

MPG | MADISON PARK GROUP

Public Good Primer

Spring 2022



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Public Good Opportunity

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

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



ESG



Public Solutions



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

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⁽¹⁾; while still a small portion of volume today, online growth will enable individuals to more easily donate to their causes of choice

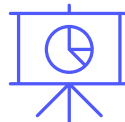


Increasing use of analytics to improve fundraising and other philanthropic outcomes

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 initiatives

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



Cause & Community

Apax merges four leading social good businesses

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

Mar 2022



ESG

IBM acquires Envizi

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

Jan 2022



Public Solutions

NEOGOV acquires three law enforcement businesses

Acquisitions expand solution set for police departments & public safety agencies

Jan 2022



GoFundMe and Classy merge

Creates centralized fundraising marketplace for corporates, nonprofits, and employees

Jan 2022



Benevity acquires Ayala

Acquisition strengthens employee engagement capabilities tailored to internal CSR initiatives

Dec 2021



Trimble acquires AgileAssets

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

Dec 2021



Blackbaud acquires Everfi

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

Jan 2022



Blackstone acquires Sphera

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

Sep 2021



FiscalNote acquires Equilibrium

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

Aug 2021



Community Brands acquires MobileCause

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

Jun 2021



Diligent acquires Accuvio

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

Aug 2021



CivicPlus announces \$290m investment

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

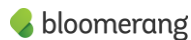
May 2021



Bloomerang acquires Kindful

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

Jan 2021



Cority acquires WeSustain

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

Aug 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


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

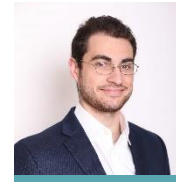
- ✓ ESG
- ✓ Cause & Community
- ✓ Compliance & Risk



Rohan Khanna
Managing Director
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Highlight Areas of Expertise

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



James Tomasullo
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Highlight Areas of Expertise

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

Contact us for more information at
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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 ⁽¹⁾

40%+

SPONSOR-BACKED CLIENTS

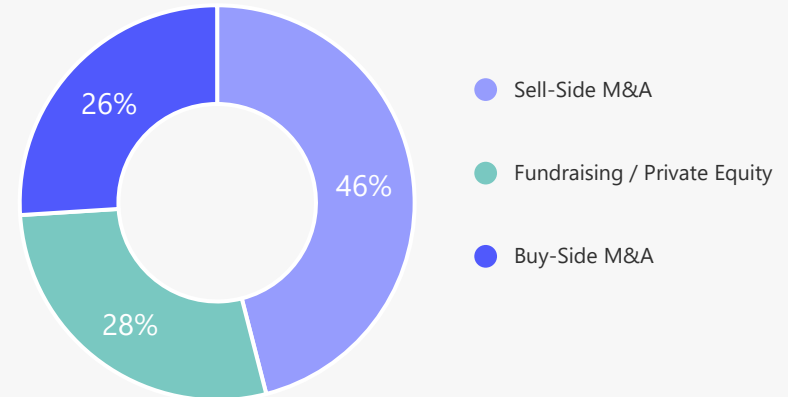
+30%

TYPICAL CLIENT GROWTH RATE

20

DEDICATED ADVISORS

MPG's Transaction Composition ⁽¹⁾



(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