



## Public Good Primer

Spring 2022



Connect with us



Member FINRA & SIPC  
© 2022 Madison Park Group

# Public Good Opportunity

MADISON PARK GROUP

Technology Solutions are Enabling Rapid Change Across Key Sectors of Public Good, Creating Significant Opportunity for Continued Investment

*Individuals, corporations and governments have become increasingly focused on promoting and advancing public good across environmental, social, and public safety & infrastructure initiatives*

## Core Sectors of Public Good

- **Cause & Community (Nonprofits / Associations)**

- Organizations must acquire new donors / members with robust engagement, prospecting & analytics solutions
- Most donations take place offline, creating opportunity to drive efficiencies in fundraising and monetize processing of donations
- Once acquired, organizations must retain their existing constituent bases and drive further fundraising volume

- **Environmental, Social & Governance / ESG (Corporations)**

- ESG scoring significantly impacts public perception and brand image; organizations require robust data collection and benchmarking solutions
- Diversity, equity and inclusion (DEI) programs drive stronger recruiting / HR practices and supplier compliance, ensuring corporations are equipped with well-rounded and well-represented talent
- Beyond just ESG reporting, corporations need to drive action within their increasingly diverse organizations, often by taking a more active role in employee charitable and volunteering activities

- **Public Solutions (Governments)**

- Governments are modernizing legacy processes via aggressive technology investment to drive more effective public administration
- Infrastructure enhancement and public safety have become top of mind for governments and citizens
- Citizens also require a stronger voice in their governments, necessitating robust citizen engagement solutions

# Public Good Ecosystem

MADISON PARK GROUP

Constituents Are Bound By Common Goals & Collaboration Opportunities



*While there are multiple distinct groups in the Public Good ecosystem, they all work towards common goals and frequently engage with each other*

## Example Collaboration Opportunities

- ✓ **Associations** act as recruitment funnels for **corporations**, providing **individuals** with marketable job skills and new employment opportunities
- ✓ **Corporations** enhance their ESG scoring by providing social good opportunities for their **employees** via fundraising and volunteer initiatives in coordination with **nonprofit organizations**
- ✓ **Individuals, nonprofits, associations and corporations** lobby for relevant legislation and support with the **government** to advance public good initiatives
- ✓ **Governments** and **corporations** may also support **individuals** and **nonprofits** with substantial funds through grants

# Multiple Constituents Drive Public Good

An Extensive Technology Vendor Ecosystem Enables Public Good Initiatives

MADISON PARK GROUP



## Cause & Community

blackbaud salesforce.org Personify

communitybrands gofundme Classy

bloomerang Bonterra SofterWare TOGETHER WORK

asi ADVANCED SOLUTIONS INTERNATIONAL Pushpay higher logic

Ministry Brands®



## ESG

cority OneTrust benevity

Diligent BENCHMARK ESG Gensuite hst Health & Safety Institute Wolters Kluwer

ecovadis supplier.io SAI360 Virgin Pulse

sphera Watershed PERSEFONI

NAVEX GLOBAL



## Public Solutions

GRANICUS Springbrook OPENGOV

CIVICPLUS FiscalNote Accela

CENTRAL SQUARE TECHNOLOGIES Government Brands NEOGOV VISION GOVERNMENT SOLUTIONS

tyler technologies GTY unison

VERRA MOBILITY

Donor Management	Online / Auction Fundraising	ESG Disclosure / Reporting	Carbon Footprint Accounting	Citizen Engagement	Local Government Administration
Volunteer Management	Donation / Payments Processing	DEI Compliance	Product Stewardship & Compliance	Public Works / Infrastructure Mgmt.	Civic Payments Processing
Case Management	Grants Management	Ethics & Compliance Training	Third-Party Due Diligence	Public Safety / Emergency Response	Law Enforcement
Association Management	Faith-based Solutions	Board Governance	Sustainability Management	Public Affairs	Legislative Management

Nonprofit / Association-focused

Corporate-focused

Public Sector-focused

# Strategic Imperatives And Emerging Players

MADISON PARK GROUP

## Accelerated Investment into Public Good Coming from Several Initiatives

### Cause & Community



Fundraising / donation landscape is continuing to shift from offline towards digital mediums

Online giving has crossed 10% of donation volume<sup>(1)</sup>; while still a small portion of volume today, online growth will enable individuals to more easily donate to their causes of choice

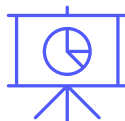


Increasing use analytics to improve fundraising and other philanthropic outcomes

Wealth analytics and intelligence engines are enabling nonprofits to better target their donor bases, driving stronger donor acquisition and retention efforts to attain philanthropic goals



### ESG



Rapid on-set of ESG disclosure requirements creating massive burden in data reporting

Corporate stakeholders in HR, legal, compliance, investor relations, sustainability, and more are rapidly turning to data providers & reporting tools to monitor and benchmark their ESG initiatives



ESG is not just a concern for the board room, as employees are critical stakeholders as well

Though sustainability is often seen as the core focus of ESG, a holistic ESG strategy needs to address DEI across ethics training, diversity recruiting, affirmative action compliance, and more



### Public Solutions



Once slow-moving governments are accelerating their digital transformation initiatives

Technology investments, particularly cloud-based solutions, are driving efficiencies across various domains, including administration, citizen engagement and infrastructure management



Public safety and law enforcement on the precipice of major technology refresh

Software adoption driven by regulations and growing public pressure for faster and more effective crisis response (law enforcement, EMS, medical response) in reaction to natural disasters and other crises



(1) Blackbaud Institute

# Vendors are Answering the Call of Public Good

## Significant Recent Activity



Apax merges four leading social good businesses

Rebranded "Bonterra" platform spans grants, nonprofits, and case management

Mar 2022



GoFundMe and Classy merge

Creates centralized fundraising marketplace for corporates, nonprofits, and employees

Jan 2022



Blackbaud acquires Everfi

Everfi's angle into social impact primarily revolves around corporate sponsored ESG education

Jan 2022



Community Brands acquires MobileCause

Adds fundraising capabilities tailored to midsize and large nonprofits and K-12

Jun 2021



Bloomerang acquires Kindful

Combined company offers expanded capabilities to help nonprofits attract donors and improve fundraising effectiveness

Jan 2021



IBM acquires Envizi

Mega-vendor makes first major foray into EHSQ / ESG through building emissions / carbon reporting

Jan 2022



Benevity acquires Ayala

Acquisition strengthens employee engagement capabilities tailored to internal CSR initiatives

Dec 2021



Blackstone acquires Sphera

As a financial investor, Blackstone paid a strategic premium to leverage Sphera for its own internal ESG initiatives

Sep 2021



Diligent acquires Accuvio

Adds ESG reporting capabilities focused on GHG emissions across Scopes I-III to overall board governance platform

Aug 2021



Cority acquires WeSustain

Cority enters ESG market through addition of GRI-certified sustainability reporting solutions

Aug 2021



NEOGOV acquires three law enforcement businesses

Acquisitions expand solution set for police departments & public safety agencies

Jan 2022



Trimble acquires AgileAssets

Augments capabilities in addressing infrastructure management of public roads, bridges, airports, and rail assets

Dec 2021



FiscalNote acquires Equilibrium

Combines FiscalNote's core regulatory and policy data and analysis capabilities with ESG reporting capabilities

Aug 2021



CivicPlus announces \$290m investment

Fresh funding aimed at accelerating the marketplace impact of local government civic engagement platform

May 2021



Tyler Technologies acquires NIC

Transformation acquisition combines payments and digital workflow solutions into digital government platform

Apr 2021





# MPG's Experience


## Highly Successful Client Outcomes Across Public Good

MADISON PARK GROUP


### Highly Relevant Transactions Across The Public Good Ecosystem

Cause & Community


PE-backed




Platform Advisory




VC-backed




Financial Sale



Founder-owned



Strategic Sale



ESG


PE-backed




Platform Advisory




Founder-owned




Financial Sale



Founder-owned




Strategic Sale




Public Solutions


Founder-owned




Strategic Sale



Founder-owned



Strategic Sale



PE-backed



Strategic Sale



### MPG's Public Good Leaders



**Jonathan Adler**  
Managing Director  
[Email](#) | [LinkedIn](#)

#### Highlight Areas of Expertise

- ✓ ESG
- ✓ Cause & Community
- ✓ Compliance & Risk



**Michael Magruder**  
Managing Director  
[Email](#) | [LinkedIn](#)

#### Highlight Areas of Expertise

- ✓ Public Solutions
- ✓ Cause & Community
- ✓ Sponsor Coverage



**Rohan Khanna**  
Managing Director  
[Email](#) | [LinkedIn](#)

#### Highlight Areas of Expertise

- ✓ EHSQ
- ✓ Public Solutions
- ✓ Compliance & Risk



**James Tomasullo**  
Senior Associate  
[Email](#) | [LinkedIn](#)

#### Highlight Areas of Expertise

- ✓ Cause & Community
- ✓ Public Solutions
- ✓ ESG



**Bobby Andreozzi**  
Associate  
[Email](#) | [LinkedIn](#)

#### Highlight Areas of Expertise

- ✓ ESG
- ✓ Public Solutions
- ✓ Compliance & Risk

# Right People, Right Narrative, Right Time

## Growth Stage

FOCUSED ON COMPANIES WITH \$10-50 MILLION ARR

### 200+

COMPLETED TRANSACTIONS

### \$30+

BILLION IN DEAL VALUE

### ~30%

CROSS-BORDER DEALS <sup>(1)</sup>

### 40%+

SPONSOR-BACKED CLIENTS

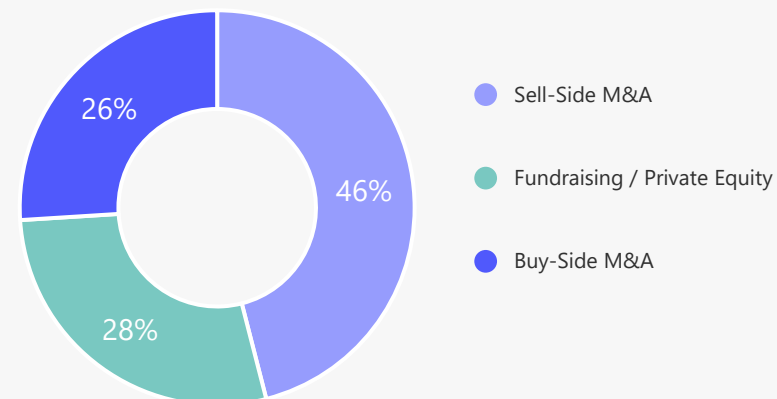
### +30%

TYPICAL CLIENT GROWTH RATE

### 20

DEDICATED ADVISORS

### MPG's Transaction Composition <sup>(1)</sup>



(1) Select deals completed in the last ten years



#### FOCUS

We partner with global technology clients across North America and Europe



#### EXPERTISE

We specialize in impacting growth strategies to optimize shareholder value creation



#### STRATEGY

We marry thoughtful corporate strategy planning with stalwart transactional execution



#### RESOURCES

Domain experts with active relationships across +1,500 investors



This presentation has been prepared by Madison Park Group and may only be used for informational purposes. This presentation provides an overview of MPG's Public Good coverage and is not intended to be taken by, and should not be taken by, any individual recipient as investment advice, a recommendation to buy, hold or sell any security, or an offer to sell or a solicitation of offers to purchase any security. Past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, investment strategy, or product made reference to directly or indirectly in this document, will be profitable, equal any corresponding indicated historical performance level(s), or be suitable for your portfolio. Acceptance of this information further constitutes your acknowledgement and agreement that Madison Park Group does not make any express or implied representation or warranty as to the accuracy or completeness of the information contained herein and shall have no liability to the recipient or its representatives relating to or arising from the use of the information contained herein or any omissions therefrom. Any use, disclosure, distribution, dissemination, copying or reproduction of this information without prior written consent or approval from Madison Park Group is strictly prohibited. Any third-party trademarks, service marks, logos, and trade names included in the report are property of their respective owners.

Madison Park Group LLC provides independent financial advice on mergers, acquisitions, financial restructurings, private capital raising and similar corporate finance matters. Madison Park Group is not a retail broker-dealer. This communication is not intended for retail consumption. The firm does not conduct underwriting activities, provide research or analyst reports or solicit or carry accounts for, or offer or sell securities products to retail customers. Madison Park Group is regulated by the Financial Industry Regulatory Authority, Inc. ("FINRA") as a FINRA Member Firm. The information and services provided in this presentation are not provided to and may not be used by any person or entity in any jurisdiction where the provision or use thereof would be contrary to applicable laws, rules or regulations of any governmental authority or regulatory or self-regulatory organization or where Madison Park Group is not authorized to provide such information or services.

## **MPG** | MADISON PARK GROUP

### **New York**

3 Park Avenue, 31<sup>st</sup> Floor  
New York, NY 10016

### **Massachusetts**

101 Federal Street, Suite 1900  
Boston, MA 02110

### **New Hampshire**

36 Maplewood Avenue  
Portsmouth, NH 03801

### **Pennsylvania**

555 E Lancaster Avenue, Suite 500  
Wayne, PA 19087