

## Case Study: Non-Profit Groups

### Mercy Corps uses Alpha Card ID card solution while working to rebuild Haiti

Over the course of the past year, our planet has been hit by a seemingly unending series of natural disasters, with the earthquake in Haiti standing as perhaps the most harrowing example of destruction at the hands of Mother Nature. Throughout these trying times, Alpha Card Systems has reached out to global aid agencies and non-profit groups who are helping victims recover and rebuild. One of those agencies is Mercy Corps, an organization always quick to respond in times of crisis. When the Haiti earthquake hit, Mercy Corps was immediately on the scene, and when they needed an ID card solution as part of their recovery efforts, they turned to Alpha Card.

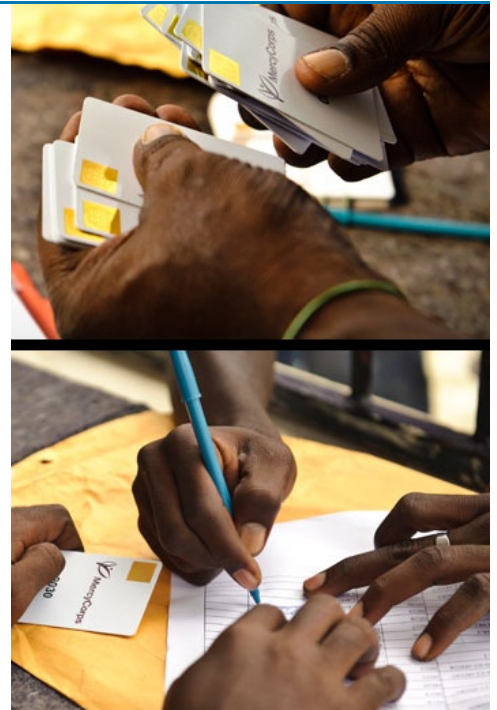
#### The Challenge

When Mercy Corps arrived in Haiti, the devastation was so extreme that the simple act of clearing rubble was really the only way to begin the recovery process. To jumpstart these efforts, Mercy Corps decided to launch a Cash-for-Work program, but in order to organize the project they would need ID cards. In essence, the Cash-for-Work program is set up to pay local Haitians who assist in clearing the rubble left in the wake of the earthquake. The program serves two key purposes: It kicks the rebuilding process into high gear, and it creates jobs in a decimated economy. But without ID cards, it would be extremely difficult to maintain any sense of order.

#### Alpha Card On the Scene

Mercy Corps had to act fast to get the Cash-for-Work program up and running, and Alpha Card was there to help. "It was a very fortuitous situation," says Kevin Grub, Mercy Corps' Senior Program Officer. "I stood up and said 'We need to get a Cash-for-Work program going immediately. We need cards that are stamped uniquely. And we need this, like yesterday!' Alpha Card reached out and we were working out the details that day."

For operations like the Mercy Corps Cash-for-Work program, where distribution of money is involved, ID cards can play a critical role in ensuring everything runs smoothly. There needs to be some way to make sure only those who are actually working are being paid. ID cards can easily solve this issue, but in order to lessen the risk of fraud, it's important that the cards can't be duplicated or redistributed. Alpha Card printed the Cash-for-Work cards in-house, and included unique design elements to enhance card security. Each card features a personal identification number and a holographic watermark. The ID number ensures only one person can use each card, while the watermark works to prevent illegal duplication. *...continued on next page*



#### Summary

- Mercy Corps is using pre-printed ID cards from Alpha Card as part of a Cash-for-Work program in Haiti.
- 3000 cards were printed for the program using Magicard Enduro and Magicard Rio ID card printers.
- Due to the urgency of the situation in Haiti, the cards were printed and rush-delivered to Mercy Corps within two days of their initial discussions with Alpha Card.
- Each card features a unique ID number and a secure HoloKote pattern highlighted by special HoloPatch cardstock from Magicard.
- The cards are distributed to local Haitians participating in Mercy Corps' Cash-for-Work program which aims to create jobs while rebuilding earthquake-affected areas.

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3000 cards were printed using a combination of Magicard Enduro and Magicard Rio ID card printers. Both the Enduro and Rio come standard with Magicard's patented HoloKote watermark system. With HoloKote, a secure holographic pattern can be applied across the surface of each printed card at no extra cost. The watermark is visible only when the cards are held at an angle. In the case of Mercy Corps, the cards were printed on Magicard's special HoloPatch card stock, which includes a gold stamp to highlight a portion of the watermark for heightened visual authenticity.

Grub explains the need for such security measures, "With a Cash-for-Work program, there's a lot potential for fraud if you're not careful. It really helps to have the cards. Those cards saved us. The recovery program officers were saying 'These are perfect!'"

### Quick Response

The turnaround time for this project was extremely fast, and given the circumstances, it had to be. Mercy Corps had no time to waste in getting the Cash-for-Work program up and running. Understanding the urgency of the situation, Alpha Card was able to print and deliver 3000 ID cards to Mercy Corps within two days of the initial discussions about the project.

Says Grub, "If there's a good side to events like Haiti, it's seeing the way people rally around this type of activity. It's just incredible to see that type of generosity come through, from the people working in Haiti, all the way to Portland and the people at Alpha Card."

### 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 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.

### Organization Profile



- Mercy Corps is a global aid agency that strives to alleviate suffering, poverty and oppression by helping people build communities that are secure, productive and just.
- The organization has spent the last 30 years working to build opportunities for sustainable, positive change in the wake of crises such as natural disasters, economical collapse, political transitions, and armed conflict.
- Mercy Corps has assisted million of individuals, families and communities overcome adversity in grief-stricken regions around the globe.



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