



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

# Age UK Horsham District join the Advantage<sup>NFP</sup> Fundraiser Community

Redbourn Business Systems are delighted to welcome Age UK Horsham District on board! Age UK Horsham District met the Advantage<sup>NFP</sup> Fundraiser team at the CHASE 2013 exhibition in February and were very impressed with the Advantage<sup>NFP</sup> Fundraiser software. After a thorough selection process Age UK Horsham District decided upon Advantage<sup>NFP</sup> Fundraiser as their preferred CRM database having met their list of criteria and functionality within budget.

Age UK Horsham District is an independent local charity, promoting the well-being of older people and helping to make later life a more fulfilling and enjoyable experience. Their services include 3 day centres, various day clubs around the district, an Information and Advice service, transport to and from home, home help personnel to help with everyday chores and tasks when they start to become more difficult, home visits offering companionship to those who are housebound and much more.

Advantage<sup>NFP</sup> Fundraiser is the integrated CRM, fundraising and membership database solution from Redbourn Business Systems, specially designed for not-for-profit organisations. Core functionality includes donor/supporter care/relationship management, donation processing, automated gift aid, legacy administration, pre-tax payroll giving, in-depth marketing analysis and membership.

Lawrence Mallyon, Community Fundraiser at Age UK Horsham District says, 'Community fundraising is a brand new area of work for Age UK Horsham District and we are working to encourage supporters of our work to get involved and put on fundraising activities. In order to track the various events, donations, sponsorships and relationships with our fantastic supporters, I needed a cohesive system

that can manage all of these different areas and build a picture of our supporters. We looked at a range of CRM's and Advantage<sup>NFP</sup> Fundraiser provided the functionality we needed within our budget.

Steve Cast, Managing Director of Redbourn says, "We first met Lawrence at the Charities and Associations Exhibition (CHASE) in February this year and we knew that we would need to demonstrate both high quality and cost effectiveness to stand out from the crowd of other CRM suppliers. I am therefore delighted that in the face of this stiff competition Age UK Horsham District has selected **Advantage<sup>NFP</sup> Fundraiser** for their Fundraising and CRM requirements. Our two organisations are a great fit, and we are looking forward to a long-term business relationship and to helping Age UK Horsham District to manage their world and raise more funds."

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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