



PRESS RELEASE

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FOR IMMEDIATE RELEASE

South West Equine Protection Are Hot-to-Trot With Advantage^{NFP} Fundraiser

Redbourn Business Systems are pleased to welcome on board South West Equine Protection (SWEP). SWEP contacted Redbourn in their search for a fundraising CRM database that could also provide a membership system and record animal sponsorship and loan homes. After careful consideration SWEP chose to implement Advantage^{NFP} Fundraiser, having met their list of criteria and budget.

SWEP were formed by volunteers in 1996 and became a registered charity in 2001. SWEP's main purpose is to help moorland equines on Dartmoor and Bodmin Moor who have been abandoned or are suffering from neglect or injury. SWEP work closely with farmers and owners to ensure any suspected welfare issues are dealt with promptly.

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

Adele Cassidy, Managing Director at SWEP says, "It was quite a journey to get a CRM database that will accomplish all of our current needs and one that will grow with the charity. AdvantageNFP Fundraiser did everything we were looking for, and they were highly recommended for their aftercare and customer services. The charity is looking forward to getting the database up and running."

Steve Cast, Managing Director of Redbourn says, "We are delighted that South West Equine Protection selected Redbourn Business Systems as their preferred integrated CRM and fundraising database

provider. SWEP recognised that AdvantageNFP Fundraiser’s comprehensive functionality best matched their requirements and we look forward to developing an excellent working relationship with the team at SWEP”.

Advantage^{NFP} 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^{NFP} Fundraiser please visit www.AdvantageNFP.com or contact Jane Haywood on 01582 794 229 or jane.haywood@AdvantageNFP.com

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