

# MASTER YOUR CARD

A community empowerment program brought to you by 

## GREATER VALUE FOR BENEFICIARIES



State and local governments around America are saving dollars and making sense as they eliminate checks in favor of electronic payments via prepaid cards. Driving this trend is the growing recognition that prepaid cards are a single solution that works for multiple government needs while better serving all beneficiaries.

**Save time and money.** Benefits are automatically available, eliminating the need to wait for a check in the mail—an invaluable difference in times of poor health, housing disruption or extended stays away from home. Receiving prepaid cards means beneficiaries no longer spend their time and money translating their benefits into a form they can use.

**Go beyond adversity.** Prepaid cards help beneficiaries overcome the isolation of poverty, emergency, poor health or dislocation, and give beneficiaries access to goods and services online and outside of their neighborhoods. A cash and money order economy means consumers must physically travel to merchant locations; an electronic payment economy means that funds, goods and services can come to them via online and mobile payments. Prepaid cards allow those who are dislocated due to emergencies or natural disasters to seek shelter and stability elsewhere rather than waiting around to receive a check in the mail or at a relief center. People can move toward opportunities instead of waiting in place for their payments.

**Improve financial literacy.** Prepaid cards are a technological solution for improving financial literacy among at-risk populations. The unbanked can use government prepaid cards as an introduction to the workings of the financial system. The cards can be accompanied by easy to use and understandable financial management tools, many of which are available online and accessible through mobile phones.

**Help beneficiaries succeed.** Through its *Master Your Card* program, MasterCard reaches out to consumer and social advocacy groups with events, seminars and training tools to help at-risk populations master prepaid cards and electronic payment networks. At the same time, *Master Your Card* engages small businesses to promote the acceptance of prepaid cards, creating a full circle between government disbursement, consumer use and business acceptance.