

1. **\*\*Innovative Technology for Fundraising:\*\*** Butterfly Cares has partnered with MasterCard to introduce a groundbreaking technology for raising and distributing funds. This involves digital gift cards delivered directly to individuals' phones.
2. **\*\*Seamless Transactions with Apt Pay System:\*\*** The system operates on MasterCard's Apt Pay platform. It enables seamless transactions, facilitating instant fund disbursements and cross-border remittances. Notably, this system operates without the need for banks or intermediaries.
3. **\*\*Addressing the Rise of Antisemitism:\*\*** Butterfly Cares is focusing on combating the alarming global increase in antisemitism. Their upcoming program is dedicated to addressing this critical issue.
4. **\*\*Supporting Communities Worldwide:\*\*** The program plans to collaborate with Communities around the world to raise funds and awareness to assist Communities in need.
5. **\*\*Direct Assistance Through Digital Gift Cards:\*\*** The initiative will directly support Communities by providing them with digital gift cards. This method ensures immediate and direct assistance to the individuals in need. Sponsors or Retailers can get involved with this program with specific targeting available.
6. **\*\*Global Reach and Accessibility:\*\*** The initiative leverages MasterCard's global presence, ensuring that the support reaches students wherever MasterCard is accepted, thus maximizing the program's accessibility and impact.

