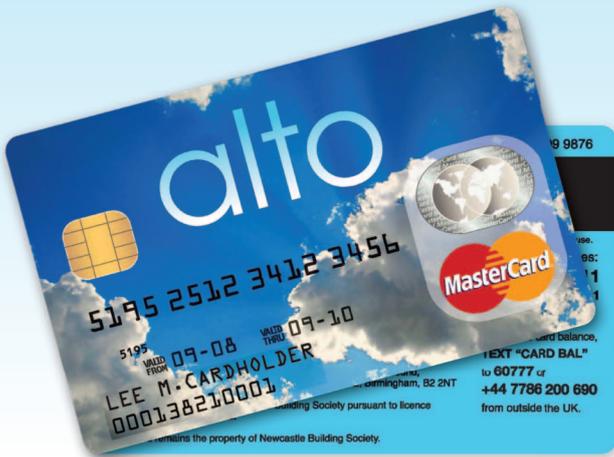


## Allowing your members to take control of their money with the ALTO MasterCard®

Developed specifically for credit unions, the ALTO card has been designed to give your members complete control of their money. The ALTO card is a prepaid card, not a debit or credit card, so your members can only spend the amount loaded on it.



- ✓ **Convenient** - it can be used at over a million ATMs in over 210 countries. And it can be used like a debit or credit card with no point of sale fee to make purchases on-line, over the phone, by mail order or wherever you see the MasterCard Acceptance Mark. 
- ✓ **Affordable** - it costs just £6, is valid for three years, there are no monthly fees and top ups are just 50p. Depending on usage, it can be one of the most affordable prepaid cards currently available.
- ✓ **Secure** - the ALTO card is a safe alternative to carrying cash. Plus, if the card is lost or stolen, your members can stop it from being used with one simple phone call.
- ✓ **Flexible** - you can top up your members' cards electronically.
- ✓ **Easy to apply** - your members can apply directly through you, even if they don't have a bank account, and there's no need for any credit checks.

## Kingdom Credit Union

Kingdom Credit Union in Methilhill, Fife, decided that the ALTO card was the best fit for its members. "There are other prepaid cards out there but we decided that the ALTO card would offer our members the best value," says Roberta Goodall, Kingdom's money guidance officer.

It might sound like a small difference, but having a prepaid card has made a big impact on the lives of credit union members. "I've spoken to one member who's so pleased they can now pay their Argos bill over the phone," says Roberta. "Previously, they would have had to travel to the store each time to pay their bill in cash."

Being able to pay with plastic in the form of the ALTO card helps people enjoy the same benefits that others take for granted. "When you think about how many bills most people pay with plastic or direct debit, not having access to those facilities is a huge disadvantage," says Roberta. "Paying for everything in cash can also create quite a stigma."

Credit unions like Kingdom are finding their services in demand as a rise in bankruptcies leaves people unable to find bank accounts. The ALTO card is one way the credit unions can help make lives a little easier. Members can set up a regular payment on to the card from their share accounts, request a top-up when they come into the office or do it over the phone with a password system.

The ALTO card has also proved a safer way to carry money around. "One member took her ALTO card abroad on holiday," explains Roberta. "It proved its worth when her husband had his bank card stolen and thieves cleaned out their bank account. They were able to use the ALTO card instead, and had that been stolen, their losses would have been limited."



Roberta Goodall of Kingdom Credit Union

In the future, Roberta hopes Kingdom can use the ALTO card for Growth Fund loans - part of a government idea to increase the borrowing available for people on low incomes.

"Using the ALTO card for the loans could help us reach people from a wider area," Roberta explains.

"Putting loans onto a prepaid card means

that people wouldn't have to take an expensive bus journey to collect their money. But the real benefit to people living further away is that we can put the balance of their benefit on their card each week or fortnight, saving them time and money, by not having to travel to see us."

**For more information, including all costs associated with the ALTO card, please call us on 0845 350 0011, email sales@altocard.co.uk or visit www.altocard.co.uk.**