

PridePays –Causes



PridePays helps LGBTQ+ communities thrive by creating a synergistic relationship between the businesses in the community, the members of the community, and the organizations that serve the community.

As a Social Enterprise, PridePays brings needed funding to Causes serving LGBTQ+ people by providing merchant services to businesses and donating the profits to the Cause(s) of the business owner's choice.

While it is our vision that all business owners will one day become aware of this opportunity and seek out an organization to support; at present the program is best leveraged by Causes that share the opportunity with their community. The program is similar to Amazon Smile, but for business owners. Causes may engage business owners within the community they serve, inviting them to support their work through PridePays.

PridePays allows business owners to allocate a portion of the fees associated with accepting credit cards to fund the Cause(s) of their choice. There is no increase in cost to the business, the fees are EXACTLY matched to those each business currently pays. The portion of those fees that had been profit each month is donated to the Cause(s) the business selects.

-This provides an ongoing stream of funding for Causes serving LGBTQ+ people.

PridePays maintains the only curated list of Causes serving LGBTQ+ people. Causes can ask to be added or can be nominated for inclusion. PridePays performs underwriting on each Cause to ensure they are providing value to the LGBTQ+ community, and that they are registered as a Non-Profit. The result is a qualified listing of organizations deserving of support.

-This is a powerful tool of discovery for locating Causes serving a specific region. It is the tool business owners use to identify worthy organizations making an impact in their community.

PridePays provides the Merchant Map as an all-inclusive listing of businesses within the Gayborhoods/LGBTQ Villages in the US. Participating merchants are highlighted and the Cause(s) they support are shown as part of their listing details.

-This enables consumers to identify businesses that are giving back to the community and reward them with their patronage.

There is no cost to Causes that participate, there is no requirement for Causes to promote the opportunity. PridePays will happily provide free support and assistance to any Cause wishing to attract benefactors through the program.