



Crypto Philanthropy

What charities need to know about accepting cryptocurrency.



- The Giving Block is the leading Crypto Philanthropy platform, connecting nonprofits with crypto donors.
- We have helped more nonprofits fundraise crypto successfully than every other platform combined.
- We are the creators of the **Crypto Philanthropy** category, operators of the most popular crypto donor platform, founders of **Crypto Giving Tuesday** and **The Crypto Giving Pledge**, authors of the nonprofit industry reports on Crypto Philanthropy.
- As we speak, our team is empowering **over 2,000 nonprofits** to fundraise crypto, and helping them maximize their crypto revenue.



Agenda

- 01** Intro to Crypto
- 02** Intro to Crypto Philanthropy
- 03** How Crypto Acceptance Works
- 04** End of Year Giving
- 05** Getting Started



Part 1

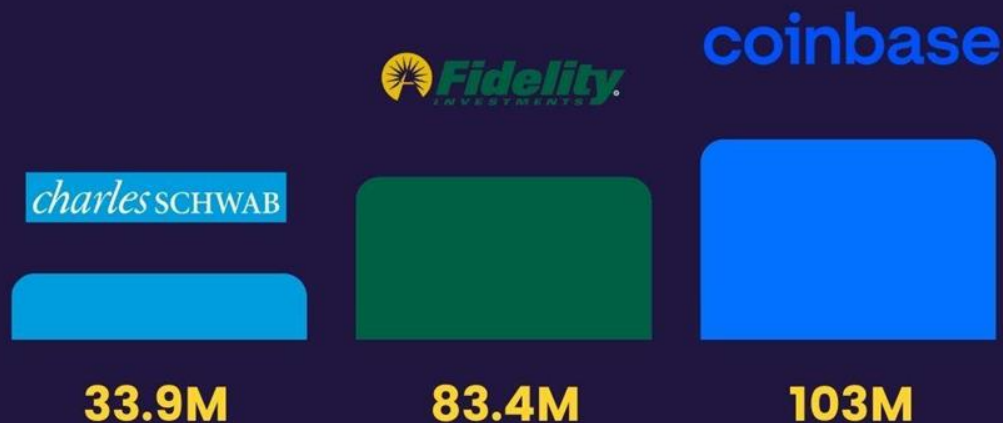
Intro to Crypto



Do you accept stock donations?



300 Million Users



Active Userbase

\$10.4T

VISA

\$11.6T



Young Userbase

94%

Of crypto users are
Millennials and Gen Zs.



Wealthy Userbase

83%

Of Millennial millionaires
invest in crypto.



Best Performing

Bitcoin At Time of Purchase				Today's Value	
PURCHASE DATE	PRICE WHEN PURCHASED	\$ SPENT	TOTAL BTC	\$ VALUE	% CHANGE
May 13, 2013	\$115	\$1,000	8.70	\$260,747	+26,000%
May 13, 2014	\$440	\$1,000	2.27	\$68,150	+6,815%
May 13, 2015	\$236	\$1,000	4.24	\$127,050	+12,705%
May 13, 2016	\$456	\$1,000	2.19	\$65,759	+6,576%
May 13, 2017	\$1,809	\$1,000	0.55	\$16,484	+1,648%
May 13, 2018	\$8,724	\$1,000	0.12	\$3,596	+360%
May 13, 2019	\$7,994	\$1,000	0.13	\$3,896	+390%
May 13, 2020	\$9,734	\$1,000	0.10	\$2997	+300%
May 13, 2021	\$49,880	\$1,000	0.02	\$599	-40%
May 13, 2022	\$30,101	\$1,000	0.03	\$1,000	+/-

Today, crypto is the best performing asset class of the last 10 years.

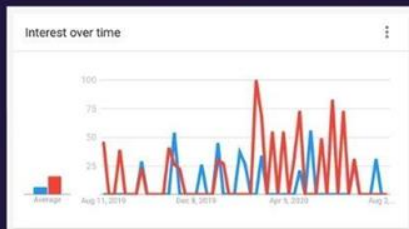
The majority of crypto investments remain up, despite a more than 60% correction from the ATH.

That's tens of millions of people in the United States as we speak.

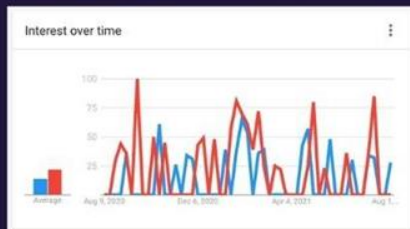


People Want to Donate It

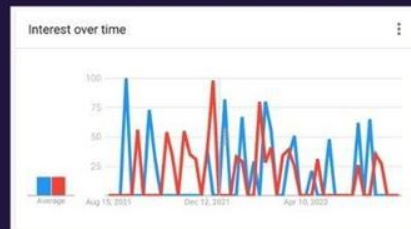
2020



2021



2022



So, what is **cryptocurrency**?



What is Crypto?

Cryptocurrencies used code to create the first asset class with:

- Unchangeable transaction records
- Unchangeable supply (no counterfeits)

Additional leading traits include 24 Hour Markets, divisibility and authorization speeds.



What are NFTs?

NFT stands for "Non-Fungible Token".

So think of all the benefits of blockchain's unchangeable record keeping system, but for things other than a fungible virtual currency. Like a virtual piece of art, or a digital ID.



Part 2

Intro to Crypto Philanthropy



Why Donate Crypto?

The same tax incentive as stocks.

Compounded by the drivers of:

- Appreciation
- Volatility

With the bonus value of a highly active user base.
(Most people with stocks don't interact with them).



Who Fundraises Crypto?



How Many?

There are more than 2,000 crypto fundraising programs.

What Size?

Though hundreds of blue chip nonprofits fundraise crypto, the majority of programs exist at small and mid-sized nonprofits.



Who Are Crypto Donors?

Generous

36%

Crypto investors are
more likely to donate
\$1,000 or more

Young

30s

Average age
of crypto
donor

Wealthy

\$111k

Average
income of
crypto user

The Results

\$10.5K

Average
donation
size



What is Crypto Philanthropy?

To crypto donors, crypto philanthropy is...

- The Most Tax-Efficient Way to Give
- **The Most Fun Way to Give**



To nonprofits, crypto philanthropy is...

- Revenue Today
- Major Gifts "Future-Proofing"
- **Exciting Internally & Externally (Press Release, Staying Young)**



What is NFT Philanthropy?

97% of NFT philanthropy is simply donating the crypto proceeds from auctioning off NFTs. An artist sells their art for crypto, then makes the donation.

3% of the time, NFT philanthropy involves direct NFT transfers to the nonprofit, or building an automated revenue stream into a smart contract. These fringe cases are no reason to build new processes on an individual nonprofit level (shiny objects...keep it moving).



Where is Crypto Philanthropy Going?

Tax Education

Donation volume is way below where it should be given the size of the community and how much capital is tied up in it. We have a tremendous opportunity to teach tax literacy to young, HNW donors, and turn them from \$20/month into sizable non-cash major gift donors..

Great Wealth Transfer

As the \$30T-\$68T is transferred from Baby Boomers to millennials, the vast majority of them will be crypto investors.



Part 3

How To Fundraise Crypto



Problems We Solved

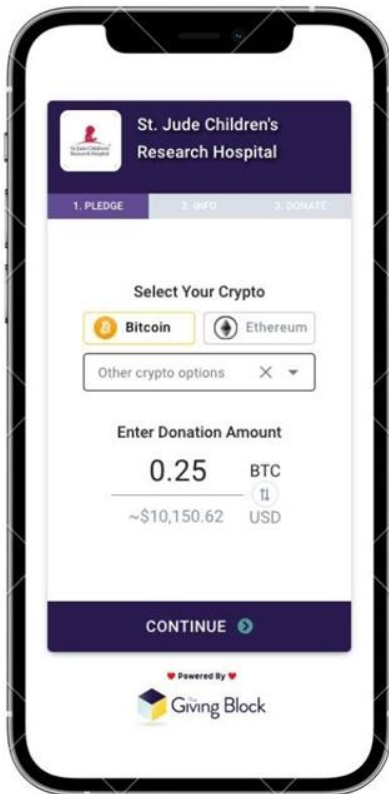
Common Concerns

- Which cryptos should we accept?
- How do we sell it?
- How do donors get it appraised?
- What about price volatility?
- How do we receipt our donors?
- How do we accept NFTs?
- Is it safe to accept?

How We Solved Them

- Those supported by top exchanges
- It automatically converts in seconds
- Our network of the top appraisers
- There is none, due to auto-conversion
- We automatically generate them
- Through our institutional team
- We made accepting crypto highly
secure through tech partnerships





ACCEPTING CRYPTO

Accept Crypto Donations

Widget

- Crypto Philanthropy Widget (Accept the Top Cryptos, Stock Donations and Card Donations)
- Private Client Services (Major Gifts, Complex Gifts, NFTs, etc.)

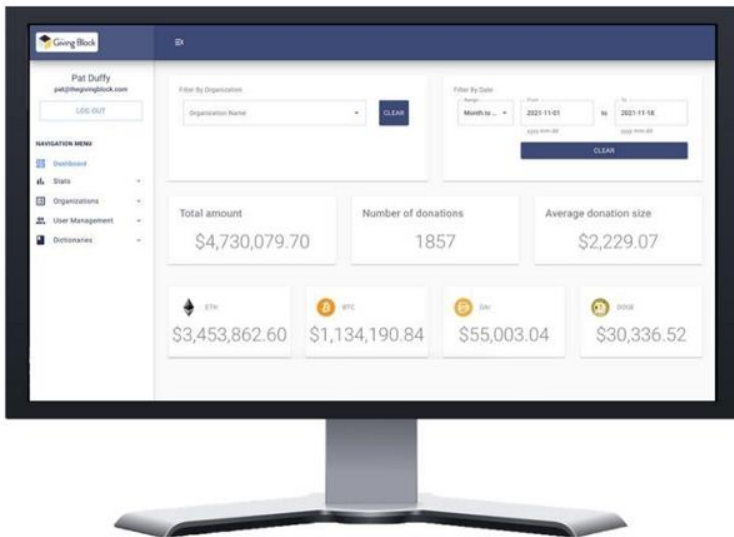
Automations

- Automatic Conversion to USD
- Automatic Donor Receipts
- Automatic Tax Documentation (8283/8282)



ACCEPTING CRYPTO

Data & Reporting



Dashboard

- Crypto Philanthropy Dashboard
- Real-Time Donation Notifications
- Ad Hoc Reports

Features

- Access All Donation Data
- Customizable Reporting



ACCEPTING CRYPTO

Institutional



Mike McLean,
Head of Institutional

Institutional Nonprofit Offering

- OTC Crypto Acceptance (Small & Mid-Cap Cryptos)
- NFT Acceptance
- More

For Donors (Private Client Services)

- Complex Giving (DCA, Alt Vehicles)
- Accounting/Appraisal
- More



Features of a Successful **Crypto** **Philanthropy** Program

1) Make crypto easy for your team.

The Giving Block's secure processing system can automatically convert crypto to USD, making it easy on your team.

2) Do NOT neglect donor needs.

Nonprofits aren't the only ones involved in a donation. At a baseline, donors need automatic receipts, Private Client Services for small-caps, NFTs and unique scenarios, a Crypto Philanthropy specific support team that can get them answers so they don't get hurt. (NFTs to dynamic wallet addresses).

3) Don't just accept crypto, **explore fundraising it.**

Not having a crypto philanthropy strategy is like not having a major gifts strategy. Imagine adding a major gifts button to your site where donors can give \$10k or more through a gateway, and expecting to grow your major gifts program. So, on top of ensuring that your organization and your donors don't face unnecessary risks to themselves and their time, don't risk missing the opportunity by adding a "donate crypto" option and falling asleep at the wheel.



Part 4

End of Year (Q4) Fundraising



END OF YEAR GIVING

End of Year Statistics



Did you know...

- **More than 50%** of all crypto donations happen in Q4.
- More crypto donations happen **in October** than the first 5 months of the year combined.



How We Message to Donors



Effectively Target Communities

1) Every cryptocurrency has its own community (It's not just about Bitcoin)

We've learned different strategies for converting donors based on what crypto they invest in. Every crypto has different interests (and memes). Tapping into what they care about, and the content they engage with, is part of why our clients out-fundraise nonprofits who aren't on The Giving Block.



Effectively Educate on Taxes

2) If you educate poorly, you fundraise poorly.

Failing to properly incorporate tax education into your crypto donation appeals will dramatically reduce your fundraising outcomes. Too strong, and you will wash out the value of your mission and stifle the emotional connection. Too weak, and your appeal will fall on deaf ears, as young donors will walk away without parting with their crypto. Our four years of experience perfectly integrating tax education is a key ingredient in our special sauce.



Create Content that Crypto Users Like

3) Be someone worth staying in touch with.

Crypto fundraising, just like all fundraising, is about relationships. In addition to asking for support and converting donors, your content should show who you are and the impact that the crypto you're receiving is making.



END OF YEAR GIVING

Overview

- 1 Don't wait until EOY. Fundraise actively through October and November.
- 2 Consistently put CTAs in front of your donors, and new donor audiences.
- 3 Take Crypto Giving Tuesday, NFTuesday and BagSeason seriously.
- 4 Don't skip fundamentals (publish our SEO content, be engaging, etc.).
- 5 Don't stop in January (use it or lose it).



Part 5

Getting Started



Key Takeaways



Save
Time

Maximize
Revenue



There is no substitute
for **Crypto Philanthropy
experience.**

Crypto experience does not equal crypto philanthropy experience.

Philanthropy experience does not equal crypto philanthropy experience.

Don't cut corners when it comes to what's best for your team and your donors

Successful nonprofits
aren't accepting crypto
– **they are fundraising
crypto.**

The vast majority of crypto donations go to nonprofits who effectively fundraise it.

Your first year should be spent exploring your crypto fundraising opportunity.

Nonprofits who add a "donate crypto" option without actively fundraising it end the year with less money.

NOW is the time to
get started
fundraising crypto.

Two years ago we had 100 clients. We're on track to end the year with 4,000. The lines to crypto donors will only get longer.

We raise more crypto in October than in the first 5 months of the year combined.

We raise more crypto in November than in the first 6 months of the year combined.

We raise more crypto in December than in the first 8 months of the year combined.

2022 is the biggest year for crypto donations ever. Be part of it.

Thank You
Questions?

Learn more:

