



FOR IMMEDIATE RELEASE

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Balgord Software Solutions Announces New Division, Affinity NFP, Dedicated to Helping Nonprofits Fulfill Their Missions

Offering the latest fundraising and constituent relationship management technology, Affinity NFP helps nonprofit organizations improve effectiveness

OAKVILLE, ON – September 15, 2010 – Drawing on nearly two decades of exceptional client service and project management experience, Balgord Software Solutions is pleased to announce the creation of Affinity NFP, a professional knowledge firm dedicated to the nonprofit sector.

“We have had the pleasure of working with many organizations in the nonprofit sector over the last several years,” said Annette Balgord, Affinity NFP’s principal and founder of Balgord Software Solutions. “Through these relationships, we realized that nonprofit organizations appreciate tighter personal connections, which resonated so well with our team. Interestingly too, our client satisfaction ratings are consistently highest with our nonprofit clients. We formed Affinity NFP to facilitate these connections and provide services that help nonprofits fulfill their missions.”

Affinity NFP’s commitment to nonprofits is evident through their participation in industry events and associations. Charity Village, Canada’s premier website dedicated to the nonprofit sector, selected Affinity NFP to write an article entitled “15 Ways to Improve Your Online Fundraising.” Click here for the full article: <http://www.charityvillage.com/cv/research/rofr58.html>. The article gives practical advice and ideas to nonprofits to take advantage of online fundraising opportunities. “We are honoured to contribute to Charity Village and congratulate them on their 15-year anniversary,” said Annette. Affinity NFP is a member of the Association of Fundraising Professionals and has participated in the annual Congress conference the last four years.

More about Affinity NFP can be found at www.AffinityNFP.com. In addition to information about the services offered and solutions provided, there will be a section where clients can list their upcoming events. Social networking such as Twitter and LinkedIn is also integrated. Affinity NFP represents the following solutions from Sage North America: Sage Fundraising, Sage Fund Accounting, Sage CRM for Constituent Relationship Management, and Sage ERP Accpac.

About Affinity NFP

Affinity NFP was created to serve the unique needs of nonprofit organizations. Drawing on nearly 20 years of experience, Affinity NFP specializes in identifying and implementing business application

solutions. Training, custom development, report writing, application integration and on-going software support are services offered to ensure client success. As an award-winning partner organization, Annette Balgord, CGA and principal, and the entire Affinity NFP team are committed to providing clients with affordable software solutions and superior long-term service. They maintain their firm's ethical standards and professional development through their active involvement with the Association of Fundraising Professionals, Project Management Institute, Information Technology Alliance and Sage Leadership Academy Alumni Association. For more information, please call (877) 222-7229 or visit www.AffinityNFP.com.

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