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TransNational's Benevolence Program

**Removing the profits made on Merchant Services in
faith based groups and not-for-profits.**

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Contents

1. TransNational's Story
2. Uncovering Lost Opportunities
 1. Current Provider Landscape
 2. Actualizing Benevolence Vision
 3. Program Partnership
 4. Case Study #1
 5. Case Study #2
 5. Program Enrollment

TransNational's Story

TransNational was founded in 1999, by John Pitzferro, to be an ethical and trusted provider of bankcard and financial merchant services. John had previous industry experience and was disenchanted with corruption and systemic problems in the industry. He knew there was a significant opportunity to establish a profitable business in an ethical and truly service oriented ethos.

With the help of several talented employees, including his partner and TransNational's President, Jae Haas, John built TransNational into a significant player in the industry with the highest reputation and standards of service and excellence. TransNational is an A+ Rated Company with the Better Business Bureau, and the 2009 Business of the Year in Rolling Meadows, Illinois.

TransNational seeks to continue its trajectory of strong growth and provision of the best service to merchants, and the best provision for its employees and their families.

Uncovering Lost Opportunities

When John approached Willow Creek Community Church, his home church, in 2005, with an offer to extend bankcard processing services at prices reduced to their actual cost, he

was met with skepticism and disbelief. Eventually, John was able to convince the financial leaders to more closely examine his offer, and take him seriously. Upon analysis, those leaders found that John's offer would save them tens of thousands of dollars a year! Willow Creek switched to TransNational soon after.

It was during the Willow experience that TransNational's leaders became aware that faith based, not-for-profit organizations and ministries were profit making accounts for those who were doing their processing. They also became increasingly concerned that the profits gleaned from resources intended to serve others through ministry programs was inhibiting the efficacy and sustainability of those programs across the country.

Current Provider Landscape

Currently, there exist a wide variety of options for faith based groups and not-for-profits to meet their bankcard and merchant service needs.

In the religious community, many large faith based groups are benefiting from technology solutions that package many services together. In the majority of cases, these solutions have a processor as a partner that services the majority of their clients.

In the not-for-profit arena many are taking advantage of the convenience and ease of PayPal, Authorize.net, and other web providers. All of these providers are capable providers of the services needed by faith based groups and not-for-profits. However, all of these entities also make strong profits on their accounts.

Actualizing Benevolence Vision

In 2008, John was attending a Willow Creek Community Church service, when he heard the story of a man whose business was drilling wells. In the winter months, when drilling ceased here in the Midwest area of the US, this

man took his business to Africa and drilled wells for free.

The story profoundly impacted John, even to a point where he found himself jealous that he didn't have a well business. However, a previous desire to offer the services of his company to faith based groups without margin was reignited. In 2009, John and Jae officially launched the Benevolence Program of TransNational, hiring a former Willow Creek employee to oversee the development of the program. Coincidentally, that employee's responsibilities at Willow Creek were tied to helping coordinate the Celebration of Hope Campaign that funded numerous well projects in Africa in the spring of 2009.

TransNational believes that the greatest resources that it can contribute are its expertise and services. While the giving of financial resources is an important aspect of its contributions; partnership and service have been shown to be more impactful, effective and sustainable avenues of charitable giving.

Therefore, TransNational's solution is to give freely its time and expertise and to make available its services and solutions at TransNational's cost to faith based groups and not-for-profits.

TransNational understands that to some degree every church and not-for-profit must engage in some degree of business interaction. It also understands that for business to be viable and sustainable there must be margin and profit. TransNational's own business model is built upon the opportunity to make profit.

However, TransNational as a corporate entity finds a conflict with its Christian ethos in profiting on accounts that are seeking to do ministry. Therefore, we have decided to eliminate any profits on these partnerships. We do not expect that every corporate entity will follow our example of choosing not to profit from business partnerships with ministry enterprises, but we have made a decision to follow that path and encourage all who would to follow!

Benefit 1 – The Ministry/NPO

TransNational believes the highest benefit of its solution to be the financial peace of mind and gain for the faith based group or not-for-profit entity it partners with. This program will save these entities money in all cases, and in entities that are doing more volume of credit card sales or donations, those savings will be substantial. As seen in the case studies to come, by eliminating the profits made on a church or not-for-profit account, tremendous resources are kept within the ministry programs and organizations using them to affect the most good in our world.

Benefit 2 - TransNational

When John presented the Benevolence Program to one skeptical Church Director, the push back was, "Charity is great but it is not forever." The concern this Church Director had was if there is no benefit to TransNational, other than charity, then this would be a short-term relationship. There is however an additional benefit for TransNational, all card processing helps catalyze our growth.

Benefit 3 – The Ministry/NPO and TransNational

The third benefit of this program is the partnership of the service and excellence of TransNational as a business with ministry entities. The ministries will be strengthened by the wisdom and excellence of TransNational's business and TransNational believes that it will be blessed with the favor of both God and people for its good will and deeds. Also, the ministries will gain access to that rare environment where they gain a solution at the lowest cost, with the most attentive customer service, and the highest quality product. TransNational will gain partnerships with some of the finest organizations and communities in existence.

Program Partnership

To implement TransNational's solution, TransNational and the faith based group or not-for-profit entity will enter into a formal contractual relationship whereby TransNational will become the bankcard processor or merchant service vendor. In all cases, TransNational will provide consultative services to discover what solutions would be the most beneficial for the church or not-for-profit, as well as preparing reporting highlighting the savings and opportunity it is presenting.

Case Study #1 – Willow Creek Community Church

TransNational's first opportunity to enact this solution is a great example. Willow Creek was engaged in a partnership with a processor that they had a strong relationship with. The processor was doing a good job and there were no problems in service. Upon review however, TransNational found that it could save the church tens of thousands of dollars a year in processing fees. The church soon joined the benevolence and exclusive rate program offered by TransNational. In 2009, the Willow Creek Association followed the church, and retained TransNational as its processor. Brian McAuliffe, CFO of Willow Creek Community Church and Association has written an endorsement of TransNational's Benevolence Program which is available for view online at www.tnbci.com/benevolence.

Case Study #2 – Elgin Christian Development Corporation (ECDC)

In 2009, TransNational did a consultation for a small community development corporation in Elgin, Illinois. ECDC was accepting donations on credit and debit cards. Through the year, ECDC was accepting less than \$24,000 of donations on bankcards. Upon doing a review of their statements, TransNational found that it could save ECDC over \$850 a year. That's 3.5% of ECDC's total revenue on bankcards!

Program Enrollment

This program exists to serve faith based groups and not-for-profit entities, and TransNational will do due diligence to ensure that potential participants ministries are synergistic with the program's intentions. Enrollment in the program is not limited to denominational or specific faith backgrounds; however, TransNational does reserve the right to not enroll groups with value constructs that directly conflict with its own ethical, business, or national interests.

Interested entities or those with questions are encouraged to contact Aaron Subich, TransNational's Benevolence Director, during business hours at 847-655-1346 or at asubich@tnbci.com.