

## 35,000 KIDS REACHED

CUSTOMER SPOTLIGHT

# The JetBlue Foundation

GRANTEE  
BLUECITIES

OVER  
**70**  
ORGANIZATIONS  
SUPPORTED

INSPIRING GIRLS



“That’s where we have the biggest opportunity: the follow-up and making sure things happened. [Blackbaud] technology will help us build connections.”

—Icema Gibbs, Director of Corporate Social Responsibility

JetBlue Airways wanted to make air travel feel not only human—but inspiring. The discount carrier partners with Blackbaud for a grantmaking solution that allows JetBlue to respond to both the needs of the communities where it operates and its own team members’ challenges.

The JetBlue Foundation uses grantmaking to encourage and advance aviation-related education and ignite interest in STEM programs.

JetBlue founding member Icema Gibbs remembers the early days of JetBlue Airways and a novel idea driving the New York-based airline: Personality and purpose could be profitable.

“We started this airline with the notion of bringing humanity back to air travel,” said Gibbs, vice president of the JetBlue Foundation and director of corporate social responsibility for the airline. “We morphed that into inspiring humanity. That’s who we are and who we will continue to be.”

The result? An airline with a mission that soon developed into a formal program—JetBlue for Good—with three focus areas: youth and education,

The JetBlue Foundation is powered by Blackbaud solutions for:

- ✓ Grantmaking
- ✓ Marketing
- ✓ Fundraising and relationship management

community, and the environment. JetBlue's programming includes free book vending machines for children in areas of need, a farm at John F. Kennedy International Airport, and aviation education and training for under-represented demographics in the industry.

"We struggled with wanting to be a good corporate citizen, and that meant we were doing a lot of things in a lot of different areas, and it was hard to say what we stood for, because we were trying to stand for everything," Gibbs said. "So we decided to go where we could have the most impact."

Now after two decades of humanizing air travel and trying to make a difference, JetBlue looks to technology to unite people and drive the most impact in an efficient and meaningful way. "If JetBlue were a person, people would want to be our friend," Gibbs said. "Since we have that advantage, we should use it."

## Driving More Outcomes with Technology

Blackbaud Grantmaking™ helps to streamline grant applications and track outcomes for the JetBlue Foundation. "We wouldn't be able to manage our grantmaking at this level without Blackbaud products," Gibbs said. "We would look sad faxing and scanning documents."



**“Blackbaud has taken us out of the dark ages—and saved us some papercuts—and we’re really appreciative of that.”**

—Icema Gibbs, Director of Corporate Social Responsibility



**Streamlined grantmaking for rapid response in times of crisis**

Gibbs remembers when JetBlue Foundation's only technology consisted of an Excel spreadsheet and a fax machine. "Blackbaud has taken us out of the dark ages—and saved us some papercuts," she said, "and we're really appreciative of that."

Tamara Young, manager of corporate communications, explained that the improved workflow opens up the application process and allows the JetBlue Foundation to reach even more organizations throughout the country. Applicants can create drafts and review and work on the application before they submit, unlike the previous system.

"Blackbaud's grantmaking system simplifies the review process and provides the JetBlue Foundation with the capability to review more applications, further expanding our pool of applicants," Young said. "We can now review applicant profiles and see the bigger picture of potential grantees in the database."

From 2013 to 2018, the JetBlue Foundation supported 70 organizations and \$1.2 million in grant funding, plus \$1 million in in-kind donations and 6,000 volunteer hours. In addition to JetBlue for Good, the airline also manages the JetBlue Crewmember Crisis Fund—which helps crewmembers facing emergencies ranging from unexpected medical bills to natural disasters, such as the 2010 earthquake in Haiti.

“We weren’t flying there, but we realized how many of our crewmembers were from Haiti,” Gibbs said. “They needed assistance in ways we didn’t know they needed assistance; a lot of people needed cash to bury their loved ones. The JetBlue Crewmember Crisis Fund had to be nimble enough to provide the type of assistance they needed.”

## Going Big for #GivingTuesday

JetBlue wanted to do something revolutionary on #GivingTuesday 2018, a day when people worldwide make gifts to the social good organizations close to their hearts and jumpstart the critical year-end fundraising season.

Without disclosing the details in advance—and dubbing the project “Destination Good”—the airline flew nearly 100 volunteers and crewmembers to the Dominican Republic for a four-day service trip focused on education, community, and environment. Once on the ground, the team helped build coral reef barriers, renovate classrooms, and beautify a playground for children.

“Some people who participated in Destination Good have since sent donations to the Dominican Republic and have gone back to help with schools there,” Gibbs said. “Our plan is to continue to provide great programming that is impactful. We will continue to remain innovative and clever.”

Blackbaud Grantmaking can guide JetBlue on impactful, innovative, and clever projects by showing their outcomes. “That’s where we have the biggest opportunity: the follow-up and making sure things happened,” Gibbs said. “The technology will help us build connections.”

Manage your entire grantmaking workflow, from online grant applications through payments, in one tool.

[Learn more](#)



Better experience for those applying for grant funding

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### About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.