The Mountaineer multiplier



How CityNet's savings fuel WVU Athletics.

WVU Athletics and MiCamp turn a traditional donor relationship into mutual growth. CityNet gains cost relief and a modern payment environment, while recurring giveback strengthens the Mountaineers year after year.

THE CHALLENGE

CityNet, a regional internet provider and WVU supporter, faced high-risk classification, ongoing reserves and repeated fund holds. A legacy payment setup with limited responsive support slowed growth and created financial uncertainty.

The solution

- **A clear view of costs and risk**
  A full analysis revealed the impact of CityNet's high-risk classification.
- **A new approval structure**
  MiCamp's family-bank structure eliminated reserves and held-fund issues.
- **Recurring support for WVU Athletics**
  A percentage of MiCamp's revenue returns to WVU Athletics each year.
- **Dedicated, ongoing support**
  Hands-on guidance and a modern payment environment help CityNet scale.

Savings that give back.

Business relief for CityNet. Recurring support for the Mountaineers.

$169,000
Annual processing savings for CityNet

$69,912
Annual giveback to WVU Athletics

- No additional cost to the donor.
- Reserves eliminated. Cash flow stabilized.

Everybody wins

CityNet

Eliminates reserves, stabilizes cash flow and modernizes operations, with an opportunity to earn donor benefits and priority points.

WVU Athletics

Receives $69,912+ per year to support student-athletes.

The athletic department

Offers donors tangible business relief, strengthening relationships and loyalty.

75,000
Signed clients

$77B
Processed annually

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