



IMPACT CASE STUDY

At **Willie's RV**, adventure isn't just about the open road—it's about heart. That's why they've teamed up with the **Chippewa Humane Association**, a nonprofit dedicated to rescuing, caring for, and rehoming animals in need throughout the Chippewa Valley.

By partnering with PIE and Aurora Payments, Willie's RV switched to a dual pricing program that significantly cut their card processing costs. But the real story is what they chose to do with those savings: help ensure every pet gets the second chance they deserve.

Now, every RV sold is helping to provide shelter, veterinary care, and loving new homes for animals across the region.



\$18,000+

Estimated annual savings on payment processing expenses.

\$3,000+

Estimated annual donation by PIE to Chippewa Humane Association.



Amy Dachel
Executive Manager
Markquart RV &
Auto Group

"I was extremely nervous at first, as we didn't know how our employees and customers would take it. But we have yet to receive a single complaint and have now rolled this out to nine RV dealerships and two auto dealerships. Jamie and the PIE team made it really easy."