

## **WeCareCard is Crowdfunding with a Heart**

Atlanta has been dubbed “transaction alley” because of the pre-eminence of financial technology firms located in Atlanta, most notably First Data. Georgia is also one of the first states to legalize crowdfunding through the Invest Georgia Exemption. So, it is fitting that a crowdfunding fintech firm is making itself known in Atlanta. There are dozens of peer-to-peer fundraising services; however, none of those services has what WeCareCard has: a reloadable Mastercard prepaid debit card.

WeCareCard is a fintech company leveraging the crowdfunding and prepaid industries (think [GoFundMe](#) meets MasterCard), created by Jessica Weiss and Phillip Qualls, a 15 year payments veteran and partner at the [Money Network, which was sold to First Data](#). [Katharine Mobley](#), the firm’s chief marketing officer, and [Michele Sullender](#) (Top Women in Prepaid 2010), joined the bootstrapped startup in 2014 to bring the WeCareCard product to market. WeCareCard launched the MasterCard debit product in November 2014 at Money20/20, and won the “Prepaid with a Heart” category award from Paybefore Magazine in January 2015.

WeCareCard has combined the power of the crowd with the convenience of prepaid. WeCareCard’s differentiating factor is a patent pending multi-to-one functionality, which enables multiple people to donate anonymously to a single recipient via a MasterCard prepaid debit card. All of the funds that are contributed to the card can also be distributed directly to a service provider account - such as a funeral home, hospital, or wedding event provider - driving a unique partnering opportunity within these vertical markets.

WeCareCard provides the wedding industry a way to revolutionize antiquated registries by giving brides and grooms what they truly want: MONEY. WeCareCard currently has partnerships with [Treatment Diaries](#) (long term illnesses), [I’mSorrytoHear](#) (funerals) and [Plan the Day](#) (weddings).