

Credit And Debit Cards As Well As Match Offers Make It Easier To Give And Will Increase Impact Of Donations

(NAPSA)—Uncertain economic times often bring out more of a charitable spirit. While not robust, the outlook for charitable giving is improving. Now more than ever, donors are seeking effective, easy and more substantial ways to make a difference and are looking at the organizations receiving gifts even more closely. Corporations are increasingly challenging donors to make contributions that they will then match. Charities see a spike in donations when such match offers are in place. Making donations on a credit or debit card is convenient for the donor and less labor intensive for the receiving organization.

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 donations. For donors, this presents the opportunity to:

- Give more generously over time and with a greater view of their total charitable contributions.
- Plan charitable giving by putting in place monthly donations with a prearranged date for the donation to be made.
- Eliminate the hassle and cost associated with writing, mailing or delivering paper checks to make contributions. It's "green giving," too!
- Earn rewards such as travel points, merchandise and even cash back every time a charitable donation is made.

Credit and Debit Cards Make Record Keeping Easy

Making charitable contributions with a payment card also helps donors substantiate their gifts and keep up with the increased tax requirements demanding that Americans keep better records of their contributions.

Giving With a Bigger Impact—Match Offers

Affinity card programs and other payment card promotions tied to charitable organizations



The March of Dimes is about helping babies.

provide an opportunity for donors to make an added impact simply by making donations using a specific card. MasterCard Worldwide is again helping the March of Dimes gain donor attention and support by offering donors an added incentive for making contributions. Between November 1 and December 31, 2009, when a donor makes a donation with a valid MasterCard® credit or debit card, MasterCard will match the donation dollar for dollar, for a total MasterCard donation to March of Dimes of up to USD \$225,000. Valid donations are:

- Donations made online at www.marchofdimes.com with a MasterCard credit or debit card
- Off-line donations made with a MasterCard credit or debit card at select March of Dimes Signature Chefs Auction events.

To learn more about the program or to make a donation, visit www.marchofdimes.com/mastercard.

March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters nationwide, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality. The March of Dimes funds research, provides education and answers to moms, and provides support to families affected by premature birth, which affects over 540,000 babies each year. For more information about the organization, visit www.marchofdimes.com or www.nacersano.org for Spanish.