

## Case Study: Non-Profit Groups

### Alpha Card provides ID badge system for Cross International's Haiti relief efforts

On January 12, 2010, Haiti was struck by a magnitude 7 earthquake, the largest to hit the region in more than two centuries. The force of the quake and the resulting aftershocks crippled an already-struggling nation, killing thousands and leaving countless others without homes. When a massive disaster strikes, it's often the response to tragedy that fills us with hope and inspiration. After the earthquake, when Haiti needed the world's help, the people responded. One organization providing continuous support in these Haiti relief efforts is Cross international, a group we're proud to call an Alpha Card customer.

#### Small Steps Towards Rebuilding

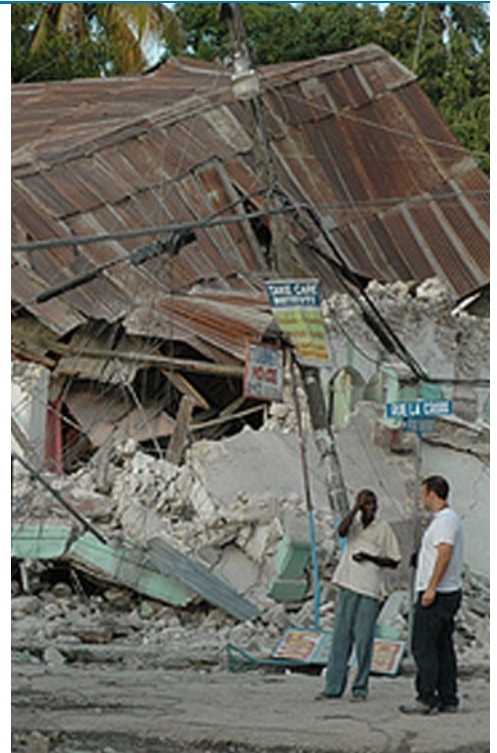
Cross International was already helping out in Haiti before the Earthquake hit. The organization's top priority is to offer assistance to "the poorest of the poor." These efforts began in Haiti and now extend to other impoverished countries throughout Africa, Asia, and Latin America. In response to the recent Earthquake in Haiti, Cross International is working to distribute food and material aid to the poor and suffering through existing programs established within the country.

#### How Alpha Card is Helping

Cross International approached Alpha Card in search of an ID badge solution for its ongoing efforts in Haiti. ID badges are incredibly important for identifying workers and volunteers offering assistance in times of emergency. Proper identification helps to ensure the right people have access to the areas they need to reach, and it lets them perform their tasks quickly without costly delays. For those receiving assistance, seeing photo identification provides assurance that those offering help are in fact official and authorized to be there.

Marjorie Cadet, Senior Accountant for Cross International, explains, "When these people are going out on the street, or helping out in tent cities, they need to have a badge to identify themselves. Haiti is a small country, so many people know the organizations, but it's important to have a way of showing who belongs to what organization."

Cross International works with a number of groups offering support to Haitians in need, focusing primarily on distribution of food and medical supplies. The organization also works closely with schools, by helping poor children pay for schooling, and providing them with meals. *...continued on next page*



#### Summary

- Cross International is employing an ID system from Alpha Card to produce photo IDs for workers and volunteers helping with the Haiti relief efforts.
- 500 full-color photo IDs were printed with the Magicard Enduro ID card printer.
- Each ID card includes the cardholder's name, photo, and the name of their organization.
- Primary function of the ID card program is to properly identify those who are authorized to assist in efforts such as distribution of food and medical supplies.

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## What's in the Cards?

Cross International used an ID card system from Alpha Card to print 500 photo IDs for those involved in their current projects in Haiti. Members of these organizations receive ID cards featuring their photo, the name of the organization they're working or volunteering for, and personal details such as name and title.

Says Cadet, "Before, we didn't have cards. Now, we want everybody to have a badge to identify who is an employee and who is coming in to assist with a need. We want people to be able to say 'This is an employee with a badge, and these are people coming in to provide a service.'"

To produce these photo IDs, Cross International used Alpha Card's Basic Secure Photo ID System featuring the Magicard Enduro ID card printer. The Enduro is a versatile printer that makes professional card printing easy and affordable. It even allows users to include a secure watermark on each printed card at no extra cost. This improves the visual authenticity of the printed cards, and reduces the risk of counterfeiting, resulting in a highly secure photo ID program.

We applaud Cross International's noble efforts in Haiti, and are happy to have played an important role in getting their ID card program up and running.

## Organization Profile



- Cross International's top priority is to help "the poorest of the poor" by distributing material aid through existing programs in impoverished countries.
- The organization's efforts began in Haiti, and now extend to other countries throughout Africa, Asia, and Latin America.
- Examples of aid provided by Cross International include financial assistance for children who can't afford school, distribution of food and medical supplies, scholarships for secondary education, and HIV education and prevention.



## About Alpha Card

Alpha Card Systems has been a trusted provider of secure ID solutions since 1986. That's over 20 years of service in an industry where experience is extremely important. We take great pride in our ability to deliver the best service and value on ID card systems for virtually any application. Our diverse customer base stretches from schools and small businesses, to membership clubs, police departments, government agencies, large corporate clients, and more.

As a leader in the ID card industry, we strive to stay on top of the latest products and technology, and offer complete, all-in-one solutions for card programs of all types and sizes. Alpha Card works closely with the industry's most respected manufacturers to develop these systems. We offer an unbeatable selection of ID card printers and supplies from industry-leading companies such as Fargo, Magicard, Zebra, and many more. Like us, these companies have been around for quite some time, which is why we're confident our customers are receiving the most effective and reliable solutions for their card-printing needs.

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