

Viking Cares

Charitable Gifting Through Merchant Services

Offered by:

Viking Capital Company

2801 Townsgate Rd. #330

Westlake Village, CA 91361

(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
TOTAL	\$2,815.05	\$35,496.06

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

Marketing for Results...

We will provide you with a custom tailored website dedicated to explaining this exciting program to businesses who may have interest in supporting your school.

Your site can be marketed to your existing business sponsors as well as parents who are business owners in a number of ways including e-mail, Facebook and Twitter...

VIKING LAUNCHES CGMS PROGRAM BENEFITTING CHOC

Every time that a business accepts a credit card from a customer, a sales representative gets paid a commission. In most cases this commission is 50% of net fees. Viking's Charitable Gifting through Merchant Services (CGMS) program will match your current credit card rates and fees penny for penny but re-direct the funds that are generally paid as a commission every month to CHOC Children's Foundation. This passive donation to CHOC will continue as long as you continue to process your credit cards with Viking. It's that simple. For more information check out our CGMS/CHOC Brochure.

"With our process, businesses can increase their philanthropic endeavors with no additional out of pocket expense; and every time a credit card is used, a charity, church or local school will benefit. It's perpetual to charity and passive to business!"

Gregory Augustine - Viking Capital Company

GET INVOLVED TODAY FOR CHOC
CALL 949.355.5145

Name E-Mail

GOAL

LINKS

- Children's Hospital of Orange County
- Viking Capital
- CGMS/CHOC Brochure
- Program Affiliates

CHOC AWARDS

VIKING CARES

VIKING CAPITAL **CHOC Children's Foundation**

Charitable Gifting Through Merchant Services

Ensure your charitable giving with no impact to your bottom line.

At Viking, our goal for our Charitable Gifting through Merchant Services (CGMS) Program is to help provide desperately needed funds to charities, churches and schools.

In a recessionary economy with individual donors often stretched thin, it becomes more and more difficult for charities to obtain the funds necessary to operate and help those in need. Viking Capital recognizes this fact and launched our CGMS program to help.

Did you know that every time that a business accepts a credit card from a customer, a sales representative gets paid a commission? To most, this commission is 50% of net fees. With Viking's CGMS program we will match your current credit card rates and fees penny for penny but re-direct the funds that are generally paid as a commission every month to CHOC Children's Foundation. This passive charitable donation will continue as long as you continue to process with Viking. It's that simple.

1. Viking will match your current processing rates.
2. Viking will give 50% of net fees to CHOC Children's Foundation.
3. CHOC will receive a perpetual donation for a monthly basis.
4. You Will Receive 50% of Net Fees from the Merchant.
5. You Receive Free 24 Hour Customer Service.
6. 24/7/365 "Live" Marketing Support for the Business.
7. Viking will NEVER raise your rates.
8. All with No Reduction of Service and Benefits.

*Businesses can increase their philanthropic endeavors with no additional out of pocket expense and only \$100 a month in cost, a charity, church or local school will benefit.

By utilizing years of industry experience along with our industry affiliations, our professional, strategic partners and support staff seek to provide our clients and partner charities with the utmost in service, cash flow and cost saving solutions.

Please Contact Viking With Any Questions.
(800) 818-5488



or by simply distributing our one page co-branded brochure that describes Viking Cares' program in more detail.

All sites will have a quote from your school, goal tracking, donor recognition, links to the school website, and a printable brochure to further explain the program. We can even provide links to your donors' websites if desired.

How We Help You...

- Viking Cares will discuss the look and feel of your website with your charity's designated representative(s).
- The URL will be www.vikingcares.com/name of your choice.
- We will consult you on ways to market your site, brochure and program to your local business community.
- You and your supporters market the program directly to your potential sponsors via phone call, e-mail, mail, Twitter, and Facebook.
- Your potential business sponsors are directed to contact a Viking Cares representative directly to further discuss the program and determine if they are a good candidate for the CGMS program.
- Viking can analyze the businesses' merchant service statement and within 48 hrs determine the amount that can be directed to your charity.
- After a short application and processing period, the business begins generating donations for your charity which are distributed monthly.

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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