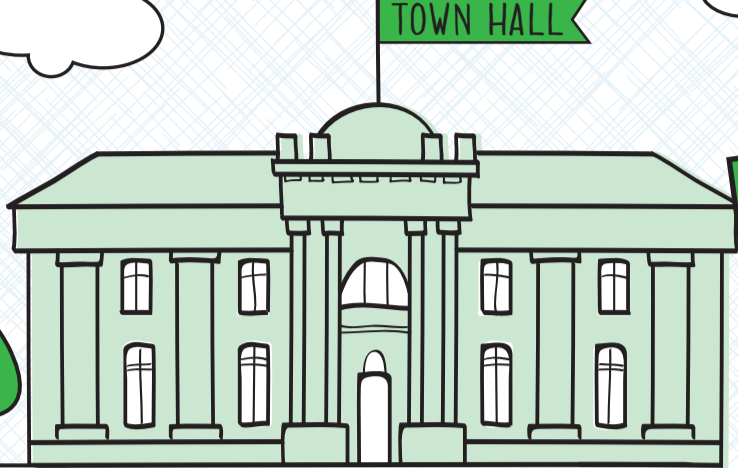


YOUR SUPPORT MAKES AN IMPACT.

STRONG LOCAL ARTS AND CULTURE ORGANIZATIONS BUILD STRONG COMMUNITIES.

78% of leisure travelers include arts and culture activities in their trips.
AND THEY STAY LONGER AND SPEND MORE MONEY THAN OTHER TOURISTS!



TOWN HALL

\$135 BILLION
in economic activity is
GENERATED ANNUALLY BY
arts and culture organizations.

Visitors to arts and culture organizations spend nearly
\$25 PER PERSON

- BEYOND THE COST OF ADMISSION -
at local businesses.



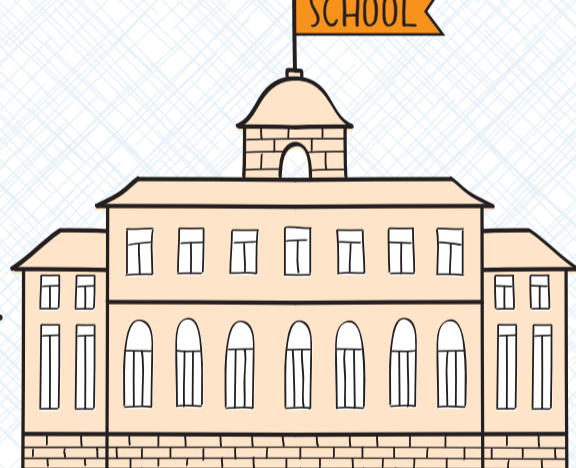
LOCAL SHOP



ARTS & CULTURE ORGANIZATION

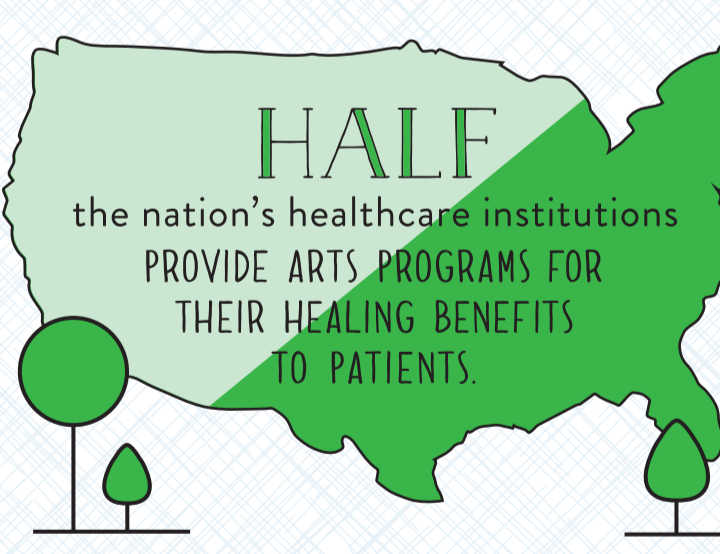
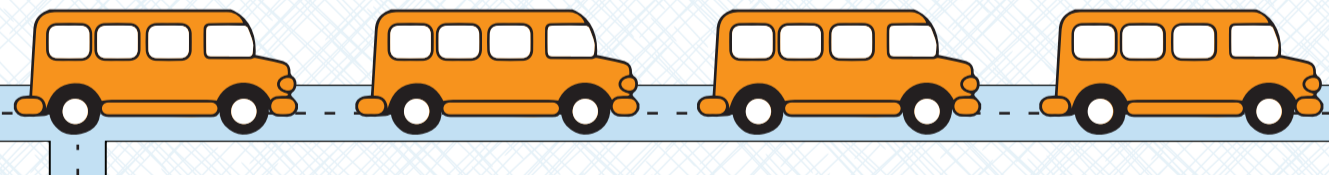
850 MILLION
people visit
arts and culture
organizations
each year.

THAT'S MORE THAN THE ATTENDANCE FOR ALL MAJOR LEAGUE SPORTING EVENTS AND THEME PARKS COMBINED!

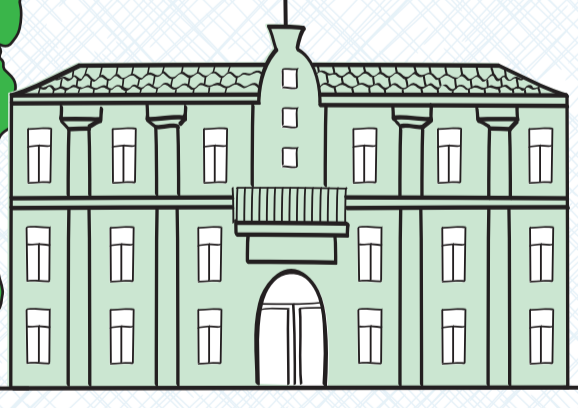


SCHOOL

Arts and culture organizations spend
\$2 BILLION
EACH YEAR ON EDUCATIONAL ACTIVITIES
and welcome
55 MILLION
STUDENTS ANNUALLY ON SCHOOL TRIPS.



HALF
the nation's healthcare institutions
PROVIDE ARTS PROGRAMS FOR
THEIR HEALING BENEFITS
TO PATIENTS.



HOSPITAL

A higher concentration of arts and culture organizations leads to...

✓ **HIGHER**
CIVIC ENGAGEMENT

✓ **LOWER**
POVERTY RATES

✓ **MORE**
SOCIAL COHESION

✓ **HIGHER**
CHILD WELFARE

Blackbaud is proud to partner with thousands of arts and culture organizations by providing software solutions and services designed to help these nonprofits further their mission and make positive lasting impacts on their communities.

To learn more about Blackbaud visit www.blackbaud.com/altru.

SOURCES:

10 Reasons to Support the Arts by Americans for the Arts
Museum Facts by American Alliance of Museums

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