



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

# Shaare Zedek UK Select AdvantageNFP Fundraiser

Redbourn Business Systems are pleased to announce Shaare Zedek UK has selected AdvantageNFP Fundraiser as their dedicated fundraising CRM database system to manage communications with supporters, donations and appeals. After having compared and reviewed a number of alternative database options, Shaare Zedek UK felt AdvantageNFP Fundraiser best matched their requirements.

Shaare Zedek UK was established in the late 1940's to support the Shaare Zedek Medical Centre in Jerusalem which has a proud 110 year tradition of providing world class medical care for everyone in need regardless of race, religion, country of origin or financial situation. Shaare Zedek is now the busiest hospital in Jerusalem treating over 300,000 patients every year and Shaare Zedek UK's small dedicated team work tirelessly to raise vital funds for essential equipment, development and research for which the hospital receives no government funding.

Advantage<sup>NFP</sup> Fundraiser is a comprehensive fundraising CRM and membership database solution designed for small, medium and large not for profit organisations. Advantage<sup>NFP</sup> was designed by Redbourn's charity CRM experts in association with leading charity consultants and several UK charities, to provide a powerful and extensive system with a user-friendly interface.

Tina Son, Marketing Director at Shaare Zedek UK explains, "At Shaare Zedek UK our sole raison d'être is to raise funds for the hospital in Jerusalem and our database is the engine that drives everything that we do. In looking for a new database provider to take us forward into the future we were very impressed by Advantage in terms of its ease of use and affordability together with the helpfulness and approachability of their consultants and help desk."

Steve Cast, Managing Director of Redbourn says, “We were delighted that Advantage<sup>NFP</sup> Fundraiser was selected by Shaare Zedek UK as their preferred Fundraising CRM database solution. We have a proven track record with similar organisations and were able to demonstrate a good understanding of Shaare Zedek UK’s needs, as well as offering a comprehensive solution and full support within their budget. Redbourn are looking forward to working with Shaare Zedek UK and forging an excellent working relationship.”

Advantage<sup>NFP</sup> was identified as the top Charity CRM Solution in the UK, in an independent survey commissioned by Civil Society Media in 2011 and 2012, uniquely scoring a [100% customer satisfaction](#) ratings.

For more information on Advantage<sup>NFP</sup> Fundraiser please visit [www.AdvantageNFP.com](http://www.AdvantageNFP.com) or contact Jane Haywood on 01582 794 229 or [jane.haywood@AdvantageNFP.com](mailto:jane.haywood@AdvantageNFP.com)

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Advantage<sup>NFP</sup> powered by Redbourn Business Systems

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