

# Charity Matters

## Charitable Giving Rewarded

(NAPSA)—Estimated charitable giving reached a record high in the United States with contributions totaling over \$248 billion, according to a Giving USA report. Individual giving represents the single largest source of donations, accounting for three-quarters of the total charitable contributions made.

Though cash and checks remain the most common method of donation, the use of credit and debit cards for charitable donations is growing. This growth is spurred by the increased use of the Internet and e-mail for solicitations and donations, a new generation of donors who have a preference for electronic payments, as well as recently passed charitable tax reforms that will soon require Americans to keep better record of their donations in order to claim them as a tax deduction.

### Giving Made Easier

Leveraging credit and debit cards can help simplify the process of giving and receiving charitable contributions, with benefits for both donors and recipients. Many charitable organizations—both large and small—accept payment cards as a form of payment for one-time and recurring donations. For donors, this presents the opportunity to:

- Give more generously over time and with a greater view of your total charitable contributions;
- Plan your charitable giving by arranging recurring donations with your charitable organization of choice, allowing you to determine regular intervals and contribution amounts you would like to give;
- Enjoy the added convenience of using your credit and debit card statements as a record of your charitable contributions



March  
of Dimes®

*Saving babies, together®*



**LEVERAGING PAYMENT CARDS for charitable contributions can add convenience and impact.**

throughout the year for tax deduction purposes;

- Eliminate the hassle and cost associated with writing, mailing or delivering paper checks to make contributions; and
- Earn rewards such as travel points, merchandise, and even cash back, depending on the specific payment card program, every time you make a charitable donation.

### Make An Added Impact Through Everyday Purchases

Affinity card programs and other payment card promotions tied to charitable organizations provide an opportunity for donors to make an added impact simply by making your everyday purchases. For example, MasterCard Worldwide is helping the March of Dimes gain donor attention and support for Prematurity Awareness Month occurring in November. During this month, MasterCard will match donations by donors who use their MasterCard® to make a contribution to the March of Dimes.

To learn more, visit [www.marchofdimes.com/mastercard](http://www.marchofdimes.com/mastercard). The March of Dimes works to improve the health of babies by preventing birth defects, premature births and infant mortality.

For more information, visit [marchofdimes.com](http://marchofdimes.com) or [nacersano.org](http://nacersano.org) for Spanish.