

## ImpactPay launches future of giving with Mastercard prepaid debit card

*First-of-its kind platform launches in Australia*

**Sydney – November 13, 2018** – Social impact payment platform, ImpactPay, has collaborated with Mastercard, a leading technology company in the global payments industry, to launch a first-of-its-kind Mastercard prepaid debit card in Australia. The new card will allow customers to make micro-donations to Australian not-for-profits with every transaction.

ImpactPay customers will be able to select causes they wish to support via a mobile app, and set the amount they wish to donate with every transaction. The new initiative is set to harness the 598 billion cashless transactions<sup>1</sup> that will occur around the world this year. With the smartphone app, givers can track the impact of their donations alongside the collective progress of their chosen project.

Adam Levine, Co-founder, ImpactPay said, “ImpactPay is not only a solution for Australian consumers that want simpler ways to donate, but it’s an innovation Australian not-for-profit organisations can leverage to create connections with a new generation of donors.”

Current ImpactPay not-for-profit partners include Sydney Children’s Hospital Foundation, Alannah & Madeline Foundation, Ronald McDonald House Greater Western Sydney and Guide Dogs Victoria.

Lesley Podesta, CEO, Alannah & Madeline Foundation said, “There is no doubt that donors, particularly younger donors, require transparency and honesty about how their dollars are used.”

“Our donors want to know their support goes towards keeping children safe from violence and bullying. With most of our income going straight to our programs, they know their donations make a difference,” said Ms Podesta.

Richard Wormald, Division President Australasia, Mastercard said, “Providing Australian not-for-profits with the technology and tools to reach a new generation of donors is such a simple but meaningful idea. As an organisation that is focused on doing well by doing good, Mastercard is very proud to partner with socially-minded innovators like ImpactPay.”

Launching yesterday, the ImpactPay prepaid debit card can be used wherever Mastercard is accepted.

**- The End -**

---

<sup>1</sup> Capgemini, BNP Paribas. (2018). World Payments Report 2018. [online] Available at [www.worldpaymentsreport.com/download](http://www.worldpaymentsreport.com/download) [Accessed 30 October 2018].

### **About ImpactPay**

Social impact payment platform, ImpactPay, is set to change the world by empowering a new generation of spenders, savers and givers.

The ImpactPay premise is simple, harness the untapped potential of the more than 598 billion payment transactions made each year with the power of micro-giving to change the world.

Through the unique payment platform's debit card and the collective power of the tribe, users can support causes of their choosing with each payment or transaction they make through micro-donations, starting at just 10 cents. At the same time, tribe members can utilise the platform's spending and budgeting technology to monitor their everyday finances.

ImpactPay is calling on Australians to sign-up to the ImpactPay movement. Founding tribe members will be gifted \$5 towards their chosen cause's project when cards are activated\*.

For more information visit the ImpactPay [website](#), [Facebook](#), [Instagram](#) or [LinkedIn](#) pages.

\* Subject to terms and conditions

### **About Mastercard**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects 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 [@MastercardAP](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

### **ImpactPay Communications Contact**

Liv Tully, 0497 853 132

[liv@impactpay.com](mailto:liv@impactpay.com)

### **Mastercard Communications Contact**

Alana Morton, 0481 917 678

[Alana.Morton@mastercard.com](mailto:Alana.Morton@mastercard.com)

### **Agency Communications Contact**

Olwyn Flanagan, 0432 836 067

[olwyn.flanagan@elevenpr.com.au](mailto:olwyn.flanagan@elevenpr.com.au)

Emma Graham, 0401 363 662

[Emma.graham@elevenpr.com.au](mailto:Emma.graham@elevenpr.com.au)