

CASH IS SO GOOD

CASH ALWAYS WORKS



Humanitarian organizations rely on cash donations.

Cash works in communities in crisis including natural disasters, war and poverty.

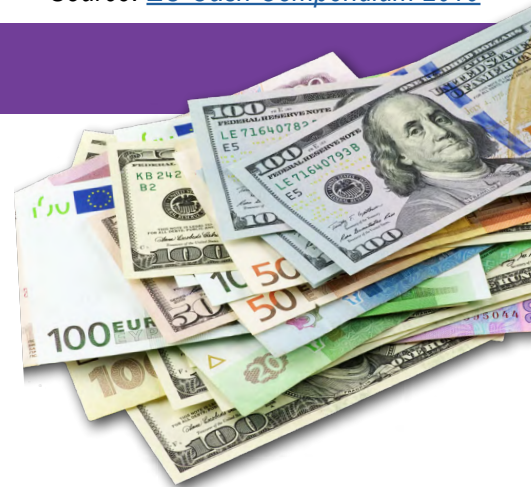
- Approximately 40% of donations are in cash or vouchers.
- Businesses without access to power are often only able to accept cash payments.
- Aid provided in cash rather than food or services reduces waste by allowing families to make decisions about what they need when they need it.

Source: [EU Cash Compendium 2019](#)

CASH IS SECURE AND PRIVATE

Cash cannot be hacked. A breach of debit, credit or bank accounts often means a [loss of account access](#) until new accounts or cards can be issued.

- More than 2 in 5 consumers have experienced fraudulent activity on one or more of their cards or accounts.
- [30% of identity theft](#) cases involve credit card fraud.



CASH IS INCLUSIVE

Cash serves all walks of life. From the un-banked and under-banked to the middle class and wealthy. [Only 19.14% of adults](#) 15+ have access to a credit card. [1.7 billion adults](#) do not have access to a bank account.



CASH IS A BUDGETING TOOL

Consumers spend up to 18% more when using credit cards.

[Studies](#) show people are more likely to be careful about their spending when using cash as payment.

