

# Orange Leap Closes Convertible Debt Round to Fund Growth

DALLAS, Texas, Aug. 6, 2013 (SEND2PRESS NEWSWIRE) – Orange Leap, LLC ([www.orangeleap.com](http://www.orangeleap.com)) announced today the closing of a convertible debt round, the proceeds of which will be used to further the growth of the company through the partner channel the company announced in May 2012.

One of the new investors joining the investor group is Texas-based Affinity Angel Investment Fund I associated with the Baylor Angel Network (BAN), an investor network of the Baylor University Hankamer School of Business.

“We are excited to have the Affinity Angel Investment Fund I join our investor group because of their association with Baylor University, the Hankamer School of Business, the participation of students from the business school, and because of the charitable provision in their charter dedicating a portion of investment proceeds to Baylor University and the Hankamer School of Business,” notes Randy McCabe, CEO and founder of Orange Leap.

He continued, “Both our existing and new investors have been thrilled with the progress of our Partner Channel and the overall growth of the company since we brought in President Kent Hollrah and launched the Partner Channel in May 2012.”

So far the company has added 30 channel partners, which has translated into significant sales growth for Orange Leap. “Orange Leap has seen more than 150 percent growth in new subscription revenue in the first half of 2013 versus first half of 2012,” reports McCabe. The company’s channel program includes opportunities for reseller partners, referral partners, and alliance partners.

“Our program allows us to build a community of professionals with a narrow focus on the nonprofit community offering a wide range of specialized products and services designed to help nonprofits fulfill their mission,” says McCabe.

## **About Orange Leap:**

Orange Leap helps nonprofits raise more money with fewer resources by streamlining the fundraising process with innovative technology solutions and collaborative support. A cloud-based, Constituent Relationship Management (CRM) technology solutions company, Orange Leap effectively manages donor and constituent relationships; processes donations and tracks gift history; and automates fundraising and marketing communications.

Based in Dallas, Texas, the company works closely with nonprofits that are focused on reaching and engaging a wide range of missions and constituencies.

More information: <http://www.orangeleap.com/>.

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