

# **Viking Cares**

## **Charitable Gifting Through Merchant Services**

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Offered by:

Viking Capital Company

2801 Townsgate Rd. #330

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(800) 818-5488

# Who is Viking Capital?

Viking Capital was established in 2004 as a full service financial firm and insurance brokerage. We have since expanded our portfolio of services to include wholesale credit card processing/merchant services from some of the largest financial institutions and gateways in the world.

Viking Capital's current client list includes restaurants, hotels, motels, CPA's, physicians, dentists, attorneys, gas stations, retail clients, on-line distributors, car washes and many others...



# Why We Started Viking Cares?

The goal of Viking Cares and the Charitable Gifting Through Merchant Services (CGMS) program is to help provide desperately needed funds to charities, schools and churches.

In a recessionary economy, with individual donors often stretched thin, it becomes more and more difficult for schools, churches, and charities to obtain the funds necessary to offer the programs which help our kids and less fortunate individuals and families in America.



The *New York Times* reports that charities are falling like timber across the scorched landscape of our economy leaving families who depend on these charities devastated.



The *Center for Public Education* reports, California reduced K-12 aid to local school districts by billions of dollars and is cutting a variety of programs, including adult literacy instruction and help for high-needs students (Johnson, Oliff and Williams 2010)



# How Does Charitable Gifting Through Merchant Services Work?

Every time a business accepts a credit card from a customer, a fee is charged to the business and a sales representative is paid a commission. Most businesses do not know exactly what commissions and fees they are paying each month. Most would be surprised to find out exactly how much profit and commission is generated as historically retail pricing in the merchant service industry is largely unregulated.



Viking Cares works with the LARGEST processing banks in the world. With the CGMS program, we will MATCH the current credit card rates and fees a business is paying penny for penny but redirect funds that are generally paid as profits and commissions every month to the charity, school, church or non-profit of the business owner's choice. The best part is... the gift to the non-profit costs the business NOTHING out of pocket.

The passive charitable donation will continue as long as the business continues to process with Viking Cares.

**Passive to the Business, Perpetual to the Charity... It's That Simple.**



# The POWER of CGMS...

BUSINESS:	Monthly Donation:	Annual Donation:
Automobile Dealership	\$83.91	\$1,007.00
Promotional Products Company	\$198.66	\$4,100.00
Container Distributor	\$150.00	\$1,800.00
Ice Skating Rink	\$442.08	\$5,305.00
Lighting Store	\$676.50	\$8,118.00
Interior Design Store	\$154.66	\$1,856.00
Flower Wholesaler	\$317.25	\$3,807.00
Mexican Restaurant	\$245.00	\$2,940.00
Fitness Center	\$336.08	\$4,033.00
Japanese Restaurant	\$210.91	\$2,531.00
<b>TOTAL</b>	<b>\$2,815.05</b>	<b>\$35,496.06</b>

Over \$35K generated and gifted annually by businesses without having to write a check!

# How We Help You...

- All you need to do is provide Viking Cares with 2 current processing statements.
- Our analyst will review your statements and expose all current fees, and commissions and determine the amount that can be directed to a school or charity of your choice.
- You complete an application with one of our banking institutions, matching your current rates.
- After a short underwriting and conversion period, you begin processing with your new account and those excessive fees and commissions are being directed to your favorite school or charity.



# Testimonials...

"Many of our families are tired of too many fundraisers. Partnering with local businesses has helped my school reduce the number of programs we have to pursue each year to meet our fundraising goals. Viking's CGMS program is an easy way for businesses to partner with schools and provide significant donations."

Tammy Farhit...PFA President Aspen Elementary

"I was with the same processing company for nearly 20 years. Viking exposed that there was over \$4,000 a year in excessive profits and commissions embedded in my fees. Needless to say, through the GCMS program, those excessive fees are now being donated to the high school."

Richard Palmer...Corporate Images, Inc.

"A lot of businesses can't afford to give more in this economy, but with this program the business doesn't have to write a check to really help the school or charity. The financial impact of Viking's CGMS program will really be significant to the schools and charities that I work with."

Mike Sherrard...11 Year NFL Player and Super Bowl Champion

# Thank You...

We believe that our Charitable Gifting Through Merchant Services program can provide significant and desperately needed funding to our schools, charities and churches with minimal effort and NO FINANCIAL IMPACT to businesses. We look forward to partnering with you and your organization.

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