

## **MasterCard and World Vision to Address Key Issues Facing Humanitarian Sector**

*Multi-layered Partnership Includes Aid Delivery, Industry Research, Fundraising and Advocacy to Reach More People in Need*

**Sydney – April 5, 2016** – [MasterCard](#) and [World Vision](#) today signed a multi-layered partnership agreement in which MasterCard will apply its expertise, products and services in support of World Vision's efforts to tackle key challenges impacting the humanitarian sector.

International humanitarian aid assistance continues to grow, reaching an [all-time high](#) last year. Yet, at a time of unprecedented humanitarian crises, it is insufficient in meeting the needs of the millions of people affected by poverty, political turmoil and natural disasters every year.

"Effectiveness and sustainability are two of the most pressing issues facing humanitarian organizations," said Walt Macnee, vice chairman, MasterCard. "We're increasingly using our core business to create innovative solutions with NGOs like World Vision that address these pain points and better support those affected by poverty and emergencies around the world. We believe this partnership can serve as a blueprint for private and non-profit organizations working together to create mutually beneficial and sustainable solutions for some of the world's most challenging issues."

"Responding to disasters and meeting humanitarian needs is a shared responsibility," says Kevin Jenkins, president, World Vision International. "World Vision values partnerships like this that aim to move the relationship between NGOs and private enterprises from transactional to transformational. We want to harness each other's experience, skills and technology to reach more people in more effective innovative and efficient ways."

The program includes improved aid delivery via digital identity and electronic payment services that include [World Vision's Last Mile Mobile Solutions \(LMMS\)](#) and the [MasterCard Aid Network](#). MasterCard worked with World Vision to test both systems in the Philippines to help micro-entrepreneurs rebuild businesses after Typhoon Haiyan. World Vision is also using LMMS and MasterCard Aid Network in Nepal, following last year's earthquake, to deliver a wide range of services, food assistance and equipment.

MasterCard and World Vision will also work together on fundraising and advocacy opportunities, as well as joint industry research and consulting on topics ranging from digital identity to financial education for beneficiaries to data management and protection.

### **About MasterCard**

**MasterCard** (NYSE: MA), <http://www.mastercard.com>, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

**About World Vision**

World Vision International, [wvi.org/disaster-management](http://wvi.org/disaster-management), is a Christian relief, advocacy and development organisation dedicated to working with children, families and communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision International is dedicated to working with the world's most vulnerable people. World Vision International serves all people regardless of religion, race, ethnicity or gender. World Vision is currently responding to more than 20 humanitarian crises, in over 35 countries, assisting more than nine million people. Follow us on Twitter @worldvision.

**For further enquires and interview requests please contact:**

Heather-Ann Cody | Weber Shandwick | [hcody@webershandwick.com](mailto:hcody@webershandwick.com)