

Micro Donations; A Huge Impact With Priceless Causes



Cardholders in Italy will soon see how small things really can make a big difference. In partnership with World Food Programme and Poste Italiane, we have launched our MasterCard Priceless Causes platform, the first online donation platform integrated with a payment solution.

The platform, presented in preview in Rome this week, will enable cardholders to make micro-donations to the World Food Programme quickly and easily every time they use their MasterCard to make a purchase, with donations supporting school meal projects in developing countries. The project is a global first and leverages World Food Programme experience in supporting humanitarian emergencies and our technological know-how, with the traditional social role of Poste Italiane in the country.

Says Walt Macnee, vice chairman for MasterCard: “We have partnered with WFP since 2012 to support important humanitarian causes all over the world. Leveraging our shared values, we have invested in the development of this platform to connect financial institutions and consumers, offering them a simple, transparent and traceable tool to support humanitarian causes. The integrated giving journey we have started underlines MasterCard’s commitment to continue to look at how technology can be used as a force for good around the world.”

Priceless Causes Platform

The new platform, available online, from PCs and from smartphones, will initially enable donations via PostePay Evolution, Poste Italiane’s new MasterCard prepaid card and first card that can be enrolled in the platform for automatic donations. By registering to the platform, cardholders can activate micro-donations, deciding the set amount of each donation – from a

minimum of 10 euro cents for every purchase made offline and online. After the registration and the configuration of the account, the automatic donation system is activated for every transaction made. Cardholders can then activate and suspend donations at their will.

“The Right Moment to Donate Is . . . Every Day”

Ahead of the platform launch, we commissioned a piece of research by GFK Eurisko to explore Italian attitudes to charitable donations and what drives them to donate. It identified that Italians are most inclined to donate to scientific and medical research, the support of those in need, hunger in developing countries and humanitarian emergencies. The research also explored the relationship between technology and donations, revealing that access to a technological platform, like the Priceless Causes Platform, is considered helpful as donation amounts can be managed according to the budget (55%).

The research concluded that consumers see donations as a daily habit, whereby small individual contributions can support those in need - which is exactly what the Priceless Causes will enable Italian cardholders to do.