

RETAIL CHAIN

How ForeverFunding Made Giving Part of the Brand



THE CHALLENGE

The company wanted to support local causes, but fundraising required staff time, charitable giving depended on special events, and customers had little visibility into the organization's community impact.

THE TRANSFORMATION

- Implemented transparent and competitive processing rates
- Eliminated the need for annual fundraising events
- Created automatic monthly charitable contributions
- Strengthened customer loyalty through visible community impact
- Integrated charitable giving directly into the business model

ANNUAL IMPACT: OVER \$74,000 DIRECTED TO CHARITY

"Our customers choose us because they know every purchase supports local youth programs. It's become part of our brand." — Regional Manager