

Miratel Solutions to Sponsor Association of Fundraising Professionals (AFP) Toronto Fundraising Day 2011

Miratel Solutions, a Toronto based call centre, eBusiness and letter shop mail house specializing in professional fundraising services, are pleased to announce their sponsorship of AFP Greater Toronto Chapter's Fundraising Day taking place Thursday June 2, 2011.

Miratel Solutions are a leading provider of nonprofit fundraising services designed specifically for charitable organizations, enabling them to strengthen and build their donor base, improve operational efficiencies and optimize money raised in support of their missions. Established in 2000, the company have successfully completed more than 40 million donor interactions via phone, web, fax and mail resulting in over \$1.3 billion in gross fundraising revenue. Some of Canada's largest and most reputable nonprofit organizations continue to entrust their telephone fundraising, lottery management, online fundraising and donor relationship program management to Miratel's proven expertise.

Miratel's longstanding alliance with these outstanding nonprofit organizations strengthens their commitment to ethical philanthropy and it is this resolve which led to their Endorser Business Membership with AFP in 2010. AFP fosters development and growth of fundraising professionals and has promoted high ethical standards in the fundraising profession for more than fifty years. The core activities which AFP fulfills this mission include education, training, mentoring, research, certification programs, industry events and advocacy.

Miratel are thrilled to be aligned with such an esteemed association and are proud to announce their corporate sponsorship of AFP Toronto's Fundraising Day 2011. This day-long event takes place Thursday June 2, 2011 at the Metro Toronto Convention Centre and gives fundraising professionals a forum to advance their knowledge and practical skills while also granting the opportunity to network with colleagues. Over forty speakers are slated to conduct more than twenty workshops divided into three session categories designed to offer Something for Everyone regardless of fundraising experience level:

- Green Level Sessions are of general interest and for those who are new to fundraising, or want to learn more about an unfamiliar topic
- Yellow Level Sessions offer more advanced instruction for those with several years of fundraising experience, looking to enhance specific skills and knowledge
- Red Level Sessions are for professionals at a senior level. They are an excellent forum for seasoned fundraisers

AFP will also be presenting the 2011 New Fundraising Professional award to recognize an individual member who has displayed exceptional talent and demonstrated outstanding achievement in the early stage of their professional fundraising career.



The upcoming Fundraising Day event is known for being the best one day conference of its kind within the industry and Miratel looks forward to attending as both exhibitors and corporate sponsors. Miratel's Managing Partner Tracy Ritson expands on the company's contribution:

"Miratel is pleased to be building on our partnership with AFP and to be participating in yet another exciting event with the Toronto Chapter of AFP with Fundraising Day 2011. We strive to remain industry leaders with ethical, end-to-end fundraising services and view our attendance and event sponsorship as a platform to showcase our solutions to like-minded professionals within the nonprofit community."

If you're looking to explore a new approach or idea for an upcoming fundraising project, network with colleagues or attend an informative session, then Fundraising Day 2011 is the place for you. Miratel will have representatives available to discuss the varied services they offer and welcomes the opportunity to meet all delegates in attendance.

About Miratel:

Since their launch, Miratel's focus has been on building the reputation of their call centre as a best practice supplier of telefundraising services for nonprofits wanting to successfully connect donors with their cause. Throughout the years, Miratel have maintained that same focus as their call centre services have grown to become contact centre services and now include online fundraising along with letter shop mail solutions to support a variety of nonprofit fundraising initiatives.

To learn more about Miratel, including their services, history and Corporate Social Responsibility policies, please visit <http://www.miratelinc.com>. You can also read their corporate blog at miratelinc.com/blog or follow them on Twitter at twitter.com/miratel

About AFP

The Association of Fundraising Professionals (AFP) is the professional association for individuals responsible for generating philanthropic support for a wide variety of nonprofit, charitable organizations. The AFP advances philanthropy in society by enabling people and organizations to practice effective and ethical fundraising. AFP members and affiliates enable people and organizations to better serve diverse communities and the Association as a whole. AFP believes that to guarantee human freedom and social creativity, people must have the right to freely and voluntarily form organizations to meet perceived needs, advocate causes, and seek funds to support these activities.

AFP International represents over 30,000 members in 213 chapters in Canada, the United States, Mexico, and China. The largest chapter is AFP Greater Toronto with over 1200 members.

To learn more, visit <http://afptoronto.org/>.

