

## **Miratel Solutions Sponsors AFP Greater Toronto Chapter Congress 2011 for Second Straight Year**

Miratel Solutions, a Toronto contact centre and letter shop mail house that specializes in nonprofit fundraising services is thrilled to announce its sponsorship of the Association of Fundraising Professionals (AFP) Congress 2011 for the second straight year in Toronto November 28-30, 2011.

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**Toronto, Ontario** Since its inception in 2000, Miratel Solutions (Miratel) has been providing professional fundraising solutions to the nonprofit sector through its industry leading contact centre services and letter shop mail facilities. Miratel built its reputation by providing telephone fundraising, online giving, lottery fundraising, donation processing along with other donor management and fundraising services to some of Canada's largest charitable organizations. Through these partnerships, Miratel has successfully completed more than 45 million donor interactions via phone, web, fax and mail and has helped raise over \$1.5 billion in gross fundraising revenue.

Miratel's commitment to ethical fundraising practices led to its membership with the Association of Fundraising Professionals (AFP) in 2010 and it's an alliance the company has been building on ever since through sponsorship of several events. Miratel's participation as business sponsors at Congress 2010 proved to be a memorable experience with more than 1000 attendees from the fundraising services industry exchanging experiences and ideas.

Today the company announces its continued partnership with sponsorship in the upcoming Congress 2011 being held in Toronto November 28-30, 2011 at the Metro Toronto Convention Centre, North Building. Congress 2011 promises to be even better with more opportunities to network with other professional fundraisers plus workshops that will focus on the industry in 2012 and beyond.

Miratel's Managing Partner Tracy Ritson added, *"After the fantastic success of Congress 2010, we are delighted at the opportunity to repeat our participation in this important annual event. Sponsoring Congress 2011 is done in recognition of the great importance AFP represents to nonprofit fundraising professionals both locally and globally."*

The AFP Greater Toronto Chapter is the largest chapter of AFP in the world, representing more than 1,300 memberships. Miratel welcomes the opportunity to meet all delegates in attendance at the event.

### About Miratel:

Miratel has always been dedicated to applying the highest standards of ethics and integrity throughout all its business operations. That commitment is proudly reflected in the company's extensive Corporate Social Responsibility (CSR) policies encompassing green and social justice mandates. Since its launch, Miratel's focus has been on building its reputation as a leading fundraising service provider known for its service quality, cost-effectiveness and best practice approach to connecting donors with their cause. Throughout the years, Miratel has experienced considerable growth but has maintained that same focus throughout all divisions of its operations: inbound call centre, outbound call centre, eBusiness and letter shop mail house.

To learn more about Miratel's history, services and CSR Canada business policies, please visit [miratelinc.com](http://miratelinc.com). You can also read their corporate blog at [miratelinc.com/blog](http://miratelinc.com/blog) or connect with them on Twitter at [twitter.com/miratel](http://twitter.com/miratel) and Facebook at <http://www.facebook.com/miratelsolutions>