

## **Miratel Solutions' Expands Toronto Facilities, Increases Capacity and Enhances CSR Business Initiatives**

Miratel Solutions, an inbound and outbound call centre, eBusiness and letter shop mail house specializing in professional fundraising services are happy to announce the expansion of the facilities at its Toronto headquarters.

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Since 2000, Miratel Solutions (Miratel) has been committed to being leaders in the supply of professional fundraising services designed specifically for nonprofit organizations. Miratel's client base includes some of Canada's largest and most reputable charitable foundations who rely on Miratel's expertise to provide telefundraising, lottery management, online fundraising, donation processing and other donation caging services. On their behalf, Miratel has successfully completed more than 45 million donor interactions via phone, web, fax and mail representing over \$1.5 billion in gross fundraising revenue.

Miratel's relentless dedication to serving the needs of their clients has fueled considerable corporate growth since their inception and the company is thrilled to be announcing the latest expansion at its Toronto facilities today.

"This expansion allows us to continue providing our clients with the best, most technologically advanced nonprofit fundraising services available," stated Tracy Ritson, Managing Partner of Miratel. "Developing and maintaining long-term relationships with our clients has been, and continues, to be very important to us. This expansion ensures that we remain fully capable of doing just that."

Prior to the expansion, Miratel's facilities were housed in 15,990 square feet of office and warehouse space. The company is now adding 16,002 square feet (more than 100% increase) in adjacent space bringing their total square footage to 31,992 of office and warehouse facilities at their Toronto location. The expansion includes significant investments in new telephony, network infrastructure and mail processing equipment increasing daily call centre capacity from 40,000 calls per day to 60,000 calls per day and mail output from 4,000 pieces per hour up to 14,000 pieces per hour.

Along with increasing call centre and mail house capacity, the expansion greatly improves the overall flow, efficiency and effectiveness of operational processes and output. Highlights of the expansion include:

- The addition of 100 web-enabled Customer Relationship Agent and lead/management workstations
- The purchase of new mail processing equipment and high-speed printers
- Improved telephony, network and security technology
- Increased warehousing and storage capacity
- Improved lounge and common areas to accommodate growing staffing requirements

This expansion creates a wide variety of positions and Miratel has plans to hire an additional 200+ employees including part-time and full-time Customer Relationship Agents along with part-time and full-time project leads, project managers and other members of management. Miratel currently employs roughly 350 people at its Toronto location and will soon see that total rise to approximately 550 people.

“Miratel’s facilities and team are expanding to meet the demands of the dynamic industry we serve,” Tracy Ritson stated. “We have an established reputation as professional fundraising experts and we look forward to continuing to strategically grow our business and our services while mindful of our allegiance to corporate social responsibility.”

Miratel’s commitment to Corporate Social Responsibility (CSR) has led the company to adopt and make significant progress in CSR business initiatives throughout the years and they will continue to apply that dedication to all future planning and decisions. The expanded facilities incorporate their existing green mandates which include being 100% green powered along with:

- Facility-wide recycling of glass, paper, wire, cable, electronics and cardboard
- Office cleaned using toxin-free green products only
- Responsible Consumption Practices including power-off protocol, localized lighting supplies allowing only required sections of office to be lit and temperature control policies
- Sustainable sourcing and purchasing mandates to ensure post-consumer waste, low impact, Energy Star rated or repurposed products are selected whenever possible
- Internal Green Committee
- Eco-retrofitting on all office lighting and office desks
- Office-wide plastic water bottle ban with all employees supplied reusable drinking receptacles and provided filtered tap water
- Highest rated energy-efficient hand dryers in all washrooms along with biodegradable toilet seat covers

Miratel’s Managing Partner, Angela Puzzolanti commented, “We are focused on strengthening our core competencies to build Miratel’s reputation as leading fundraising service professionals on a national and global scale. We see our commitment to Corporate Social Responsibility as integral to that end.”

Miratel’s expansion facilities will be fully operational in August 2011.

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#### About Miratel:

With over 25 years of combined call centre experience, the two founding partners of Miratel Solutions set out to build a business that specialized in nonprofit fundraising services that raised the bar for quality and accountability while remaining cost-effective. They were determined to create a business that provided call centre solutions that would make sense for the small, local nonprofits and the larger, national charitable foundations alike. It was their belief that both deserved the same level of attention and professionalism as any large, blue chip corporation and that mindset led to the creation of Miratel Solutions.

Miratel officially launched April 1, 2000 with a 50 seat inbound call centre in Toronto, Ontario. Over time, the company expanded their seat capacity as well as their service umbrella to include nonprofit outbound telemarketing and online giving along with donor letter shop mail house services. With this latest expansion, the company now has 300+ web enabled workstations including the 40+ workstations at their corporate-owned business continuity plan (BCP)/disaster recovery (DR) site located in Vaughan, Ontario. This BCP/DR site safeguards against service interruptions and supports critical mail, online and call centre services provided at their Toronto head office.