

Apply Grassroots Campaign Theme Design

Date

Name

Organization

Address

City, State, Zip

Dear Mr. / Ms.

Did you know that a staggering 45 percent of the U.S. Hispanic population—or roughly 20 million of our neighbors—are unbanked or under-banked? They are not fully participating in the American Dream, yet they are contributing to their communities as dedicated workers and entrepreneurs, religious and community group members, parents and school volunteers, and everyday consumers.

With little or no current relationship with a traditional financial institution, many Hispanics must instead frequent alternative providers, such as check cashing facilities and money transfer outlets, where they are often over-charged for the privilege of gaining access to their own money.

How can we help our neighbors get a leg up on the financial ladder and gain entry to the mainstream banking services that most Americans take for granted? MasterCard is committed to providing education to assist the Hispanic community in gaining financial literacy and independence. Because your organization has a mutual goal of improving the quality of life for Hispanics in the community, we are contacting you to introduce you to MasterCard's financial literacy educational program and to show you how it can benefit your members.

The attached presentation demonstrates how we can work with you to conduct events at which your members would learn how to manage their finances better, and learn about alternative payment solutions that can benefit them and their families.

With education, we can help remove the barriers to basic financial liquidity. We can help our neighbors to begin building a buffer against times of financial stress, even as they begin building a future of prosperity and pride. They will, doubtless, use their new financial tools to pay their bills and shop online. And they will patronize area businesses, which are struggling during difficult financial times. Indeed, what is good for the unbanked will also benefit the community.

I will call you shortly to discuss how we can work together to bring financial education to your members, and bridge the gap to financial literacy and independence.

Thank you.