



## Emergency Funds Disbursement Case Study

### Background

MasterCard®, a partner of Springbok Services, has a long history of commitment to disaster relief in response to both domestic and global emergencies. MasterCard supports the initiatives of the American Red Cross chapters, including the International Red Cross/Red Crescent Societies, in the communities where employees live and work.

### Challenge

In October 2007, wildfires in Southern California destroyed more than 1,500 homes, dislocated thousands of local residents and caused more than \$1 billion in damages. The American Red Cross reached out to MasterCard for disaster relief assistance in the form of prepaid cards to be used by Red Cross emergency vehicle drivers to purchase fuel. In direct response to Red Cross appeals, MasterCard contacted its long-time prepaid card partner, Springbok Services.

“Based on our discussions with Red Cross personnel, we knew the situation called for fast-action and the quick delivery of the prepaid cards. The emergency vehicle transport team needed a reliable way to purchase fuel to lend relief to victims in the area,” said Ben Kessler, vice president, Global Prepaid Product Management, MasterCard Worldwide. “Working with Springbok, these cards were developed, loaded and delivered in a matter of days.”

### Solution

MasterCard contacted Springbok to help fulfill the American Red Cross’ immediate need for prepaid cards. MasterCard selected Springbok because of the company’s ability to quickly execute on the entire lifecycle of a prepaid card program, from design and manufacturing to fulfillment and card validation. Within hours of receiving the initial request from MasterCard, Springbok designed and manufactured 250 prepaid MasterCard cards. MasterCard then loaded \$100 on each card, providing \$25,000 in donated fuel, tested the cards and delivered them to the American Red Cross.

“We received a call from MasterCard and initiated action immediately to lend support for the residents located within the realm of the wildfires,” said Sarah Grotta, executive vice president of business development, Springbok Services. “With so many volunteers involved, prepaid MasterCard cards provided a flexible and protected way for the Red Cross to disburse fuel funds quickly and efficiently so transport efforts could continue without wasting time on cashing checks or counting dollars.”

### Results

MasterCard and Springbok were able to provide prepaid MasterCard cards to the American Red Cross within three days. This collaborative, fast-responding effort gave volunteer emergency drivers the means to fuel their vehicles and actively engage in the relief effort by transporting food, water, supplies and people.



**American  
Red Cross**



“MasterCard and Springbok exceeded our expectations by delivering the prepaid cards to us within 72 hours of our initial conversations,” Andrew McKellar, San Diego Chapter of the American Red Cross. “We believe in the value of prepaid cards as a valuable and secure payment option, especially in times of crisis, and appreciate knowing firsthand that the level of responsiveness provided by MasterCard and Springbok exists during disaster relief efforts.”