

# PRESS RELEASE

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FOR IMMEDIATE RELEASE

## Lluest Horse & Pony Trust selected Advantage<sup>NFP</sup> Fundraiser

Lluest Horse & Pony Trust, Llangadog, Carmarthenshire recently chose Advantage<sup>NFP</sup> Fundraiser, the integrated fundraising, CRM, membership and marketing database solution powered by Redbourn Business Systems, to help manage their donations, supporter relationships, events and services.

Lluest Horse & Pony Trust is a registered charity founded in 1985, based at the edge of the beautiful Brecon Beacons. Lluest Trust is an equine rescue, rehabilitation and re-homing centre, with an average of 95 horses and ponies in approved loan homes and up to 40 cared for at the farm. Lluest Trust rescue, rehabilitate and re-home horses and ponies who have been the victims of cruelty and neglect.

Advantage<sup>NFP</sup> Fundraiser is a complete CRM fundraising 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 comprehensive system with a user-friendly interface.

Jules Weston, Business Development Manager at Lluest Horse & Pony Trust, decided on Advantage<sup>NFP</sup> Fundraiser having been hugely impressed with the demonstration and the wonderful functionality of Advantage<sup>NFP</sup> Fundraiser. Jules declares, "Advantage NFP Fundraiser is an excellent system that will really enhance our ability to communicate directly with our supporter base and integrate our various database systems. I'm sure it will make our work more efficient, help us to use our limited resources more effectively and generate much needed support for our work rescuing neglected and abandoned horses and ponies." To read more about their rescues please visit [www.lluesthorseandponytrust.co.uk](http://www.lluesthorseandponytrust.co.uk)

Steve Cast, Managing Director of Redbourn says, "We are delighted that Lluest Horse & Pony Trust has chosen Advantage<sup>NFP</sup> Fundraiser as their preferred Fundraising CRM software. Redbourn are looking forward to helping them raise more funds and gain more supporters in order to continue in the

wonderful care Lluest Trust provides. Advantage Fundraiser is a perfect solution for organisations like Lluest Horse & Pony Trust, helping them 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)

Lluest Horse and Pony Trust have received the support of ERDF and Collaborative Communities to purchase the Advantage Fundraiser System.

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

The Priory, High Street  
Redbourn, St. Albans

Hertfordshire AL3 7LZ

Telephone: 01582 794 229

E-mail: [Marketing@AdvantageNFP.com](mailto:Marketing@AdvantageNFP.com)

Website: [www.AdvantageNFP.com](http://www.AdvantageNFP.com)

