

DonorPro to Help NARHA Members Succeed in a Tough Economy

PITTSBURGH, PA (August 24, 2009) – TowerCare Technologies, Inc. is pleased to announce that it is offering purchase discounts of its flagship product, [DonorPro](#), to member centers of NARHA, previously known as the North American Riding for the Handicapped Association. DonorPro is used today by NARHA members to raise more money from individual [donors](#) and corporate sponsors and to educate their communities to rally behind their missions and their riding centers. To support this alliance with NARHA, DonorPro has been configured to track and manage all the constituents that interact with NARHA member centers providing the ability to cultivate prospects for donations, retain major donors, conduct [fundraising events](#) and auctions, track status of grant applications with foundations, reach out into the community for volunteers, and keep instructor certifications up to date. TowerCare President Donna Myers said, "While DonorPro is known throughout the nonprofit industry for [fundraising](#) and donation management, DonorPro also enables these centers that provide equine-assisted activities and therapies to individuals with special needs, to track medical histories, skill sets, and the caregivers of their riders, to manage veterinary care for their horses, and to track receipt and distribution of supplies and equipment with our inventory management component. DonorPro is so easy to implement and with the special financial discounts, we look forward to working with even more NARHA members." Jan Shepard, the Executive Director of Mountin' Hopes, a North Carolina-based NARHA member and current DonorPro user, said of the database, "Picking DonorPro was a no-brainer for us. We are very pleased with the database. Because the base fees allow for unlimited users and because we chose the web-based implementation, [DonorPro](#) is even available to our board members so they can help cultivate donors."

About TowerCare

TowerCare Technologies, Inc., a privately-held company with headquarters in Pittsburgh, Pennsylvania, provides affordable software as a service to all types of nonprofits world-wide. Its flagship product, DonorPro, helps all size nonprofits raise more money, operate more efficiently, and communicate more effectively with the donating public. NARHA members can learn more about DonorPro by calling toll free 866-935-8281, by sending an email to donorpro@towercare.com, or by visiting the TowerCare website at www.towercare.com.

About NARHA

NARHA was formed in 1969 as the North American Riding for the Handicapped Association to promote equine-assisted activities and therapies for individuals with special needs. At almost 800 member centers, a total of 42,000 children and adults find a sense of independence through involvement with horses. These member centers range from small, one-person programs to large operations with several certified instructors and licensed therapists. In addition to therapeutic riding, a center may offer any number of equine assisted activities including hippotherapy, equine facilitated mental health, driving, interactive vaulting, trail riding, competition, ground work, or stable management. Through a wide variety of educational resources, the association helps individuals start and maintain successful equine assisted activities and therapies for individuals with special needs. There are more than 30,000 volunteers, 3,500 instructors, 6,300 equines and thousands of contributors from all over the world helping people at NARHA centers. NARHA's website is www.narha.org.