

# MASTER YOUR CARD

A community empowerment program sponsored by  mastercard

## BRINGING THE BENEFITS OF ELECTRONIC PAYMENT TECHNOLOGY TO THE PEOPLE WHO NEED IT MOST.

Forty-nine million households in America live their daily lives either without a bank or without the basic financial services everyone needs for financial mobility and security. A recent FDIC report documents the financial challenges facing low and moderate income families who want to get ahead. Often referred to as the “unbanked,” these Americans live in a cash economy during a digital age, a condition that costs them time and money they cannot afford to lose. The unbanked pay exorbitant fees to cash checks, fall prey to payday lenders, have no way of purchasing goods and services over the internet or phone and spend a great deal of time making in-person cash payments for utilities and other bills. There is no way they can get ahead if they are constantly running behind and lack the basic financial tools enjoyed by other Americans.



**Technology is the solution: It brings financial inclusion to people who either feel they cannot afford a bank, fear the institution of banks or simply have no access to a neighborhood bank.** Prepaid debit cards present the opportunity for the unbanked to bank on their cards. The right prepaid card allows unbanked individuals to directly deposit their paychecks, avoid check-cashing fees, purchase goods and services over the Internet and phone, manage their finances with mobile and online tools and protect themselves against theft and fraud—all at costs lower than having a bank account and far lower than the expense of relying on check-cashers and living in a cash economy.



**Master Your Card partners with community leaders on the ground seeking to increase financial inclusion.** We are a community empowerment program that helps consumers learn how to get the most from their money by using prepaid, debit and credit cards to access their full financial empowerment and control.

**Visit [www.masteryourcardUSA.org](http://www.masteryourcardUSA.org) for more information and resources on how to confidently move your cash to cards.**