Provider of a digital fundraising platform intended to empower non-profits to effectively raise money for their causes
Dec-23	Bloomerang	Warburg Pincus	Developer of cloud-based donor management and fundraising software intended for non-profits
Nov-23	UC Innovation	iWave	Provider of customer relationship management software for non-profits and other organizations
Oct-23	Hivebrite	Insight Partners	Provider of a community engagement platform designed to provide tools to build, manage, and engage organizations
Sep-23	MemberSuite	GrowthZone / Lead Edge Capital	Provider of cloud-based association management software designed to bring enterprise-class features to smaller organizations
Sep-23	Foundation Source	GTCR	Provider of outsourced administrative services intended to diminish the traditional complex process of setting up and running foundations
Aug-23	Message Agency	Tech Impact	Provider of a digital agency platform catering to non-profit organizations, foundations, higher education, and government
Jul-23	Renaissance Administration	Bain Capital Tech Opportunities	Provider of philanthropic management services intended to enable donors to focus on giving and organizations to focus on growth
Jul-23	MudShare	Lionfield Capital	Provider of civic-tech communications software designed for political campaigns, non-profits, and advocacy groups
Jun-23	REQ	Trinity Hunt Partners	Provider of an online reputation and brand management platform intended to serve governments and non-profit organizations
Jun-23	Community Funded	GiveCampus	Provider of an online crowdfunding platform intended to empower philanthropy for community-centric projects