

NEWS RELEASE

FOR IMMEDIATE RELEASE

H.E.L.O. Selects DonorCommunity to Launch National Program of Fundraising Events to Help Veterans Transition Back to Civilian Life

New Foundation Deploys “Powered by DonorCommunity” Website and All-in-One Suite of Applications for Event Management, Online Fundraising and Advocacy

SUNRISE, FL: November 5, 2013 — DonorCommunity, Inc., developers of an innovative cloud computing software platform for nonprofit fundraising and advocacy, announced today that Heroes Entering Life’s Opportunities (H.E.L.O. Foundation) has selected DonorCommunity as its strategic platform for online fundraising, event management, Website content management, online marketing, social networking, personal fundraising, online donations and online auctions. The veteran owned and operated organization plans to launch a nationwide program of Freedom Fest events to raise funds to establish nonprofit Veteran Resource Centers in partnership with local colleges and universities across the U.S. DonorCommunity is playing a crucial role by providing the event management and online fundraising infrastructure H.E.L.O. needs to manage and promote these events, as well as to establish and cultivate relationships with supporters, stakeholders and program participants. H.E.L.O.’s first Freedom Fest event will be held Saturday, November 16, on Nova Southeastern University's main campus at 3301 College Ave, Ft Lauderdale, FL 33314.

“As a new organization, we started out with limited staff, no website, and few resources to pursue our vision and goals,” said Fred Roger, H.E.L.O. CEO and cofounder. “So it was essential for us to secure a cost-effective fundraising and event management infrastructure that would help us hit the ground running here in South Florida, while providing the power and scalability we’ll subsequently need to establish a national presence. DonorCommunity enables us to focus on executing our mission by providing a dynamic website that automates the online event marketing, ticketing and registration processes. Equally important, all attendee information is captured automatically in a centralized constituent relationship management database that’s fully integrated with DonorCommunity’s applications for online fundraising and communications. This allows us to stay in front of our stakeholders and supporters easily and efficiently. We’re delighted with our DonorCommunity software and with the caliber and commitment of the DonorCommunity team.”

“While we enjoy working with nonprofits of all sizes, we’re especially gratified when we’re invited to help a new organization launch and grow, especially one with as worthwhile a cause as H.E.L.O.’s,” said David Blyer, DonorCommunity founder and CEO. “Every American owes a debt of gratitude to the men and women who sacrifice so much to serve our country and protect our freedoms. We’re pleased and proud to welcome H.E.L.O to our client community.”

About DonorCommunity

DonorCommunity, Inc. is a cloud computing Software as a Service firm that helps nonprofit organizations create awareness, cultivate donors, reach new potential donors, engage their communities and raise funds year-round. DonorCommunity offers a suite of fully-integrated All-in-One Web applications which includes constituent relationship management, online auctions, online marketing, online donations, event management, personal fundraising, social networking and Web content management. The entire platform is furnished on a fixed-fee, annual subscription basis that includes unlimited users, unlimited training, unlimited support and free Website hosting. DonorCommunity is also active in the crowdfunding space through its MicroGiving.com Website. For more information, visit www.DonorCommunity.com and “Like” us at www.facebook.com/DonorCommunity.

About H.E.L.O. Foundation

H.E.L.O. Foundation is a veteran owned, veteran operated, 501(c)(3) charitable organization that is dedicated to helping U.S. Military Veterans transitioning back to civilian life, at the conclusion of their military service, through programs and services provide by Veteran Resource Centers (VRCs) established in partnership with colleges and universities across the country. H.E.L.O. raises funds to support programs and services, creates public awareness of the needs of U.S. Military Veterans, and plans and organizes public concerts and events held on college and university campuses across the country. The first VRC was established in partnership with Nova Southeastern University (NSU) and formally opened in the school's 2013 fall semester. VRC's are non-profit organizations occupied by the student veteran population to assist our returning Veterans as they transition from active duty to civilian college life. To learn more, visit www.helofoundation.org and “Like” us at www.facebook.com/HeloEnterprise.

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