

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Advantage^{NFP} Fundraiser takes off again!

Redbourn Business Systems are pleased to welcome on board **London's Air Ambulance**, who have just signed up to implement Advantage^{NFP} Fundraiser to handle the organisation's complex fundraising relationships.

Based at the Royal London Hospital and founded in 1989, London's Air Ambulance is the charity which runs London's Helicopter Emergency Medical Service. The service provides pre-hospital medical care to victims of serious injury, at the scene of the incident, throughout London - serving the 10 million people who live, work and commute within the M25.

Advantage^{NFP} 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.

Harry Selley, the Major Donor Researcher and Database Administrator at London's Air Ambulance says, "We looked closely at many other popular CRMs because we had to be sure that our new system would be worth the considerable time and money invested. Advantage Fundraiser had more functionality than the others we considered, looks easy to use, and came highly recommended from Devon Air Ambulance. The team seem very attentive and I'm genuinely looking forward to getting stuck in and having a CRM that works for us and not the other way around."

Steve Cast, Managing Director of Redbourn says, "We are thrilled that London's Air Ambulance selected Redbourn Business Systems after a lengthy procurement process, having identified that Advantage^{NFP} Fundraiser's comprehensive functionality most closely met their needs. We look forward to a long working 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% 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@redbourn.co.uk

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Advantage^{NFP} powered by Redbourn Business Systems
The Priory, High Street
Redbourn, St. Albans
Hertfordshire AL3 7LZ

Telephone: 01582 794 229

E-mail: Marketing@AdvantageNFP.com

Website: www.AdvantageNFP.com

