Crypto 101
For Nonprofits
Cryptocurrency is the fastest growing donation method, due to its tax efficiency and rapidly growing user base. As a result, hundreds of millions of dollars are donated via crypto each year. Nonprofits around the world now have successful Crypto Philanthropy programs. Nearly every successful Crypto Philanthropy program has been developed by The Giving Block.
Agenda

01 Intro to Crypto

02 Intro to Crypto Philanthropy

03 Case Study: Trees for the Future

04 How to Fundraise Crypto
Part 1

Intro to Crypto
What is Crypto?

- What is Crypto?
- What are NFTs?
- Total # of users
- Market size, activity, mainstream adoption
Crypto Market Overview

300M

$11.6T
Price Volatility

In the last 10 years, crypto has dropped 30% or more 16 times.
Crypto has bounced back from all 16 corrections with a larger user base and new all time highs. Which has made it the best performing asset class of the last decade, despite all the drops.

High Appreciation

Why are people donating crypto if the market is down?

Because long-term crypto investors are still up. WAY up.

<table>
<thead>
<tr>
<th>PURCHASE DATE</th>
<th>PRICE WHEN PURCHASED</th>
<th>$ SPENT</th>
<th>TOTAL BTC</th>
<th>$ VALUE</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 13, 2013</td>
<td>$115</td>
<td>$1,000</td>
<td>8.70</td>
<td>$260,747</td>
<td>+26.006%</td>
</tr>
<tr>
<td>May 13, 2014</td>
<td>$4.40</td>
<td>$1,000</td>
<td>2.27</td>
<td>$68,150</td>
<td>+6.819%</td>
</tr>
<tr>
<td>May 13, 2015</td>
<td>$2.36</td>
<td>$1,000</td>
<td>4.24</td>
<td>$127,050</td>
<td>+12.705%</td>
</tr>
<tr>
<td>May 13, 2016</td>
<td>$4.56</td>
<td>$1,000</td>
<td>2.19</td>
<td>$65,759</td>
<td>+6.576%</td>
</tr>
<tr>
<td>May 13, 2017</td>
<td>$1.809</td>
<td>$1,000</td>
<td>0.55</td>
<td>$16,484</td>
<td>+1.648%</td>
</tr>
<tr>
<td>May 13, 2018</td>
<td>$8.724</td>
<td>$1,000</td>
<td>0.12</td>
<td>$3,596</td>
<td>+360%</td>
</tr>
<tr>
<td>May 13, 2019</td>
<td>$7.994</td>
<td>$1,000</td>
<td>0.13</td>
<td>$3,896</td>
<td>+340%</td>
</tr>
<tr>
<td>May 13, 2020</td>
<td>$9.734</td>
<td>$1,000</td>
<td>0.10</td>
<td>$2,997</td>
<td>+300%</td>
</tr>
<tr>
<td>May 13, 2021</td>
<td>$49,890</td>
<td>$1,000</td>
<td>0.02</td>
<td>$599</td>
<td>-90%</td>
</tr>
<tr>
<td>May 13, 2022</td>
<td>$30,101</td>
<td>$1,000</td>
<td>0.03</td>
<td>$1,000</td>
<td>+/-</td>
</tr>
</tbody>
</table>

www.TheGivingBlock.com
The Math

How have crypto investors amassed so much wealth when their investments drop in value so often?

<table>
<thead>
<tr>
<th>Investor A</th>
<th>Investor B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investor A puts $1 into Bitcoin.</td>
<td>Investor B puts $1 into stocks.</td>
</tr>
<tr>
<td>Bitcoin investment goes up 1,000% to $10</td>
<td>Stock investment goes up 100% to $2.</td>
</tr>
<tr>
<td>Bitcoin investment loses 50%, goes to $5</td>
<td>Stock investment gains 100%, goes to $4.</td>
</tr>
</tbody>
</table>

Total = $5
Total = $4

*this is not investment advice
Part 2
Intro to Crypto Philanthropy
What is Crypto Philanthropy?

- History of crypto philanthropy
- Why are donors giving it? (tax incentive, community [it’s not just their money, it’s their community])
- Donor Profile: Who are crypto donors?
Who Are Crypto Donors?

45% Donate $1,000 or more

30s Average age of crypto donor

$111k Average income of crypto user

$10.5K Average donation size
Who Fundraises Crypto?

There are more than 1,600 crypto fundraising programs.

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

The Giving Block is on track to raise $500M in crypto donations in 2022.
Part 3

Case Study: Trees for the Future
“With our crypto donations, we’ll be able to plant 2.3 million trees and sequester more than 80,000 metric tons of carbon dioxide over a 20-year span. We can change the lives of 5,000 farmers and their families by providing training and giving them an opportunity to have job and food security. That’s incredible.”

-- Alexa Castellano, Individual Giving Associate, Trees for the Future
Part 4

How to Fundraise Crypto
Accepting Crypto
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 accept crypto, **fundraise 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.

Features of a Successful Crypto Philanthropy Program
Accept Crypto Donations

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

**Automations**
- Automatic Conversion to USD
- Automatic Donor Receipts
- Automatic Tax Documentation (8283/8282)
Data & Reporting

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

Features
- Access All Donation Data
- Customizable Reporting
ACCEPTING CRYPTO

Support & Expertise

01
Crypto-Philanthropy Specialized Support, Both for Your Team and Your Donors
From adding your widget to multiple locations, to answering a donor’s question about new crypto options – you’re never on your own. Save time and enjoy unlimited access to the best support team in the nonprofit industry.

02
Private Client Services (PCS), For High Value Donors and Fringe Crypto Acceptance Cases
Large crypto donations have historically been a massive undertaking. But not for your donors when they use PCS.

PCS is a white-glove crypto donor experience we offer for high-net-worth individuals, institutions and advisors. And we make it available to all of our clients.

03
Expert Network for Tax, Compliance & More (For Both Your Team and Your Donors)
We don’t just partner with the biggest crypto platforms, we partner with the most experienced experts in the industry. Anytime you have a complex question, skip the line and get in touch with the most experienced CPAs, Qualified Appraisers, Financial Advisors and beyond.
Fundraising Crypto
Understanding the Donor Community

This is a Donor Community
Crypto is the only donation method that is also a donor demographic, with its own distinctive community and culture.

And a really, really important one.
Crypto donors seem to be made in a lab for charitable giving. Standing 300,000,000 strong, the average crypto user in the US is young (20s & 30s), wealthy ($111,000 average salary) and motivated to give (more generous than traditional investors, and dramatically more tax incentivized to give crypto than dollars.

Adding a crypto donation option and waiting doesn't work.
Our platform has hundreds of nonprofits who switched to us after sitting and waiting. The crypto community has its own way of doing things, as well as terminology that fundraising teams need to learn. The Giving Block provides all nonprofits on with access to our "Knowledge Base," a portal that provides the education and resources fundraising teams need to successfully crypto raise.
Accessing Donors
Doing it Right

01
Crypto Philanthropy Strategists
Beyond access to the support team, enjoy access to a Client Success Manager assigned specifically to your account. These are the top Crypto Philanthropy strategists on the planet, and your point of contact when you or your donors have a complex problem to solve.

02
Sessions & Resources
Start learning to fundraise crypto in group environments before graduating to individualized strategy. Throughout your journey, enjoy the largest library of Crypto Philanthropy resources on the planet. Study up to your heart’s delight, and get your team prepared to handle everything that comes your way.
Thank You

Questions?