



Telosa Software Company Background

Telosa Software, Inc. provides premier fundraising and donor management software for nonprofit organizations. Since its inception, the company has been committed to connecting nonprofits to their mission and donors.

In 1986, Susan Packard Orr founded Technology Resource Assistance Center (TRAC) as a computer consulting company to help advance the work of nonprofits in the San Francisco Bay Area.

Working with organizations such as the Sierra Club, Planned Parenthood and the World Affairs Council, TRAC applied expertise in computer technology to help organizations select and implement information systems – enhancing their ability to further their missions.

During its early days, the company was frequently asked to recommend fundraising software and quickly became frustrated by the high prices and complexity of systems available in the market. Recognizing the lack of affordable and easy-to-use solutions for her clients, Susan Packard Orr put her programming skills to work and developed fundraising software to address the specific needs of the nonprofit community.

Seventeen years later and in the wake of turbulent times for the nonprofit community, approximately 95 percent of nonprofit organizations still do not have effective technology solutions in place to handle tasks such as fundraising and relationship management. Despite available solutions, nonprofits are spending excessive hours on time-consuming, albeit critical administrative tasks – diverting their attention from focusing on their core mission and developing stronger relationships with their key constituents.

In 2002, the company was renamed “Telosa Software.” Derived from the Greek word *telos*, which means “the fulfillment or completion of an end goal or result,” the Telosa name was adopted to better reflect the company’s enhanced commitment to the nonprofit industry and its evolution from a consulting company to a premier software provider.

Telosa’s flagship product is Exceed!™ *Premier* – a powerful, affordable and easy-to-use software solution that capitalizes on the company’s long history of serving the nonprofit community. Exceed! *Premier* was designed to empower nonprofits to spend less time on administrative duties, be more productive with their fundraising efforts and ultimately enable them to develop stronger relationships with all of their constituents. Telosa also offers a compact version of its fundraising software – Exceed! *Basic*.

Telosa Software (www.telosa.com), headquartered in Palo Alto, CA, is devoted to delivering high-quality software products and services that help nonprofits to focus on and achieve their unique missions.

Empowering nonprofits to focus on their mission.

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