



## Case Study: Imagine Water Works



### Providing Emergency Cash Relief to Individuals Impacted by Hurricane Laura

Imagine Water Works (IWW) is a community organization based in New Orleans with a focus on water, climate, and disaster readiness and response. In response to Hurricane Laura, IWW coordinated support for thousands of evacuated individuals through their Mutual Aid Response Network.

IWW Executive Director, Klie Kliebert, and Miriam Belblidia, Director of Research and Advocacy, discuss how they worked with Pin4 to use Mastercard Cash Pick-Up, providing much needed cash relief directly to evacuated individuals in Louisiana in the aftermath of Hurricane Laura.



Photo by Klie Kliebert,  
Imagine Water Works

Still in a hotel shelter in New Orleans?

**YOU ARE ELIGIBLE TO RECEIVE  
\$40 EMERGENCY CASH  
ASSISTANCE FROM  
IMAGINE WATER WORKS'  
HURRICANE LAURA RELIEF FUND**

### HOW IT WORKS:

1. Call 211 and request assistance.
2. Wait for a text message from us with details.
3. Go to one of our ATMs and withdraw your cash.
4. That's it! No bank account, card, or ID required.



MUTUAL AID  
RESPONSE  
NETWORK

Learn more at [www.imaginewaterworks.org](http://www.imaginewaterworks.org)

## How did IWW use Mastercard Cash Pick-Up?

*We partnered with Pin4 and Evolve Bank & Trust to provide instant cash relief to people from the Southern Louisiana area who were displaced by Hurricane Laura.*

*These individuals were temporarily being housed in hotel-shelters in New Orleans and needed financial assistance to purchase daily necessities such as food, healthcare items, and gasoline to return home.*

*We used Cash Pick-Up to send funds to the individuals' mobile phones for instant cash withdrawal at participating ATMs in the New Orleans area. By providing individuals with cash, the people most impacted by the storm were able to easily access funds for necessities.*



Photo by Kathleen Flynn,  
Imagine Water Works

## What difference has it made to IWW?

*We spent a lot of time researching best options to get cash assistance directly to individuals in a disaster – we wanted a system that was accessible, safe, and easy to dispense. Pin4’s Cash Pick-Up was recommended to us by another relief organization and, after investigating the solution, we decided to give it a try.*

*It was big deal for us to be able to instantly put cash in the hands of people in need. With Cash Pick-Up, we didn’t need to worry about whether the beneficiary had a bank account and whether their account may be overdrawn.*

*And, from an operational standpoint, it was far more efficient than us having to source and then deliver cash, checks, or cards, particularly during this pandemic, when we all need to minimize face-to-face interactions.*





Photo by Kathleen Flynn,  
Imagine Water Works

## What has been the experience of your beneficiaries?

*The experience has been overwhelmingly positive – here is some feedback we have received from emergency cash recipients:*

“There was no problem using the card-less [ATM] machine and I preferred receiving cash [instead of a card or check].”

“It was very helpful to us, thanks so much.”

# EASY STORM PREP

for those of us who are  
definitely overwhelmed

Get details about any of these steps in  
our [COVID-19 Guide to Hurricane  
Season](https://bit.ly/COVIDHurricane) at [bit.ly/COVIDHurricane](https://bit.ly/COVIDHurricane)

Get supplies.  
Move car.  
Secure stuff.  
Charge devices.  
Fill water.



## How easy was it to set-up and use the solution?

*Really easy. Once we received a short introduction to order placement from the Pin4 team, we were up and running.*

*We could send orders one at a time for immediate emergencies or we could upload a file for grouped distribution of multiple payments.*

*Also, the flexibility of the system to create orders, cancel or reissue orders was easy and required minimal effort to use.*

## Would you recommend Pin4 and Evolve to other disaster and financial relief organizations?

*Absolutely and we have.*

*It is a fast and convenient way to get emergency cash to individuals in need, without regard to whether they have a bank account.*

*And the beneficiaries find it easy to use and really like receiving cash. We found it to be an accessible, safe, and easy way to dispense funds post-disaster.*

