

PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Kensington & Chelsea Foundation choose Advantage^{NFP} Fundraiser

The Kensington & Chelsea Foundation has recently selected Advantage^{NFP} Fundraiser powered by Redbourn Business Systems, to help manage the organisation's fundraising activities.

Established in 2008, The Kensington & Chelsea Foundation links local residents and businesses to over 400 small local charities, who work tirelessly to address the social & economic inequalities within the borough. Most of the charities are small and unknown to local residents.

Advantage^{NFP} Fundraiser is the integrated CRM, fundraising and membership database solution from Redbourn Business Systems, specially designed for not-for-profit organisations.

Jeremy Raphaely, Founder and Director of The Kensington & Chelsea Foundation explains, "We are a relatively young charity, but growing fast. The Advantage^{NFP} package offers us a comprehensive system for managing the details of all our present supporters, as well as the flexibility and capacity to grow with us as we develop in the future."

Founder & Managing Director of Redbourn, Steve Cast, MInstF, says, "We are delighted to have been selected by The Kensington & Chelsea Foundation, our solutions are ideally suited to their needs and we look forward to a long term relationship".

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% satisfaction rating from its customers.

For more information on Advantage^{NFP} Fundraiser please visit www.AdvantageNFP.com or contact **Jane Haywood** on 01582 794 229 or jane.haywood@redbourn.co.uk

ENDS

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