

Retail Trends

**MAKING A
DIFFERENCE**



'Every Swipe Benefits Charity' a win-win for business owners

If you're a business owner, here's an opportunity to benefit your business, your customers and your community. Pay It Forward Processing is a credit card processing company with a twist — they donate their net proceeds from your account each year to a cause you're passionate about through their "Every Swipe Benefits Charity" program.

Choose the charity you want as your beneficiary, or choose a category — such as animals, military, or natural disaster — and they'll donate the proceeds to a carefully vetted nonprofit. It's a win-win. Nonprofits get valuable support and you enhance your status as a socially responsible company.

Pay It Forward came to be from the ashes of the Witch Creek Fire of 2007, in which Renee VanHeel's home was destroyed. She and a group of fire victims formed Fired Up Sisters, which went on to give away \$5 million to help people rebuild

their lives. "I was struck by the thought that if so much good could come as a result of tragedy, what could be done in good times?" said VanHeel, who founded Pay It Forward's "Every Swipe Benefits Charity" program in January. "We believe there's no better definition of success than truly loving what you do, serving a purpose and filling a need in the world. If this resonates with you, we invite you to join the PFP family," she said.

Account setup is simple, there's no contract, no minimum usage fees, and they can match or reduce your current fees. Funding and deposits are next-day, including American Express.

PFP can also help you stay connected to your customers through social media, and you have access to 25+ years of business development advice. What part of this doesn't sound fabulous? Learn more at www.pfprocessing.com or call 858-771-0076, ext. 102.