

2025

ANNUAL REPORT

ON CRYPTO
PHILANTHROPY 



The Giving Block
A SHIFT4 COMPANY

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EXECUTIVE SUMMARY

Founders Note

The world of philanthropy is undergoing a digital transformation, fueled by the rise of cryptocurrency. In the five years leading up to 2024, a staggering **\$2 billion** in cryptocurrency had been donated globally, reported by Nonprofit Pro. This trend is being driven by both a surge in donor interest in crypto and a growing openness among nonprofits to accepting these digital assets.

In 2024 alone, it is estimated that over \$1 billion in crypto was donated to nonprofits.

Quietly, 2024 was by far the biggest year for crypto giving ever. Lost in the shuffle of the presidential election and the AI renaissance, cryptocurrencies boomed past previous all-time highs.

This growth in prices resulted in an explosion in giving, growing exponentially as the year wore on, with nearly one-third of cryptocurrency donations occurring in the last month of the year.

With the crypto market continuing to show strength, alongside a supportive political climate, we expect 2025 to blow 2024 out of the water, with parabolic growth of both the total number of nonprofits accepting crypto as well as the total cryptocurrency donated.

With cryptocurrency being the primary mode of investment for Gen Zs, and a Great Wealth Transfer beginning to move trillions of dollars into the hands of crypto investors, nonprofits are understandably bracing for the outsized role that crypto giving will play in philanthropy moving forward.

This report breaks down how our Crypto Philanthropy movement has gotten to where we are today, what factors drove the explosive growth of crypto giving in 2024, what nonprofits and their donors should expect (and strategize for) in 2025, and where we expect these trends to take us over the next decade.

If you've read this far, keep in mind that our team at The Giving Block helps nonprofits fundraise crypto, and we help crypto investors donate crypto to charities, universities, faith organizations and political groups. As you comb through our report, we hope you consider recommending our crypto acceptance solutions to your favorite charities, and our giving platform to the crypto enthusiasts among your friends and family.

Now, let's dive in.



Pat Duffy & Alex Wilson
Co-Founders

Key Takeaways

1

For the World's Top Nonprofits, Crypto is Now the Norm

- » **Crypto Philanthropy Growth:** More than \$1 billion in cryptocurrency has been donated to charitable causes in 2024 alone.
 - » **Increasing Adoption:** 70% of Forbes' Top 100 Charities now accept cryptocurrency donations, marking a 25% increase from the previous year.
 - » **Average Donation Size:** The average crypto donation in 2024 was \$10,978, which is a 386.33% increase from 2023.
-

2

The Growth of Crypto is Fueling Philanthropy

- » **Crypto Market Expansion:** The total cryptocurrency market cap reached \$3.72 trillion in 2024, surpassing the peak of the 2021 bull market and double the market cap of silver.
 - » **Bitcoin All-Time High:** Bitcoin peaked at \$108,309 in December 2024, outperforming traditional financial assets like the S&P 500.
 - » **Stablecoin Transactions:** Stablecoins processed nearly \$30 trillion in transactions in 2024—more than Visa and Mastercard combined.
-

3

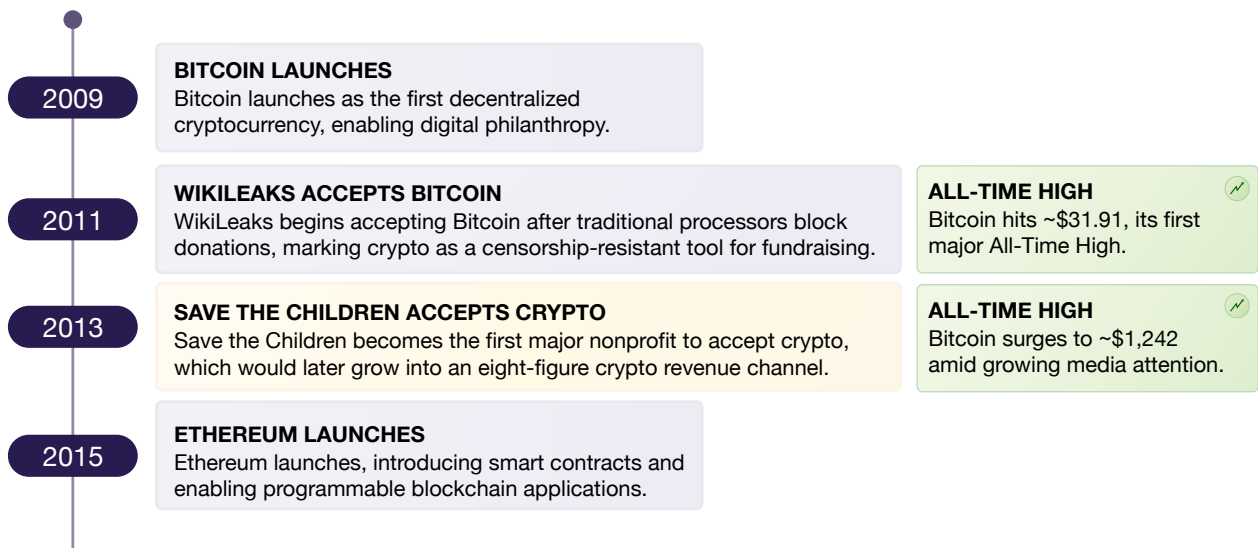
Crypto Will Transform Major Gifts Over the Next 10 Years

- » **Crypto Industry Market Cap:** Analysts believe that the crypto market cap could reach up to \$10 trillion in 2025.
- » **Total Giving Potential:** Expect to see about \$2.5 billion in crypto donated in 2025.
- » **Crypto Market Growth By 2035:** The blockchain market is projected to grow to \$776.47 billion by 2035, reflecting a compound annual growth rate (CAGR) of 42.98%.
- » **Crypto Donations By 2035:** The Giving Block estimates crypto donations in 2035 would be approximately \$89.27 billion.

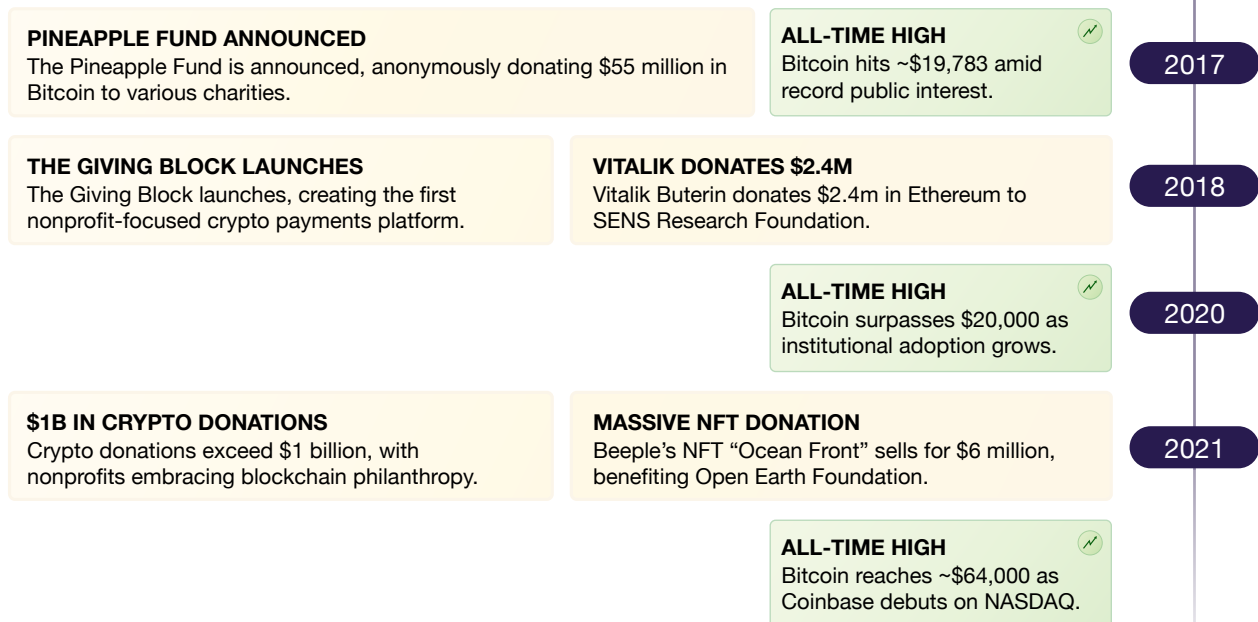
TIMELINE: 15 YEARS OF CRYPTO PHILANTHROPY

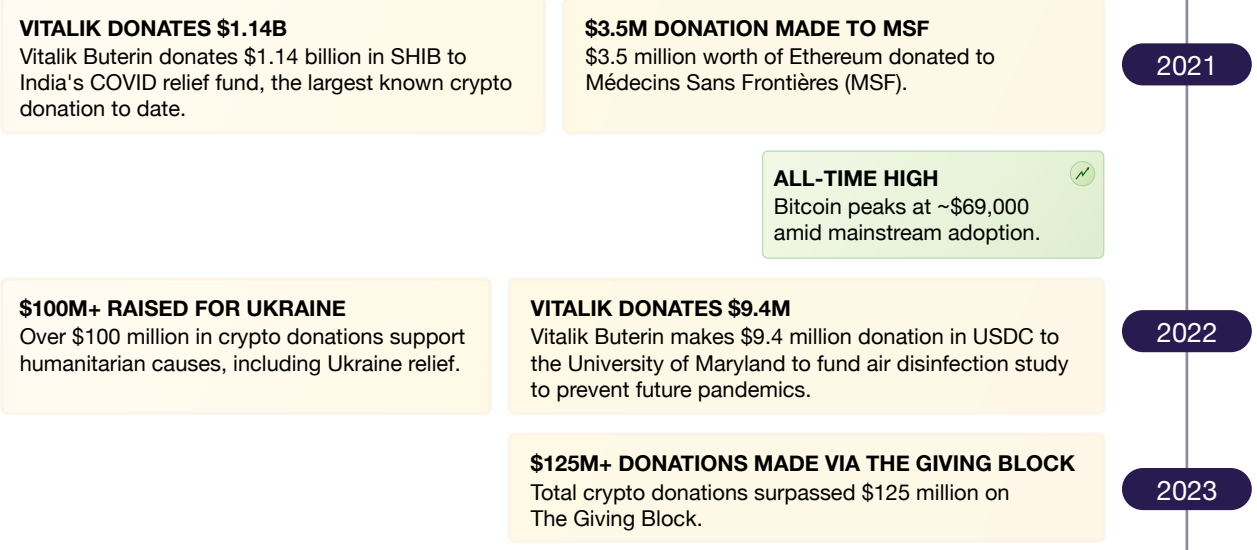
What's Inside: This section provides a high level overview of the key events in the 15 year history of cryptocurrency, and its evolving role in philanthropy.

Origins and Early Adoption (2009–2016)

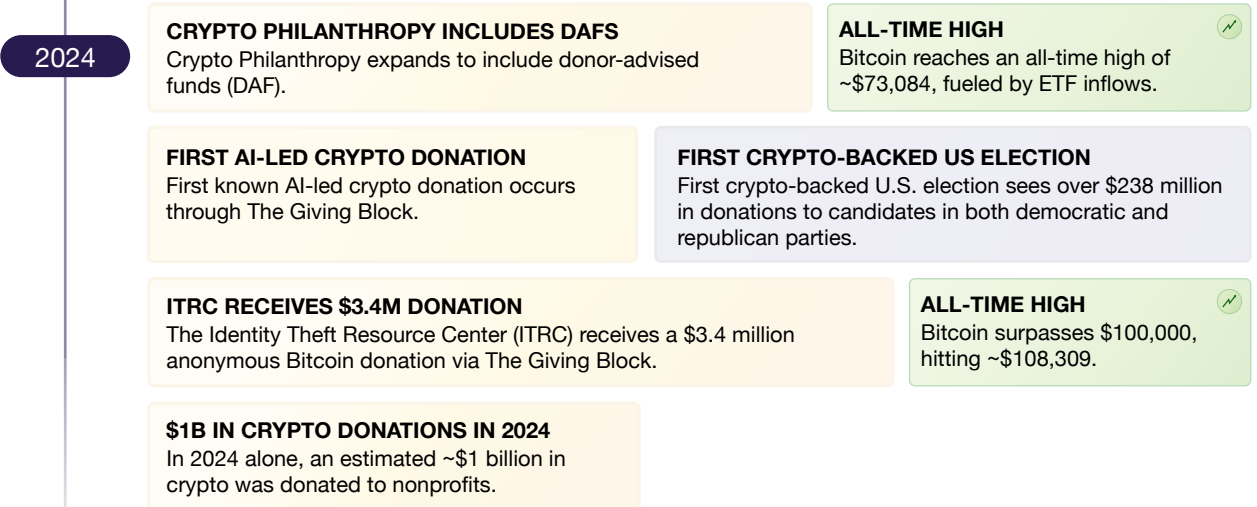


Growth and Major Milestones (2017–2023)





Transformative Growth & Emerging Trends (2024)



*Timeline sources listed in the appendix.

Key Takeaways in the Timeline of Crypto Philanthropy

1

Crypto Goes Mainstream, For Individuals and Institutions

Between 2018 and 2021, Crypto Philanthropy became mainstream. Platforms like The Giving Block facilitated access for nonprofits, while donations from high-profile individuals like Vitalik Buterin showcased the potential of crypto to impact philanthropy on a massive scale. The \$1.14 billion SHIB donation in 2021 underscored the sector's ability to mobilize unprecedented funds for global causes.

2

Crypto Giving Takes Many Forms, and Is Changing Giving

The advent of Non-Fungible Tokens (NFTs) and smart contracts expanded the scope of Crypto Philanthropy. Bepple's NFT donation in 2021 highlighted the intersection of art, technology, and giving. Similarly, 2024 saw the inclusion of Donor-Advised Funds (DAFs) and other non-cash assets in crypto giving platforms, signaling an evolution toward hybrid giving.

3

Crypto Explodes in Rapid Response Fundraising

Crypto donations proved their value in responding to emergencies including global conflicts and natural disasters. For example, over \$100 million in crypto donations supported Ukraine's war relief in 2022, demonstrating how blockchain technology can expedite humanitarian aid.

4

AI and Crypto Are Colliding in Philanthropy

The first AI-led crypto donation in 2024 marks a new frontier. It demonstrates how artificial intelligence could facilitate, or even autonomously manage, philanthropic activities, expanding the possibilities of impact-driven blockchain applications.

2024 REPORT: MARKET UPDATE & CRYPTO GIVING DATA

2024 Crypto Giving Data

What's Inside: This section covers which cryptocurrencies were donated the most, how much giving happened and where it went. Key data points such as the average gift size, giving by cryptocurrency type, and quantified impact results are featured. We discuss the drivers behind growth as well as remaining challenges.

Total Crypto Donated

Crypto Philanthropy experienced a landmark year in 2024. Public reports from CNBC indicate that, as of November, hundreds of millions of dollars had been donated in cryptocurrency. Given additional undisclosed contributions, total crypto donations for the year likely exceeded \$1 billion.

Nonprofits Accepting Crypto

More than 70% of the top 100 U.S. charities, as ranked by Forbes' Top Charities List, now accept cryptocurrency donations. This shift underscores the growing adoption of crypto in the nonprofit sector. For major charities, faith-based organizations, and universities, fundraising through cryptocurrency has become the norm, reflecting a broader trend in modern philanthropy.

\$1 billion
Total Crypto Donated in 2024

More than **70%** of the top 100 U.S. charities, as ranked by Forbes' Top Charities List

Notable Schools Accepting Crypto Donations

- University of Alabama
- University of Oregon
- University of Cambridge
- University of Maryland
- Wake Forest University
- University of Cincinnati
- University of Colorado
- University of Missouri
- Washington State University
- Northeastern University
- Drexel University

Notable Charities Accepting Crypto Donations

- Save the Children USA
- St. Jude
- American Cancer Society
- Feeding America
- United Way
- Direct Relief
- CARE
- World Vision
- Alzheimer's Association
- American Heart Association
- Make-A-Wish Foundation
- ASPCA

Notable Faith Organizations Accepting Crypto Donations

- Catholic Charities USA
- Catholic Relief Services
- American Jewish Joint
- Founders Ministries Inc.
- Renewal Church Boston
- Bay United Methodist Church
- Urban Light Community Church
- Archdiocese of Seattle
- Trinity Church
- Anchor Point Church
- Diocese of Austin
- Distribution Committee
- Jewish National Fund

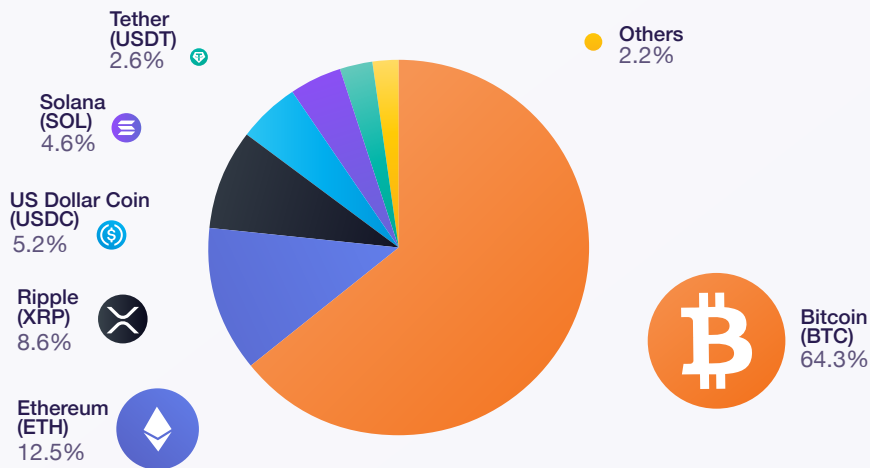
Most Donated Cryptocurrencies (Top 10)


In 2024, Bitcoin (BTC) was by far the most donated cryptocurrency, accounting for nearly twice as much giving as all other cryptocurrencies combined (64.3%).

In 2023, the data revealed a strong preference for stablecoins, with US Dollar Coin (USDC) accounting for 44% of all crypto donations. This trend is largely due to USDC's price stability, as it is pegged to the U.S. dollar, making it an attractive

option for donors seeking to minimize volatility. The demand for stablecoin donations tends to surge during periods of market downturns, such as the 2023 bear market when investors were reluctant to part with more volatile assets they perceived as undervalued. The second and third most donated cryptocurrencies of 2023 were Ethereum (ETH) at 24%, followed by Bitcoin at 17%.

Cryptocurrencies Donated



2024 Average  Crypto Donation

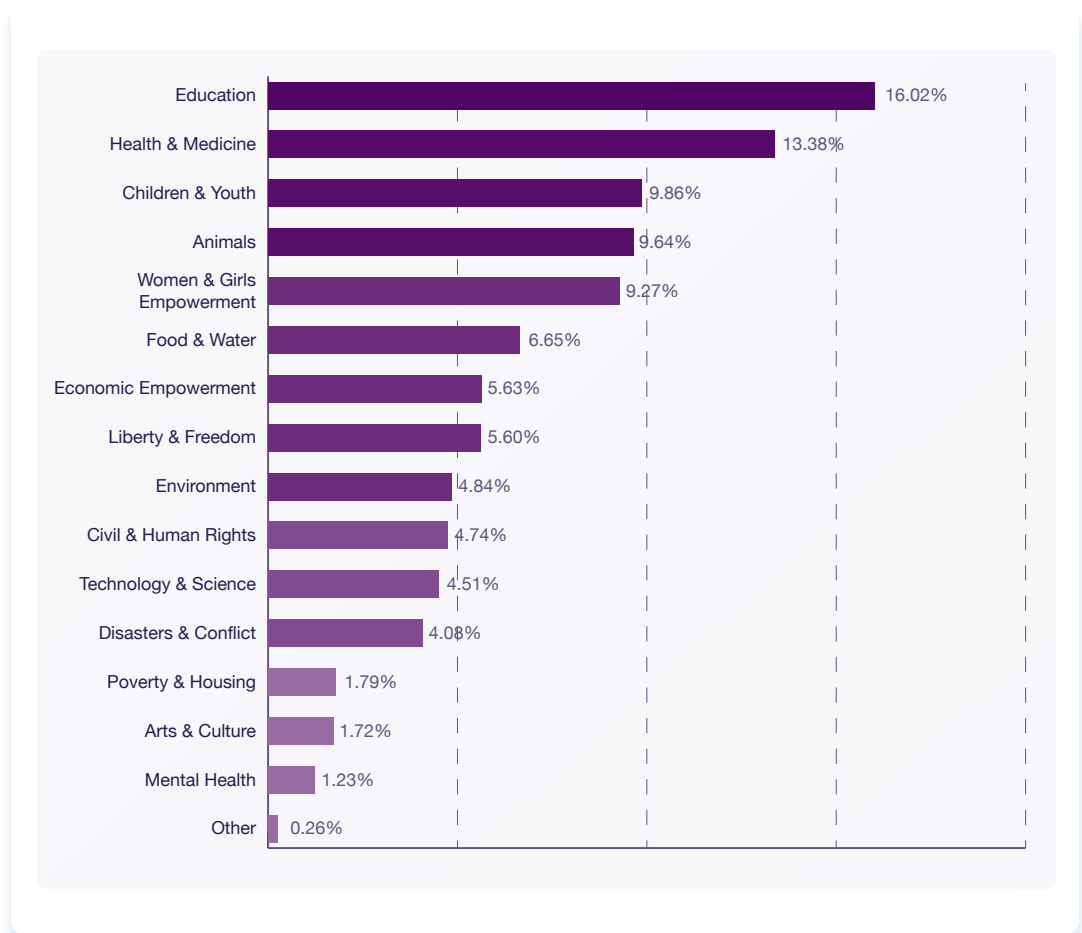
\$10,978.28

 386.33%

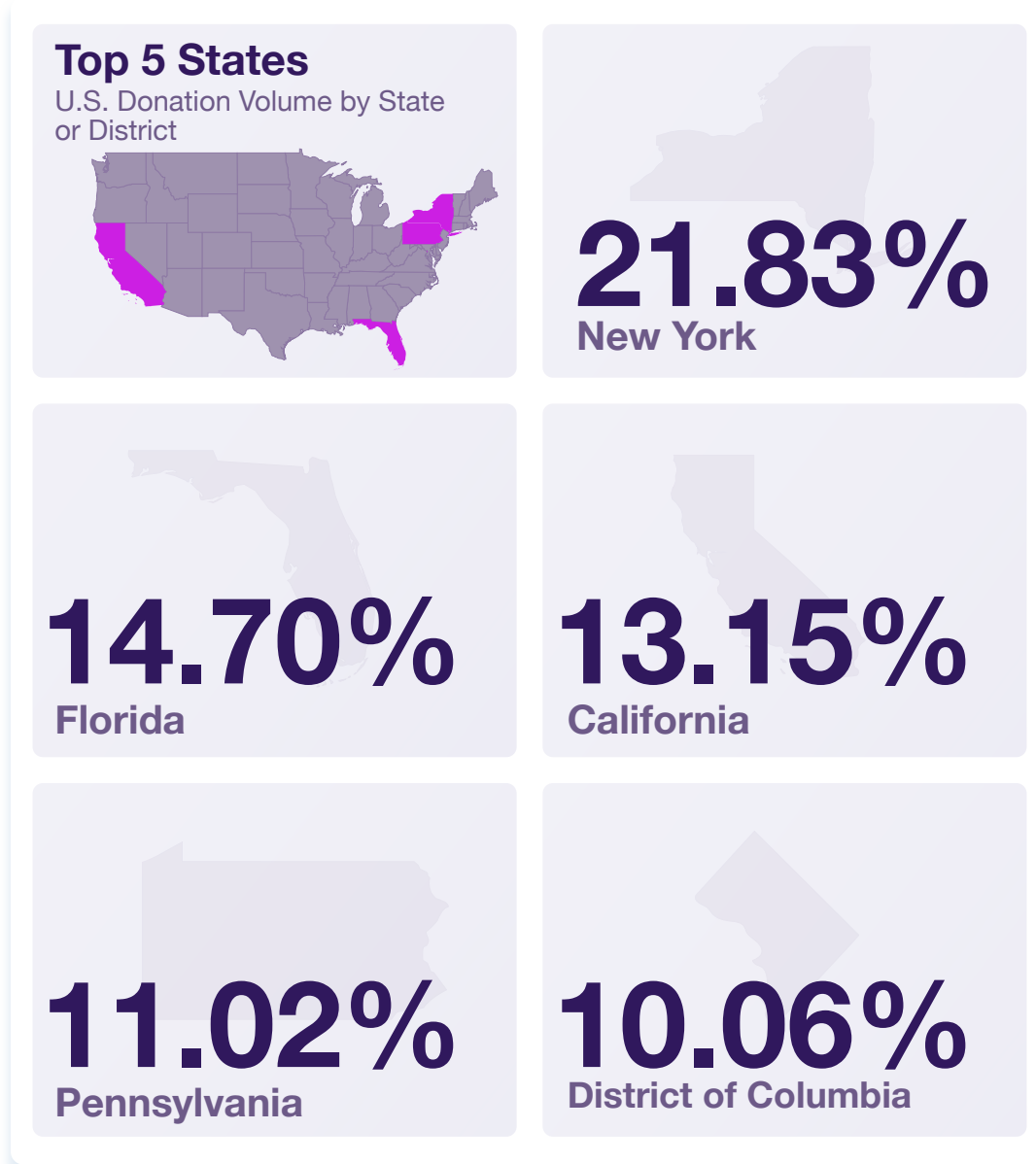
Top Cause Areas Supported by Crypto Donors in 2024

In 2024, crypto donors continued to make a significant impact across a diverse range of causes, with some key areas standing out in total contributions. Education nonprofits received the largest share of crypto donations, totaling 16.0% of all crypto donations through The Giving Block, highlighting the sector’s ongoing importance to donors. Health & Medicine organizations followed closely, securing 13.4%, reflecting strong support for medical research, treatment access, and healthcare initiatives.

Children & Youth nonprofits received 9.9%, emphasizing donor commitment to supporting the next generation, while Animal-related charities saw 9.6%, further proving that crypto donors are passionate about animal welfare and conservation. While Women & Girls Empowerment charities received 9.3% of all crypto donations, reflecting continued donor support for initiatives that advance gender equality and opportunities for women and girls worldwide.



*All source material can be found in the Appendix, References and Sources



Regional Insights: Fastest-Growing Crypto Giving Adoption

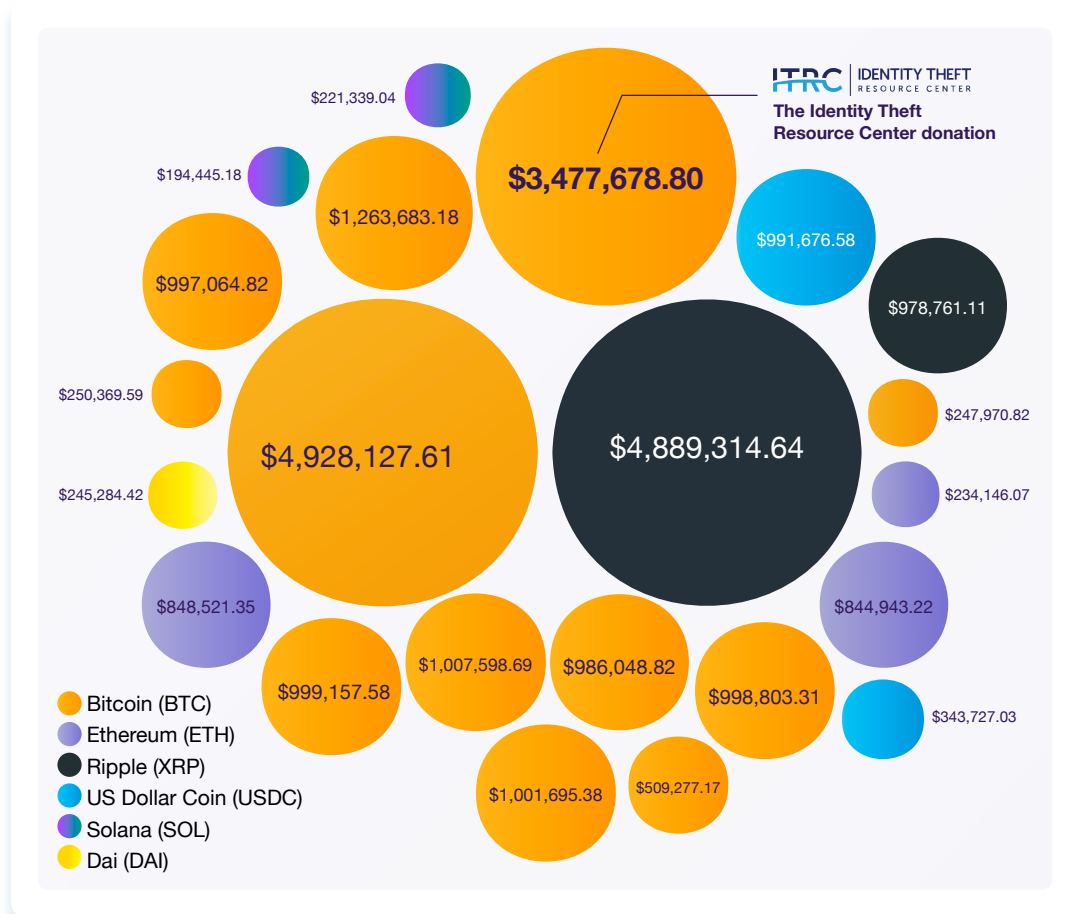
Crypto Philanthropy continues to expand globally, with the United States leading in total crypto donations year over year. Within the U.S., New York maintained its position as the top donating state in both 2023 and 2024, solidifying its role as a hub for crypto giving. Other states also saw impressive growth, with Florida (14.70%), California (13.15%), Pennsylvania (11.02%), and Washington, D.C. (10.06%) rounding out the top five in donation volume.

Historical trends reveal a shifting landscape of crypto giving leadership. Nebraska held the top spot in 2022, while Minnesota led in 2020 and 2021, highlighting how adoption patterns continue to evolve. This data underscores the increasing geographic diversity of crypto donors and the continued rise of digital assets as a mainstream tool for philanthropy.

Notable Crypto Donations in 2024

Throughout the year, generous crypto donors have made a lasting difference by supporting nonprofits through The Giving Block. From funding critical animal welfare initiatives to empowering children’s education and strengthening community services, these transformative donations highlight the power of Crypto Philanthropy. This section showcases some of the most impactful contributions, demonstrating how cryptocurrency is fueling meaningful change across a variety of causes.

The Identity Theft Resource Center received a \$1.4 million Bitcoin donation in May 2024. Later, they received an additional \$2 million in Bitcoin, totaling \$3.4 million. This success highlights The Giving Block’s expertise and trust in facilitating large cryptocurrency donations for nonprofits.



*All source material can be found in the Appendix, References and Sources

CRYPTO MARKET UPDATE

What's Inside: This section covers what happened in the crypto market in 2024. Learn how 2024 unfolded for crypto in terms of regulatory improvements, integration with traditional financial institutions, and developments in DeFi. What changed, who were the winners and losers, and what were the drivers?

Introduction

2024 marked a pivotal period in the evolution of the cryptocurrency market, characterized by significant advancements in regulation, integration with traditional finance (TradFi), and growth in decentralized finance (DeFi). Despite ongoing market volatility, the crypto space demonstrated resilience

and innovation, adapting to changing macroeconomic conditions and increasing guidance from regulators worldwide. As a result, the crypto market grew to new heights, achieving a Bitcoin price that peaked at over \$100,000 per unit, and a total crypto market cap of \$3.72 trillion.

**Crypto Market Cap
December 2024**

\$3.72T



1. Crypto Soars to New All-Time Highs

2024 was a remarkable year for financial markets, with both traditional and crypto experiencing significant growth. Stocks boomed, with the S&P 500 growing 23%, nearly double the stock market's average annual return over the past two decades (11.87%).

However, despite this strong performance, equities were eclipsed by the explosive growth of the cryptocurrency market. Bitcoin alone outperformed

the S&P 500 dramatically, as crypto prices soared to new all-time highs. The total cryptocurrency market capitalization reached \$3.72 trillion—30% higher than the peak of the 2021 bull market and more than twice the market cap of silver, underscoring the growing influence of cryptocurrency in the global economy.

A brief breakdown of how some of the top cryptocurrencies performed:



Bitcoin (BTC) ▲147.08%

In 2024, Bitcoin experienced significant growth, increasing by approximately 147.08% over the year according to StatMuse.

- » The price of one Bitcoin increased from \$43,835.62 on 1/1/24 to \$93,576 on 12/31/24
- » On December 17, 2024, Bitcoin achieved its highest price of the year at \$108,309

In addition to macro-economic tailwinds, the approval of spot Bitcoin ETFs, heightened institutional adoption, and its role as a hedge against inflation propelled its growth.



Ethereum (ETH) ▲45%

Ethereum saw steady growth in 2024, rising 45% over the year. On March 11, it reached its highest price of the year at \$4,031.50.

Ongoing network upgrades enhanced scalability and reduced transaction costs, strengthening Ethereum's position as the leading smart contract platform. Its continued dominance in decentralized finance (DeFi) and non-fungible tokens (NFTs) further fueled its market performance.



Solana (SOL) ▲100%

Solana surged over 100% in 2024, outperforming many altcoins. Its growth was fueled by network reliability improvements, partnerships with major Web3 projects, and increasing adoption of decentralized applications (dApps) and non-fungible tokens (NFTs). Solana's high-performance blockchain, known for its scalability and low fees, continued to attract developers and expand its ecosystem.

Stablecoin usage on Solana hit a record \$10 billion, according to DefiLlama, further boosting demand for SOL tokens. Positive sentiment toward alternative layer-1 blockchains positioned as Ethereum competitors also contributed to its price appreciation.



Sui (SUI) ▲512.8%

Sui experienced a remarkable 512.8% growth in 2024, driven by its innovative blockchain technology built on the Move programming language, which introduced advanced scalability and security features. Increased developer adoption played a key role, as more projects leveraged Sui to build decentralized applications (dApps).

Strategic partnerships with major Web3 projects further expanded Sui's visibility and utility, strengthening its position in the blockchain ecosystem. These factors collectively fueled its rapid price appreciation and growing market presence.



Dogecoin (DOGE) ▲348.9%

Dogecoin surged 348.9% in 2024, driven by ongoing speculation linked to Elon Musk's association with the Department of Government Efficiency. This connection fueled renewed investor interest and market momentum.

Increased payment adoption also played a key role, with merchant partnerships and integration into payment platforms expanding its real-world use cases. Additionally, Dogecoin's loyal community maintained strong engagement, driving consistent trading volume and price growth.



Ripple (XRP) ▲296.7%

Ripple saw a 296.7% surge in 2024, largely driven by legal clarity following its partial victory against the SEC, which boosted investor confidence. Additionally, institutional adoption grew as financial institutions increasingly used XRP for cross-border payments, reinforcing its utility in global finance.

Regulatory developments further supported its growth, with favorable clarity in multiple jurisdictions enhancing adoption. Anticipation of a change in SEC leadership also contributed to positive market sentiment, strengthening XRP's position.



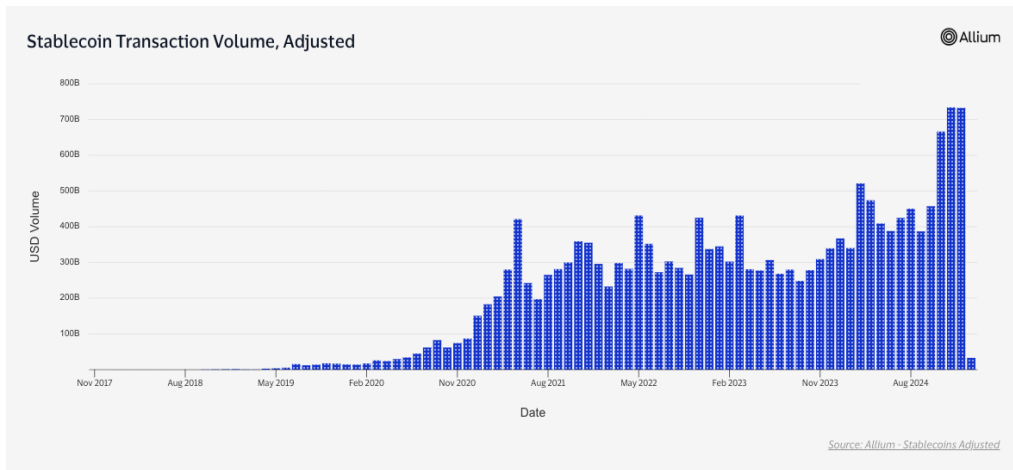
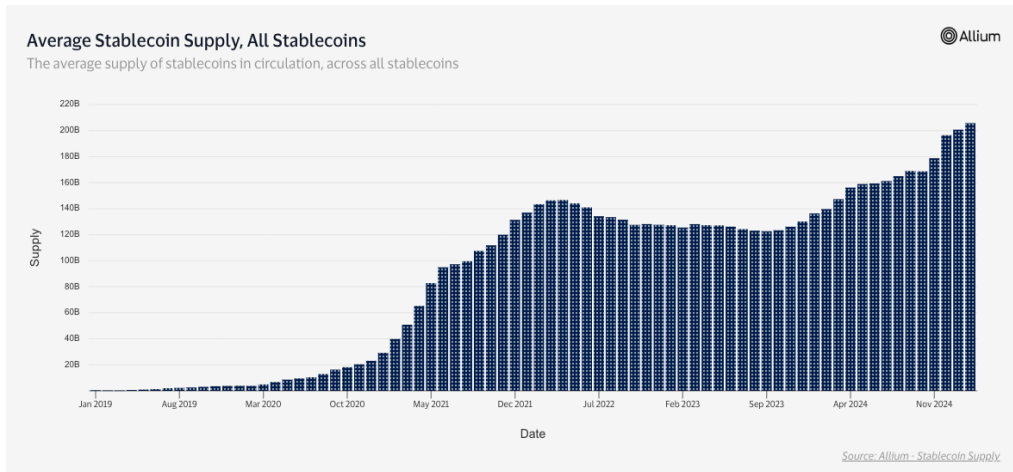
Hedera (HBAR) ▲228.1%

Hedera climbed 228.1% in 2024, driven by enterprise adoption as more companies leveraged its secure and scalable blockchain solutions. Its appeal as a high-performance network attracted institutional use cases, reinforcing long-term growth.

Additionally, Hedera expanded into decentralized finance (DeFi) and NFTs, increasing activity on its network. This broader ecosystem development contributed to rising demand for HBAR, fueling its price appreciation.

Stablecoins

Stablecoins also had a standout year with their circulation increasing to approximately \$200 billion. Even more impressively, stablecoins processed nearly \$30 trillion in transactions in 2024, surpassing major payment networks like Visa (\$11 trillion) and Mastercard (\$2 trillion) combined.



Source: <https://visaonchainanalytics.com/>

In the stablecoin market, Tether (USDT) and USD Coin (USDC) remained king and accounted for the majority of the supply and transaction volumes.



Tether (USDT)

As of August 2024, Tether's market capitalization stood at approximately \$114.4 billion, according to CoinGecko. Over the past few months, stablecoin transactions across various blockchains exceeded \$30.1 trillion, with USDT accounting for 66.7% of total transactions. Alongside USD Coin (USDC), which held 33%, these two stablecoins now command nearly 100% of the stablecoin market share.

USDT's dominance remained strong due to its status as the preferred stablecoin for traders, providing critical liquidity across exchanges. Additionally, global adoption continued to rise as Tether solidified its presence in various regions, further bolstering transaction volumes.



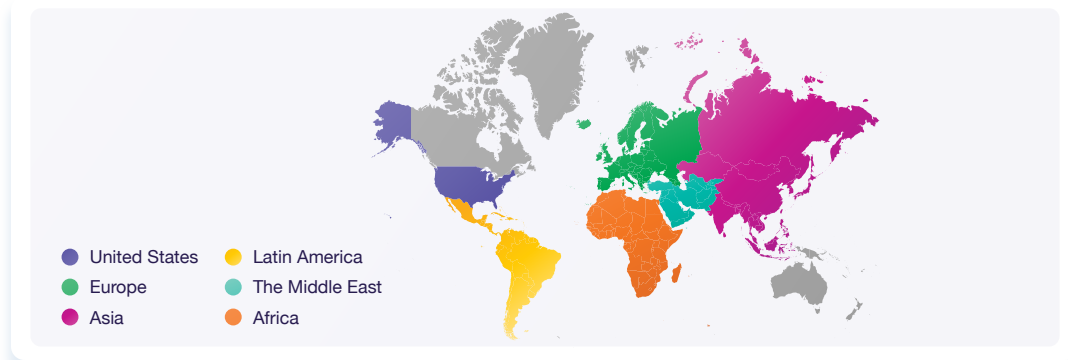
USD Coin (USDC)

USD Coin had a market capitalization of \$33.3 billion as of August 2024, according to CoinGecko. In April 2024, USDC briefly overtook Tether in transaction volume, based on data compiled by Visa and reported by Bloomberg.

USDC's growth was fueled by institutional integration, with financial institutions and payment processors like Visa incorporating it into their systems. Its reputation for regulatory transparency and compliance also attracted users prioritizing stability and security in the stablecoin market.

2. Regulatory Landscape

In 2024, cryptocurrency regulation saw significant advancements worldwide, fostering a more structured and transparent environment for investors, developers, and institutions.



United States

The SEC approved the first spot Bitcoin and Ethereum ETFs, a watershed moment for the integration of crypto into traditional finance. Additionally, we saw increased regulatory clarity for the leading exchange platforms, setting the stage for new, compliant crypto products.

The new Trump administration pledged to improve crypto regulations, providing a clearer and more equitable framework for businesses and investors.

Europe

The European Union fully implemented its Markets in Crypto-Assets (MiCA) regulation, creating a standardized regulatory framework across all member states. MiCA aims to foster innovation and strengthen investor protection, positioning the EU as a leader in crypto.

Asia

Hong Kong and Singapore solidified their status as crypto hubs, introducing clear licensing pathways and attracting institutional investors and Web3 startups. India launched a pilot program for a retail central bank digital currency (CBDC) while maintaining its stringent crypto taxes, which continue to impact retail adoption.

Latin America

Argentina, amid ongoing economic instability and high inflation, saw increased reliance on crypto as

a hedge against currency devaluation. The newly elected Milei administration took a pro-crypto stance, pushing for deregulation and promoting Bitcoin and stablecoins as viable alternatives to the peso.

Brazil created clearer guidelines for digital asset service providers, fostering institutional investment. The country's central bank advanced its digital real pilot program (DREX), exploring the role of blockchain in financial inclusion and payment efficiency.

The Middle East

The Middle East made significant strides in crypto regulation and adoption in 2024, with the United Arab Emirates leading the way through comprehensive rulebooks and regulatory frameworks. Qatar and Saudi Arabia have also taken notable steps, with Qatar introducing foundational digital asset regulations and Saudi Arabia considering a central bank digital currency while deeming cryptocurrencies Sharia-compliant.

Africa

Africa is experiencing notable crypto growth, with Nigeria and South Africa developing regulations expanding crypto usage across the continent. Crypto exchange Yellow Card has emerged as the continent's top platform, leading the creation of a framework across nations and driving stablecoin adoption for low-cost transactions, and storing wealth as a hedge against inflation.

**All source material can be found in the Appendix, References and Sources*

3. Traditional Finance (TradFi) Integration

The integration of cryptocurrency into traditional finance (TradFi) accelerated in 2024, further legitimizing cryptocurrency and increasing its accessibility to mainstream investors.

Institutional Adoption

One of the most significant milestones in 2024 was the approval of several spot Bitcoin ETFs by U.S. regulators, providing institutional and retail investors with a regulated and accessible way to gain exposure to Bitcoin without the complexities of direct custody. These ETFs saw strong inflows, signaling robust demand for crypto investment vehicles and reinforcing Bitcoin's status as a legitimate asset class.

Beyond ETFs, major financial institutions expanded their involvement in digital assets:

JPMorgan and Goldman Sachs deepened their crypto trading operations, offering new derivatives and structured products for institutional clients.

Fidelity and BlackRock continued expanding their digital asset divisions, launching new funds tailored to high-net-worth individuals and institutional investors.

State Street and BNY Mellon, two of the world's largest custodians, enhanced their digital asset custody services, providing institutional-grade security for Bitcoin, Ethereum, and tokenized assets.

Payments

Cryptocurrency is no longer just an investment asset—it's becoming a mainstream payment method. In 2024, new payment solutions and partnerships between crypto companies and traditional financial institutions made it easier than ever for businesses and consumers to use cryptocurrency for everyday purchases.

Major payment providers have integrated cryptocurrency into their platforms, enabling seamless transactions between crypto users and merchants:

Shift4's Pay with Crypto: Shift4, a leading payments technology provider, introduced its Pay with Crypto solution, allowing businesses to accept hundreds of cryptos including Bitcoin, Ethereum, and stablecoins at checkout. Merchants benefit from instant conversions to fiat currency, eliminating volatility risks.

Stripe's Crypto Payments: Stripe relaunched its crypto payments functionality in 2024, enabling businesses to accept stablecoin payments (primarily USDC) across e-commerce platforms, marketplaces, and subscription services. Stripe's integration allows merchants to automatically convert crypto payments into their preferred currency.

PayPal's Stablecoin (PYUSD) Expansion: PayPal expanded the adoption of PYUSD, its own U.S. dollar-backed stablecoin, making it a preferred method for transactions within its global payment ecosystem.

Visa and Mastercard's Crypto Integration: Both companies have deepened their stablecoin support, allowing businesses to settle transactions in USDC and USDT on their global payment networks.

Partnerships

Traditional financial institutions increasingly partnered with blockchain firms to leverage the benefits of distributed ledger technology (DLT) for asset tokenization, settlement efficiency, and cross-border payments. Key collaborations in 2024 included:

BlackRock and Securitize, which expanded their tokenization initiatives, launching blockchain-based

funds to enhance liquidity and accessibility in private markets.

Citigroup's partnership with Avalanche, aimed at optimizing institutional-grade blockchain settlement solutions for global trade finance.

Visa and Mastercard, which continued integrating stablecoin payments, particularly USDC and

USDT, into their global payment networks, allowing merchants to accept digital currencies seamlessly.

SWIFT and Chainlink, which tested interoperability solutions to bridge traditional banking systems with blockchain networks, paving the way for faster, more transparent global transactions.

4. Decentralized Finance (DeFi)

Decentralized Finance (DeFi) continued to expand in 2024, driven by new technology, wider adoption, and growing interest from both individual users and institutions.

New Technology and Upgrades

DeFi platforms became more efficient and user-friendly thanks to improvements in blockchain technology:

Ethereum Upgrades: The Shanghai and Cancun upgrades improved Ethereum's ability to handle transactions, making them faster and cheaper. This made DeFi more accessible and encouraged more people to use Ethereum-based financial services.

Layer-2 Networks: Networks like Arbitrum and Optimism helped reduce congestion on Ethereum by processing transactions off the main blockchain before finalizing them. This meant faster transactions at lower costs, increasing the popularity of DeFi applications.

Trusted Institutions

Traditionally, DeFi has been popular among individual crypto users, but in 2024, **larger financial institutions** began exploring it as well:

Yield Generation: Institutions such as JPMorgan, Goldman Sachs, and Franklin Templeton started using DeFi platforms for decentralized lending,

where they could earn interest on their crypto holdings.

Liquidity Pools: Some financial firms also participated in liquidity pools—pools of funds that help DeFi platforms run smoothly while allowing participants to earn passive income.

Regulatory Developments

As DeFi became more mainstream, regulations became a bigger focus:

Some DeFi platforms introduced Know-Your-Customer (KYC) rules, requiring users to verify their identities before using certain services.

While this created friction with those who value DeFi's original focus on privacy and decentralization, it also made the sector more attractive to institutions that require compliance with global financial regulations.

Overall, 2024 was a year of growth and adaptation for DeFi, as technology improvements made it more efficient, institutions started getting involved, and regulatory changes pushed platforms toward a balance between compliance and decentralization.

5. Macroeconomic Factors Shaping Crypto in 2024

Global economic trends had a major influence on the cryptocurrency market in 2024, with investors turning to cryptocurrency in response to inflation, geopolitical uncertainty, and technological advancements.

Inflation and Interest Rates

Inflation remained high, prompting central banks—especially the U.S. Federal Reserve and the European Central Bank—to keep interest rates elevated to curb rising prices.

With traditional investments like bonds and savings accounts offering limited returns, many investors turned to Bitcoin and other cryptocurrencies as alternative stores of value, reinforcing Bitcoin's reputation as "digital gold."

Geopolitical Tensions and Crypto Adoption

Ongoing conflicts and economic sanctions led to increased reliance on cryptocurrencies as a borderless and censorship-resistant means of transferring funds.

In regions facing economic instability and currency devaluation, such as parts of Latin America and Eastern Europe, crypto adoption surged as individuals and businesses sought financial alternatives outside of traditional banking systems.

Tech Advancements Driving Investment

Artificial Intelligence (AI) helped investors make better decisions by analyzing market trends and predicting price movements. These AI tools also helped reduce risks, making crypto investments more appealing to large companies and financial institutions.

Easier Blockchain Connections: Normally, different cryptocurrencies and blockchain systems operate separately, like apps that don't work together. In 2024, new technology allowed these systems to communicate and work with each other, making crypto platforms more user-friendly and practical.

More Useful Crypto Apps: Because blockchains could now connect more easily, developers were able to build better apps for things like trading, lending, and payments. This made cryptocurrencies more useful in everyday life.

CBDC Developments

The rollout of CBDCs in multiple countries raised awareness about digital currencies, indirectly benefiting the broader crypto market.

CRYPTO DONORS: WHO ARE THEY AND WHAT'S CHANGING?

What's Inside: This section answers the question, “Who are crypto donors?” From their demographics to what motivates their giving, we dive into the different types of donors who give crypto and what makes them tick.

One of the most common questions we get from nonprofits is, “**Who are crypto donors?**”

In most cases, every nonprofit already has crypto donors but they just don't know it yet because they haven't asked. Crypto donors are unique because they are still their own donor demographic in many ways.

For now, crypto donors are typically younger than the average donor (often in their 20s and 30s) but still wealthier and more philanthropic than the average donor. Because of this, nonprofits get the best of both worlds. They get a young donor who has the capacity to give large gifts while also having a lifetime ahead of them to build a relationship with the causes they care about.

Crypto donors generally fall into two primary categories: Crypto Evangelists and Optimistic Investors. Crypto Evangelists are deeply passionate about the transformative potential of blockchain technology and view Crypto Philanthropy as a means to advance mainstream adoption while making a positive societal impact. Many of these donors are long-time holders who experienced significant gains and want to “pay it forward,” aligning their giving with their belief in the decentralized future of finance. On the other hand, Optimistic Investors are primarily motivated by the financial advantages of donating crypto, such as reducing taxable gains while supporting causes they care about. Often younger and focused on maximizing returns, these donors see crypto donations as a strategic way to align tax efficiency with philanthropic goals. Both groups are tech-savvy, forward-thinking, and highly impactful in driving the growth of Crypto Philanthropy.

Although these donors are already fairly wealthy, their wealth is set to explode and this trend is going to accelerate. Not only has crypto been the best performing asset class in the last 5 and 10 year period, but there is a great wealth transfer happening that is shifting wealth from boomers to Millennials and Gen Z reported by Merrill Lynch. \$84.4 trillion is set to be transferred in wealth to younger people and studies show that they prefer to invest their wealth in digital assets like Bitcoin instead of stocks and bonds, reported by Ledger Insights.

As crypto has become more accessible and popular, crypto has become an increasingly common part of many investors' portfolios. It used to be hard to buy crypto and hold it as an investment 5-10 years ago. Now it's as easy as buying a stock in your brokerage account, or buying shoes online. Over time, crypto donors will start to be your “average donor” because everyone will own some crypto.

Although crypto donors still look a bit different than the average donor today, as time goes on and crypto continues to go more mainstream, every donor will be a potential crypto donor.

NONPROFITS: 2024 RESULTS & CASE STUDIES



The Identity Theft Resource Center (ITRC)

The Identity Theft Resource Center received a \$1.4 million Bitcoin donation in May 2024. Later, they received an additional \$2 million in Bitcoin, totaling \$3.4 million. This success highlights The Giving Block's expertise and trust in facilitating large cryptocurrency donations for nonprofits.



Friends of Bonobos

In 2021, Friends of Bonobos began accepting cryptocurrency donations through The Giving Block, inspired by a donor's inquiry. This initiative has been highly successful, raising over \$240,000 in crypto donations, including a significant \$77,500 gift from the Bored Ape Yacht Club. These funds support vital bonobo care, rewilding efforts, and anti-poaching initiatives.



Oceanic Society

Oceanic Society, a 55-year-old ocean conservation leader, embraced cryptocurrency donations in 2020. This innovative approach has raised over \$100,000, contributing significantly to their "Ripples of Change" campaign, which aims to raise \$600,000 by their 60th anniversary in 2029. This success demonstrates the potential of cryptocurrency to support crucial ocean conservation efforts and the trust older institutions are putting on this movement.



SEE Turtles

SEE Turtles has raised over \$175,000 in crypto donations through The Giving Block. This significant funding supports vital sea turtle conservation efforts in 15 countries, including the ambitious "Billion Baby Turtles" project.



Make-A-Wish International

Make-A-Wish International has raised nearly \$400,000 in crypto, granting 1,000 wishes and expanding its global reach with new offices in Ecuador and Indonesia.

**Full case studies can be found in the appendix.*









2025 FORECAST (MARKET & CRYPTO PHILANTHROPY)

What's Inside: This section explores the 2025 crypto market forecast, with Bitcoin price projections and its impact on philanthropy. We analyze key growth drivers, accessibility challenges, and recommendations for nonprofits and donors, highlighting an estimated \$2.5 billion in crypto donations and strategies to maximize impact.

Crypto Market Forecast

Today, there is more money invested in cryptocurrencies than in any company on the stock market. By the end of 2024, there was roughly \$3.54 trillion invested in cryptocurrencies. Analysts believe that the crypto market cap could reach up to \$10 trillion in 2025 according to ITC.

Bitcoin Price Prediction Analysts

 Tom J. Lee Co-Founder, Head of Research Fundstrat Predicts Bitcoin could reach \$250,000 within the next 12 months, citing the halving event as a fundamental catalyst.	 Matthew Sigel Head of Digital Assets Research VanEck Anticipates Bitcoin will hit \$180,000 in 2025, based on Bitcoin's recurring four-year pattern.	 Robert Kiyosaki Businessman and Author Projects Bitcoin could reach \$350,000 by 2025, viewing it as a hedge against traditional financial uncertainties.	 Bernstein Research Forecasts Bitcoin could climb to \$200,000 by the end of 2025, driven by a "new institutional era."
 H.C. Wainwright & Co. Revised its 2025 Bitcoin price target to \$225,000, considering historical trends and macroeconomic signals.	 Standard Chartered Predicts Bitcoin could reach \$250,000 by the end of 2025, influenced by institutional adoption and potential U.S. strategic reserve considerations.	 Bitfinex Suggests Bitcoin's price may approach \$200,000 by mid-2025, drawing parallels to previous market cycles.	 HashKey Group Predicts Bitcoin could surpass \$300,000 by 2025, highlighting regulatory advancements and technological innovations.

To be more conservative, let's say the market cap grows to only \$5 trillion. That would represent about a 41% increase in the crypto market cap, outperforming the S&P 500 yet again, and making one Bitcoin worth about \$141,000. Though this is not financial advice, and it's impossible to predict asset prices with certainty, we feel that the bullish sentiment from analysts, and the supportive political environment, make this a reasonable number to use as the basis of our Crypto Philanthropy forecast.

Crypto Philanthropy Forecast

Total Giving Potential in 2025

The total crypto giving potential in 2025 is expected to grow significantly as mainstream adoption of cryptocurrency continues to expand. With the favorable political climate, the increasing accessibility and broader institutional acceptance, crypto wealth generation is set to rise, leading to a larger pool of high-net-worth individuals looking for tax-efficient charitable giving strategies.

With a stock market cap of about \$55.2 trillion, and about \$30 billion donated in stocks to nonprofits each year according to Infinite Giving, the ratio of Market Cap:Total Giving is about 0.05%. With a crypto market cap of \$5 trillion, we would expect to see about \$2.5 billion in crypto donated in 2025.

The Need for Accessibility Improvements

Stock and crypto giving remain extraordinarily inaccessible on nonprofit websites today. If credit card donation options were equally difficult to locate and execute, total donation volume to nonprofits would likely be significantly lower. Yet, a substantial number of nonprofits continue to face key challenges in optimizing these giving methods, including:

- » Limited visibility in fundraising appeals, reducing awareness and donor engagement.
- » Poor website accessibility, particularly in mobile experiences, making it difficult for donors to locate these giving options.

- » Outdated transaction processes, relying on legacy methods such as brokerage accounts, PDFs, phone calls, email exchanges, and manual tracking—approaches typically suited only for donors over 60 or their financial advisors.

This is the digital equivalent of hiding a store's check out in the employee lounge, and then presenting the few customers determined enough to find it with a phone number they can call if they'd like to buy the items they've placed in their basket. Simply solving the accessibility barriers alone could easily result in a 5-10x increase in donations made via both assets.

Growth Drivers

Several key factors will influence the trajectory of Crypto Philanthropy in 2025. As adoption expands, the ability of nonprofits to effectively integrate crypto donations into their fundraising strategies will be critical. Additionally, external market conditions will play a significant role in shaping donor behavior. The most significant variables include:

- » Enhanced Accessibility: Increasing the number of nonprofits that prominently feature crypto donation options in their appeals and on primary donation pages will drive higher engagement and contributions.
- » Market Performance: Fluctuations in market performance will impact donor generosity, particularly during the high-volume December giving season, as donors look to optimize their tax strategies in response to market conditions.

Which Nonprofits Will Raise the Most?

The nonprofits that will benefit the most from Crypto Philanthropy in 2025 will fall into the following categories:

- » **Humanitarian Aid & Disaster Relief**
Organizations that provide rapid response services are likely to see significant donations, as crypto allows for fast, borderless transfers. We're seeing new companies like Coala Pay emerge on this front.
- » **Educational Institutions & Scholarships**
Universities and schools expanding their Web3 initiatives will attract younger donors invested in the crypto ecosystem. There is an increasing number of cryptocurrency related courses offered at colleges and universities including Massachusetts Institute of Technology (MIT), Harvard University, and University of California, Berkeley to name a few.
- » **Environmental & Climate Change NGOs**
Young donors alignment with climate initiatives has historically driven large donations and we expect this trend to continue.
- » **Faith-Based Organizations**
Churches and other faith based organizations have seen a boom in cryptocurrency donations given their high levels of funding. We expect this trend to accelerate and more churches go through a digital transformation.
- » **Decentralized Research & Science (DeSci) Charities**
Crypto donors like to fund new and interesting ideas or research. Crypto donors interested in scientific progress and decentralized funding models will support these initiatives.

Which Cryptocurrencies Will Be the Most Donated?

While Bitcoin (BTC) will continue to dominate crypto donations due to its widespread adoption and continued appreciation, the following trends are emerging:

- » **Ethereum (ETH)**
As the second-largest cryptocurrency, Ethereum continues to see strong adoption for donations, particularly as it remains a leading asset in the blockchain ecosystem.
- » **Stablecoins (USDC, USDT, DAI)**
Due to their stable values and growing popularity due to regulatory clarity, stablecoins are becoming a preferred choice for crypto donors who aren't interested in transferring appreciated assets.
- » **Solana (SOL)**
With its growing ecosystem and lower transaction fees, Solana is positioned to gain traction in philanthropy as it's emerged as a top 5 cryptocurrency by market cap.
- » **Ripple (XRP)**
XRP has a long history of being philanthropic. As the third largest cryptocurrency by market cap, we expect that trend to continue and accelerate as the price continues to appreciate this year.
- » **Memecoins**
Dogecoin (DOGE), Bonk (BONK), Shiba Inu (SHIB), Pepe (PEPE) and other major memecoins have appreciated greatly and have an ongoing history of charitable giving.

Which Factors Could Impact Results?

The landscape of Crypto Philanthropy is shaped by a mix of external forces and strategic decisions. While macro-level trends like regulatory shifts and ETF adoption influence donor behavior, nonprofits also have the power to drive results through targeted campaigns and optimized fundraising strategies. Understanding both sides of the equation is key to maximizing impact in an evolving market.

Some factors, like crypto market performance and economic conditions, are beyond our control, but nonprofits can still take proactive steps to strengthen their digital presence, refine their appeals strategy, and enhance the donor experience. Below, we break down the key external and internal factors that could influence crypto fundraising results.

External Factors

» Regulatory Environment

Changes in SEC policies, global crypto regulations, and taxation laws may impact the willingness of donors to give crypto.

» ETF Market Growth

With Bitcoin and Ethereum ETFs gaining traction, institutional inflows could stabilize market prices, leading to larger, more predictable crypto donations. The Bitcoin ETF was the most successful ETF launch in history.

» Crypto Market Performance

A bullish market may encourage more charitable giving due to wealth effects, while a downturn could reduce donor enthusiasm.

» Global Economic Conditions

Inflation rates, interest rates, and economic uncertainty will influence philanthropic trends overall.

Internal Factors

» Giving Experience & Conversion Optimization

Enhancing donation processes to be seamless, secure, and user-friendly across platforms.

» Discoverability & Retention

Ensuring nonprofits have visibility on major crypto giving platforms (e.g., Twitter/X, The Giving Block, Crypto Giving Tuesday).

» Appeals Strategy & Timing

Leveraging major market events (e.g., year-end tax planning, bull runs, crypto holidays like Bitcoin Pizza Day) to maximize impact.

» Matching Donations & Incentives

Encouraging donor participation through match campaigns.

» Digital Presence & CRM Management

Strengthening nonprofit visibility through engagement, stewardship strategies, and improved donor retention initiatives.

2025 STRATEGIC RECOMMENDATIONS FOR NONPROFITS

Charities

The growing adoption of cryptocurrency presents a significant opportunity for charities to modernize their fundraising strategies and reach a new generation of donors. By integrating crypto into existing development initiatives, nonprofits can position digital asset donations as part of a broader shift toward innovation and financial accessibility. Accepting crypto through multiple platforms ensures ease of transaction, while leveraging emerging trends such as NFT fundraising and DeFi-based philanthropy can unlock additional revenue streams.

Educate Your Donors

Crypto’s tax advantages—such as capital gains tax relief—provide donors with a compelling reason to contribute, making it essential for charities to educate supporters on these benefits and provide clear, crypto-specific tax-deductible receipts.

Show Crypto Impact

Showcasing impact stories funded through crypto donations further strengthens donor engagement, demonstrating how Crypto Philanthropy directly supports mission-driven initiatives. As crypto continues to break down geographic barriers, nonprofits can expand their donor base globally, engaging new supporters who value both financial innovation and social impact. Examples of impact stories:



American Foundation for Suicide Prevention

In 2021, the American Foundation for Suicide Prevention (AFSP) embraced cryptocurrency donations, raising over \$400,000, including a significant contribution of approximately \$220,000 from the NFT project “Trippy Bunny.” This initiative not only diversified AFSP’s revenue streams but also connected them with new communities supporting suicide prevention.



CARE

After partnering with The Giving Block, CARE, an organization dedicated to fighting global poverty, engaged in an NFT fundraising project that led to a substantial increase in their donation volume, surpassing their initial expectations.



VaynerNFT

To assist Stella Artois in launching a charitable NFT project, VaynerNFT facilitated connections with creators and provided crypto fundraising solutions, ensuring a successful NFT drop and subsequent charitable donation to water.org.



Punks vs. Apes

In September 2022, the Bored Ape Yacht Club and CryptoPunks collaborated in a two-day charity event called “Punks vs. Apes,” raising over \$55,000 in crypto donations for Riley Children’s Hospital. This event highlighted the potential for NFT projects to unite for philanthropic causes.



She's the First

During the COVID-19 pandemic, She's the First explored crypto fundraising, which enabled them to establish a new revenue stream to support their global operations focused on empowering young women.



Built With Bitcoin

The Built With Bitcoin Foundation accepts cryptocurrency donations to advance its mission of building communities in need. Partnering with The Giving Block has furthered their efforts to transform communities worldwide.

**Full case studies can be found in the appendix.*

2025 Forecast for Charities

With cryptocurrency gaining mainstream acceptance and the market experiencing a bullish cycle, nonprofits that proactively adopt crypto giving strategies stand to benefit significantly. Wealthy crypto holders are increasingly seeking philanthropic opportunities that align with their financial planning and impact-driven goals. By embedding Crypto Philanthropy into digital transformation strategies, charities can future-proof their donor engagement, ensuring long-term sustainability in an evolving fundraising landscape.

Universities & Schools

As cryptocurrency reshapes global finance, universities and educational institutions are uniquely positioned to engage crypto donors, particularly alumni in the tech and blockchain sectors. By offering scholarships funded through crypto endowments, universities can support students pursuing careers in blockchain, fintech, and emerging technologies.

Actively Offer Alumni the Crypto Option

Educating alumni networks on the benefits of crypto giving—including its tax efficiency and potential for long-term growth—can foster sustained philanthropic contributions.

Embrace Blockchain Innovation

Universities can lead in blockchain innovation by partnering with industry, gamifying crypto donations, and engaging younger donors. Investing endowments in digital assets can also drive long-term financial growth amid increasing institutional adoption of crypto.

Fundraise Crypto for Real World Impact

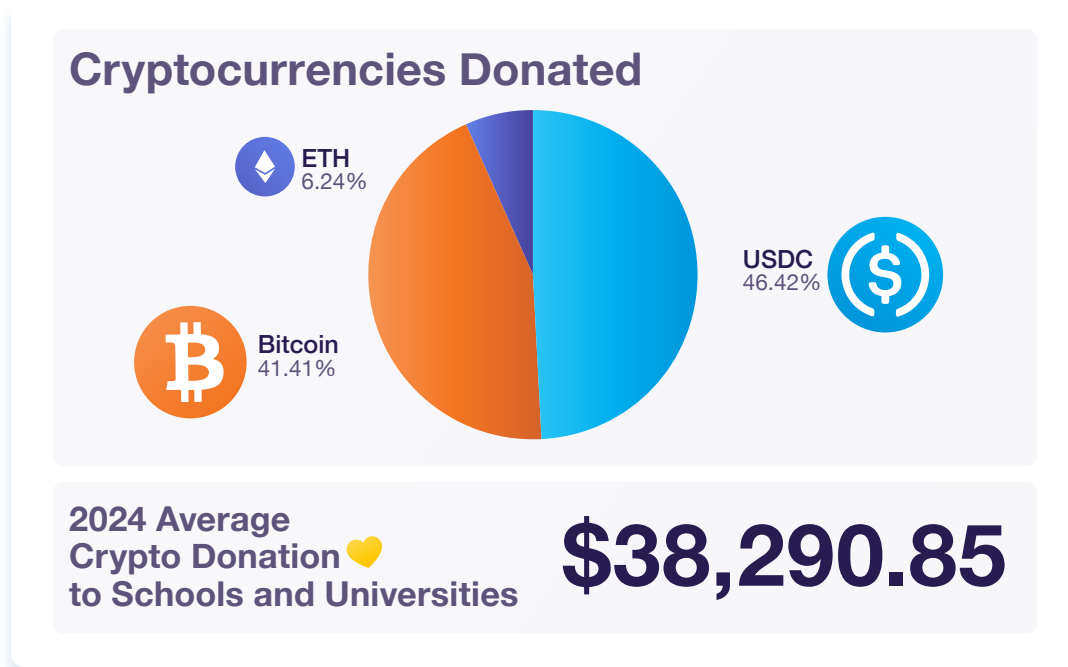
The University of Arizona Foundation embraced crypto fundraising, establishing new giving options for alumni and receiving immediate benefits from this modern revenue stream. The university was averaging \$21,833 of monthly crypto donation volume with limited external marketing driving the fundraising efforts.

In 2022, The University of Maryland received \$9.4 million worth of ETH from Ethereum co-founder Vitalik Buterin. This gift came from Buterin's Balvi Filantropic Fund and was the largest crypto donation ever given to a U.S. university. The donation supported the School of Public Health's research into germicidal ultraviolet light (GUV) led by the Public Health AeroBiology Laboratory (PHAB Lab).

**Full case studies can be found in the appendix.*

2025 Forecast for Universities & Schools

Universities that embrace cryptocurrency philanthropy can strengthen engagement with younger alumni, tech industry leaders, and blockchain entrepreneurs. The bullish market presents an opportunity to expand scholarship funding, invest in cutting-edge research, and enhance endowment growth. By integrating crypto into long-term fundraising and investment strategies, educational institutions can maintain a competitive edge while aligning with the evolving financial preferences of their donor base.



Faith Organizations

Faith-based organizations have a unique opportunity to leverage cryptocurrency to modernize giving methods while aligning with core values of generosity, transparency, and community support. Accepting crypto donations—including tithes and offerings—enables faith communities to expand their reach, connecting with donors across borders without the limitations of traditional banking systems. The transparency of blockchain technology also offers an added layer of accountability, allowing faith-based institutions to track and verify donations in real time.

Engage Young Donors

Engaging with crypto-native communities can help attract younger, tech-savvy supporters who are seeking mission-driven causes that align with their values. Crypto Philanthropy naturally aligns with various religious giving traditions: Christian organizations can position crypto as a seamless way to fulfill tithing commitments, Jewish communities can integrate it into Tzedakah practices, and Islamic charities can facilitate Zakat contributions with enhanced transparency and efficiency.

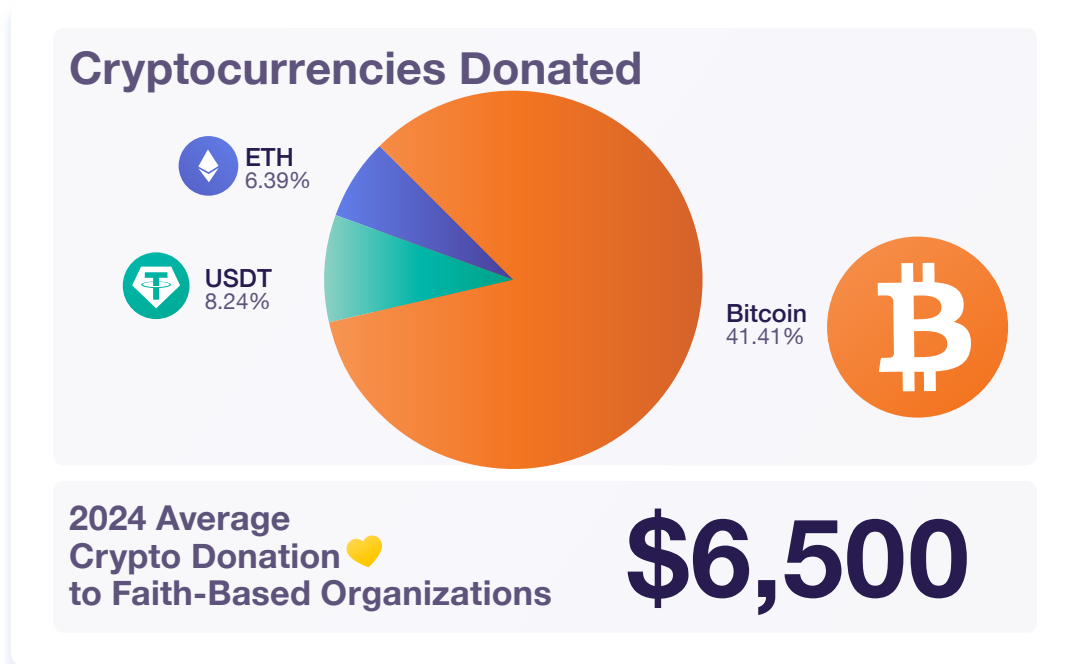
Expand Your Community & Reach

By integrating cryptocurrency donations, VIVE Church raised over \$300,000, contributing significantly to their fundraising target for a new building and expanding their community reach.

**Full case studies can be found in the appendix.*

2025 Forecast for Faith Organizations

Faith organizations that embrace cryptocurrency giving can engage the next generation of digital donors while streamlining contributions for mission work, disaster relief, and community development. Cryptocurrency's borderless nature, speed, and transparency make it an ideal tool for faith-driven philanthropy, ensuring that contributions reach those in need with maximum efficiency. As digital giving continues to evolve, faith-based institutions that incorporate cryptocurrency into their fundraising strategies will be well-positioned to sustain long-term donor engagement and impact.



**All source material can be found in the Appendix, References and Sources*

Foundations

Foundations are increasingly exploring cryptocurrency as part of a diversified philanthropic strategy, leveraging digital assets to enhance long-term impact.

Diversify Your Funding Opportunities

Holding a portion of crypto donations in reserve can provide financial flexibility and growth potential, particularly in bullish market conditions. The rise of decentralized giving models, including impact DAOs and blockchain-based grant funding, offers new opportunities for transparency and efficiency in philanthropic distribution. Partnering with Web3 initiatives can further align foundations with cutting-edge funding mechanisms, ensuring continued relevance in an evolving financial landscape. Additionally, donor-advised crypto funds (DACFs) are emerging as a powerful tool, allowing donors to contribute crypto assets toward causes they care about while optimizing tax benefits.

2025 Forecast for Foundations

As Crypto Philanthropy gains traction, foundations that adopt a forward-thinking approach to digital asset management will be better equipped to maximize their long-term impact. Diversifying endowment strategies with crypto holdings, leveraging blockchain technology for transparency, and collaborating with decentralized funding initiatives will position foundations at the forefront of modern philanthropy.

STRATEGIC RECOMMENDATIONS FOR CRYPTO DONORS

Cryptocurrency has emerged as a powerful tool for charitable giving, offering unique opportunities for donors to support their favorite causes. This guide provides essential recommendations for crypto donors, covering key aspects such as crypto selection, timing strategies, choosing the right nonprofit, and navigating the tax implications of cryptocurrency donations. By following these guidelines, donors can maximize the impact of their Crypto Philanthropy while ensuring a seamless and rewarding giving experience.

Disclaimer: *This information is for educational and illustration purposes only, and is not legal or tax advice. Consult an attorney or tax advisor.*

How to Choose Which Crypto to Donate

Selecting which cryptocurrency to donate is a crucial step in maximizing the impact of your charitable giving. Here are some key factors to consider when making your decision, including liquidity, tax benefits, and alignment with your values.

- » Opt for high-liquidity assets like BTC and ETH for faster processing.
- » Consider the most appreciated crypto assets in your portfolio to maximize the tax benefit associated with avoiding capital gains tax.
- » Use stablecoins for precise donation amounts and lower volatility.
- » Consider impact-driven tokens that align with your values.

How to Time Your Giving

Effectively timing your cryptocurrency donations can significantly enhance their impact and tax benefits. Consider the following approaches:

- » DCA (Donation Cost Averaging): Spreading donations over time to mitigate volatility.

- » End-of-Year Giving: Maximizing tax deductions before tax deadlines.
- » “Give Don’t Sell” Approach: Donating directly from your crypto wallet to avoid capital gains taxes.

How to Choose the Right Nonprofit

Choosing the right nonprofit is crucial to ensure your cryptocurrency donation has the greatest possible impact. It’s essential to verify that the nonprofit explicitly accepts cryptocurrency donations and tax benefits. Thoroughly investigate the nonprofit’s transparency and how they allocate funds. Finally, consider supporting smaller nonprofits where your donation may have a more direct and immediate impact.

How to Protect Against Taxable Events

Donating cryptocurrency directly to a qualified charity can help you avoid paying capital gains taxes on your crypto profits. This tax-saving strategy allows you to support your chosen causes while minimizing your tax burden.

- » Donate Directly: Direct donations to nonprofits avoid capital gains tax liabilities.
- » Use Donor-Advised Funds (DAFs): Cryptocurrency donations through DAFs allow tax-efficient giving.
- » Stay Informed on Tax Laws: Keep updated with IRS guidelines on Crypto Philanthropy.
- » Appraisals: Have any crypto donations over \$5,000 in value appraised to meet IRS requirements.
- » Reporting and Records: Ensure that you obtain the necessary paperwork (receipt, 8283 form, appraisal report) to secure your charitable deduction.

2035: WHAT CRYPTO MEANS FOR THE FUTURE OF PHILANTHROPY

What's Inside: This section explores how cryptocurrency will shape the future of philanthropy by 2035 in-part due to transfers of wealth and the adoption of new technologies.

Major Gift Donors Will Get Younger

The rise of cryptocurrency has democratized investment opportunities, enabling younger individuals to accumulate wealth earlier than previous generations. As of 2024, the blockchain market is valued at approximately \$15.20 billion and is projected to grow to \$776.47 billion by 2035, reflecting a compound annual growth rate (CAGR) of 42.98%. This rapid growth indicates a significant increase in wealth among younger investors, positioning them to become major donors earlier in their lives according to Roots Analysis.

Based on the projected growth of the blockchain market and maintaining the same ratio of donation to market cap, the estimated amount of crypto donations in 2035 would be approximately \$89.27 billion. This estimate assumes that the relationship between crypto market cap and charitable giving remains consistent over time.

This trend aligns with the anticipated Great Wealth Transfer, where over \$80 trillion is expected to change hands from older generations to younger ones. The combination of inherited wealth and early investment success in cryptocurrencies places this generation in a unique position to make substantial philanthropic contributions.

Blockchain Equals Transparency in Fundraising and Operations

Blockchain technology offers unparalleled transparency for nonprofits. By recording transactions on an immutable ledger, donors can trace their contributions in real-time, ensuring funds are utilized as intended. This level of transparency fosters trust and accountability, encouraging more substantial and frequent donations. Moreover, blockchain can streamline administrative processes, reducing overhead costs and allowing organizations to allocate more resources directly to their causes.

AI and Crypto: A Smarter Way to Give

Artificial Intelligence (AI) and blockchain technology are coming together in ways that could change how charities receive and manage donations. One of the biggest innovations is smart contracts—these are automated agreements on the blockchain that execute transactions when certain conditions are met, without needing a middleman.

In the future, AI-powered systems could help manage these smart contracts, making philanthropy more efficient. For example, an AI system could monitor global events, detect when disaster relief is needed, and automatically trigger donations from a fund. This would mean faster response times and fewer administrative hurdles for nonprofits.

While AI isn't at the stage where it can fully manage finances or hold bank accounts, blockchain technology provides a foundation for AI-driven tools to play a bigger role in charitable giving. As AI and blockchain evolve, we can expect donation processes to become more transparent, efficient, and impactful according to a report released by Cornell University.

APPENDIX

Comprehensive Glossary

Top 100 Cryptocurrencies:

The following list includes the top 100 cryptocurrencies by market capitalization as of December 2024.

1. **Bitcoin (BTC):** The first and most recognized cryptocurrency, often referred to as digital gold.
2. **Ethereum (ETH):** A decentralized platform that enables smart contracts and decentralized applications (dApps).
3. **Tether (USDT):** A stablecoin pegged to the US dollar, commonly used for trading and as a store of value.
4. **Binance Coin (BNB):** The native cryptocurrency of the Binance exchange, used to pay for trading fees and participate in token sales.
5. **USD Coin (USDC):** A fully reserved stablecoin pegged to the US dollar, issued by regulated financial institutions.
6. **XRP (XRP):** A digital payment protocol and cryptocurrency aimed at facilitating fast and low-cost international money transfers.
7. **Cardano (ADA):** A blockchain platform focused on security, scalability, and sustainability for the development of dApps and smart contracts.
8. **Solana (SOL):** A high-performance blockchain supporting builders around the world creating crypto apps that scale today.
9. **Dogecoin (DOGE):** Initially created as a joke, Dogecoin has become a popular cryptocurrency with a strong community, often used for tipping and charitable donations.
10. **Polkadot (DOT):** A platform that allows diverse blockchains to transfer messages and value in a trust-free fashion; aiming for a web where our data is our own and isn't stored on a server owned by an intermediary company.
11. **Shiba Inu (SHIB):** A meme-based cryptocurrency that has gained popularity as an alternative to Dogecoin.
12. **Litecoin (LTC):** Often referred to as the silver to Bitcoin's gold, Litecoin offers faster transaction times and a different hashing algorithm.
13. **Chainlink (LINK):** A decentralized oracle network that enables smart contracts to securely interact with real-world data and services.
14. **Avalanche (AVAX):** An open-source platform for launching decentralized applications and enterprise blockchain deployments in one interoperable, highly scalable ecosystem.
15. **Uniswap (UNI):** A decentralized trading protocol, known for its role in facilitating automated trading of decentralized finance (DeFi) tokens.
16. **Wrapped Bitcoin (WBTC):** A tokenized version of Bitcoin that runs on the Ethereum blockchain, allowing for Bitcoin liquidity in the DeFi ecosystem.
17. **Terra (LUNA):** A blockchain protocol that uses fiat-pegged stablecoins to power price-stable global payments systems.

18. **Bitcoin Cash (BCH):** A peer-to-peer electronic cash system that aims to become sound global money with fast payments, micro fees, privacy, and high transaction capacity.
19. **Stellar (XLM):** An open-source, decentralized protocol for digital currency to fiat money transfers, allowing cross-border transactions between any currencies.
20. **VeChain (VET):** A blockchain platform designed to enhance supply chain management and business processes.
21. **Filecoin (FIL):** A decentralized storage system aiming to store humanity's most important information.
22. **Theta Network (THETA):** A blockchain-powered network purpose-built for video streaming.
23. **TRON (TRX):** A decentralized platform focused on content sharing and entertainment, utilizing blockchain and peer-to-peer (P2P) technology.
24. **Ethereum Classic (ETC):** A decentralized computing platform that executes smart contracts, retaining the original Ethereum blockchain after a hard fork.
25. **Monero (XMR):** A cryptocurrency focused on privacy, decentralization, and scalability, using a public ledger with obfuscated transaction details.
26. **EOS (EOS):** A platform designed for the development of decentralized applications (dApps), aiming to provide scalability and user-friendliness.
27. **IOTA (MIOTA):** A cryptocurrency designed for the Internet of Things (IoT), utilizing a unique technology called the Tangle instead of traditional blockchain.
28. **Aave (AAVE):** An open-source and non-custodial liquidity protocol for earning interest on deposits and borrowing assets.
29. **Tezos (XTZ):** A self-amending cryptographic ledger that allows for the creation of smart contracts and decentralized applications.
30. **Cosmos (ATOM):** A decentralized network of independent blockchains, aiming to create an Internet of Blockchains.
31. **Kusama (KSM):** An experimental blockchain platform designed to provide a massively interoperable and scalable framework for developers.
32. **Neo (NEO):** A blockchain platform and cryptocurrency designed to digitize assets and automate the management of digital assets using smart contracts.
33. **Algorand (ALGO):** A scalable, secure, and decentralized digital currency and transactions platform.
34. **Maker (MKR):** A governance token of the MakerDAO and Maker Protocol, which are decentralized organizations and a software platform, respectively, both based on the Ethereum blockchain.
35. **Dai (DAI):** A stablecoin cryptocurrency that aims to keep its value as close to one United States dollar as possible through an
36. **Zcash (ZEC):** A cryptocurrency focused on privacy and selective transparency of transactions. (zcash.org)
37. **Dash (DASH):** A digital currency offering quick and private transactions through its InstantSend and PrivateSend features. (dash.org)
38. **PancakeSwap (CAKE):** A decentralized exchange built on Binance Smart Chain, known for its low transaction fees. (pancakeswap.finance)
39. **ThorChain (RUNE):** A decentralized liquidity protocol that enables users to swap assets across different blockchains without intermediaries. (thorchain.org)

40. **Arweave (AR):** A decentralized storage network designed to offer a platform for the permanent storage of data. (arweave.org)
41. **Celsius (CEL):** A platform offering interest-earning accounts and low-interest loans for cryptocurrency holders. (celsius.network)
42. **Enjin Coin (ENJ):** A cryptocurrency designed for blockchain-based gaming platforms, enabling players to manage virtual goods. (enjin.io)
43. **Basic Attention Token (BAT):** A token integrated with the Brave browser to improve digital advertising by compensating users for attention. (basicattentiontoken.org)
44. **Helium (HNT):** A blockchain network for IoT devices using a decentralized wireless infrastructure. (helium.com)
45. **Nexo (NEXO):** A crypto-backed lending platform allowing users to borrow or earn interest on their crypto holdings. (nexo.io)
46. **Gala (GALA):** A cryptocurrency designed for the Gala Games ecosystem, focused on blockchain-based gaming. (gala.games)
47. **Chiliz (CHZ):** A digital currency for sports and entertainment, powering fan engagement and rewards platforms like Socios.com. (chiliz.com)
48. **Hedera (HBAR):** A public network for creating decentralized applications with unique consensus mechanisms for security. (hedera.com)
49. **Loopring (LRC):** A protocol for building decentralized exchanges with order book functionality. (loopring.org)
50. **Stacks (STX):** A layer-1 blockchain solution enabling smart contracts and dApps on Bitcoin. (stacks.co)
51. **Synthetix (SNX):** A DeFi platform offering on-chain synthetic assets tied to real-world assets. (synthetix.io)
52. **Balancer (BAL):** A DeFi platform offering automated portfolio management and liquidity pools. (balancer.fi)
53. **Compound (COMP):** A DeFi protocol allowing users to earn interest on cryptocurrencies or borrow assets. (compound.finance)
54. **Yearn.Finance (YFI):** A DeFi aggregator optimizing yield farming opportunities across multiple protocols. (yearn.finance)
55. **Curve DAO Token (CRV):** A token for governance and incentivization on the Curve.fi platform, a stablecoin-focused DEX. (curve.fi)
56. **Avalanche (AVAX):** A highly scalable and interoperable blockchain optimized for speed and decentralized apps. (avax.network)
57. **Polygon (MATIC):** A platform for building interconnected Ethereum-compatible blockchain networks. (polygon.technology)
58. **Fetch.ai (FET):** A decentralized machine-learning platform enabling autonomous “digital twins” to execute tasks on behalf of their owners. (fetch.ai)
59. **Internet Computer (ICP):** A blockchain protocol designed to extend the internet with smart contract functionality. (dfinity.org)
60. **NEAR Protocol (NEAR):** A developer-friendly blockchain designed for decentralized applications. (near.org)
61. **Elrond (EGLD):** A highly scalable blockchain designed for high-speed decentralized apps, enterprise use cases, and the new internet economy. (elrond.com)
62. **Harmony (ONE):** A blockchain focused on achieving high throughput and low-latency consensus mechanisms. (harmony.one)
63. **Waves (WAVES):** A platform for custom blockchain tokens and dApps. (waves.tech)

64. **Zilliqa (ZIL):** A high-throughput blockchain platform designed to scale thousands of transactions per second. (zilliqa.com)
65. **Ontology (ONT):** A high-performance blockchain focused on identity and data integrity. (ont.io)
66. **Qtum (QTUM):** A hybrid blockchain application platform for enterprise and business solutions. (qtum.org)
67. **Flow (FLOW):** A fast, developer-friendly blockchain built to support next-gen games, apps, and the digital assets that power them. (onflow.org)
68. **Ravencoin (RVN):** A blockchain and cryptocurrency optimized for transferring assets such as tokens. (ravencoin.org)
69. **Decentraland (MANA):** A virtual reality platform powered by the Ethereum blockchain. (decentraland.org)
70. **The Sandbox (SAND):** A virtual metaverse where players can build, own, and monetize their gaming experiences. (sandbox.game)
71. **Enzyme (MLN):** A protocol for decentralized asset management that allows for creating and managing on-chain investment funds. (enzyme.finance)
72. **Gnosis (GNO):** A decentralized prediction market platform based on Ethereum. (gnosis.io)
73. **Ren (REN):** An open protocol that enables the movement of value between blockchains. (renproject.io)
74. **Celo (CELO):** A blockchain platform focused on financial inclusivity and mobile-first solutions. (celo.org)
75. **Kyber Network (KNC):** A liquidity hub connecting liquidity sources for seamless decentralized token swaps. (kyber.network)
76. **Ocean Protocol (OCEAN):** A blockchain-based ecosystem for securely sharing and monetizing data. (oceanprotocol.com)
77. **SingularityNET (AGIX):** A decentralized platform for AI services. (singularitynet.io)
78. **Horizen (ZEN):** A blockchain network with privacy features and scalability solutions. (horizen.io)
79. **Reserve Rights (RSR):** A dual-token stablecoin platform designed for emerging markets. (reserve.org)
80. **Nano (XNO):** A lightweight cryptocurrency focused on fast, zero-fee transactions. (nano.org)
81. **Siacoin (SC):** A decentralized cloud storage platform. (sia.tech)
82. **Syscoin (SYS):** A dual-layer blockchain network combining Bitcoin's security with Ethereum's programmability. (syscoin.org)
83. **Akash Network (AKT):** A decentralized cloud computing marketplace. (akash.network)
84. **Phantom (FTM):** A fast, scalable, and secure blockchain platform. (phantom.foundation)
85. **Decred (DCR):** A blockchain platform with a strong focus on community-driven governance. (decred.org)
86. **Ergo (ERG):** A platform for efficient and secure financial contracts. (ergoplatform.org)
87. **Verge (XVG):** A privacy-focused cryptocurrency offering anonymous transactions. (vergecurrency.com)
88. **Kava (KAVA):** A DeFi platform offering multi-asset lending. (kava.io)
89. **Orchid (OXT):** A decentralized VPN platform. (orchid.com)

90. **DigiByte (DGB):** A blockchain for secure digital transactions. (digibyte.io)
91. **Storj (STORJ):** A decentralized storage solution utilizing encrypted and distributed technology. (storj.io)
92. **Injective Protocol (INJ):** A layer-2 decentralized exchange protocol. (injectiveprotocol.com)
93. **Ardor (ARDR):** A blockchain-as-a-service platform. (ardorplatform.org)
94. **ICON (ICX):** A blockchain network focused on interoperability. (icon.foundation)
95. **Ontology Gas (ONG):** The secondary token powering Ontology's blockchain. (ont.io)
96. **Steem (STEEM):** A blockchain-based platform for social media and content rewards. (steem.com)
97. **Electroneum (ETN):** A mobile-first cryptocurrency aimed at mass adoption. (electroneum.com)
98. **Civic (CVC):** A blockchain-based identity verification solution. (civic.com)
99. **Komodo (KMD):** A blockchain platform offering scalability and interoperability solutions. (komodoplatfrom.com)
100. **Stratis (STRAX):** A blockchain development platform tailored for enterprise solutions. (stratisplatform.com)

Top 20 Decentralized Exchanges (DEXs)

1. **Uniswap (UNI)**: Ethereum-based DEX for automated token swaps. (uniswap.org)
2. **PancakeSwap (CAKE)**: Binance Smart Chain-based DEX. (pancakeswap.finance)
3. **Curve Finance (CRV)**: DEX optimized for stablecoin trading. (curve.fi)
4. **SushiSwap (SUSHI)**: A community-driven DEX offering liquidity pools. (sushi.com)
5. **Balancer (BAL)**: DEX for portfolio management and token swaps. (balancer.fi)
6. **1inch (1INCH)**: An aggregator that finds the best DEX rates. (1inch.io)
7. **ThorChain (RUNE)**: Cross-chain DEX. (thorchain.org)
8. **Kyber Network (KNC)**: Liquidity hub for seamless token trading. (kyber.network)
9. **Bancor (BNT)**: A DEX providing single-sided liquidity pools. (bancor.network)
10. **Serum (SRM)**: DEX built on Solana for high-speed trading. (projectserum.com)
11. **Loopring (LRC)**: Layer-2 DEX for efficient Ethereum token swaps. (loopring.org)
12. **QuickSwap (QUICK)**: Polygon-based DEX. (quickswap.exchange)
13. **dYdX (DYDX)**: A decentralized platform for perpetual trading. (dydx.exchange)
14. **Pangolin (PNG)**: DEX on Avalanche. (pangolin.exchange)
15. **Trader Joe (JOE)**: A popular Avalanche-based DEX. (traderjoexyz.com)
16. **Raydium (RAY)**: Solana-based DEX with high liquidity. (raydium.io)
17. **MDEX (MDX)**: DEX operating on both Binance Smart Chain and Ethereum. (mdex.com)
18. **DFX Finance (DFX)**: A DEX focused on fiat-pegged assets. (dfx.finance)
19. **Perpetual Protocol (PERP)**: DEX for perpetual contracts. (perp.fi)
20. **Ellipsis Finance (EPS)**: DEX for stablecoins on Binance Smart Chain. (ellipsis.finance)

Top 20 Decentralized Finance (DeFi) Platforms

1. **Aave (AAVE)**: A liquidity protocol for earning interest on crypto assets. (aave.com)
2. **Compound (COMP)**: A DeFi lending protocol. (compound.finance)
3. **Yearn.Finance (YFI)**: A yield optimization protocol. (yearn.finance)
4. **MakerDAO (MKR)**: Creator of the DAI stablecoin. (makerdao.com)
5. **Curve Finance (CRV)**: Stablecoin-optimized DEX. (curve.fi)
6. **Synthetix (SNX)**: A platform for synthetic assets. (synthetix.io)
7. **Balancer (BAL)**: Liquidity and asset management protocol. (balancer.fi)
8. **Uniswap (UNI)**: Automated token swap DEX. (uniswap.org)
9. **PancakeSwap (CAKE)**: DeFi on Binance Smart Chain. (pancakeswap.finance)
10. **Anchor Protocol (ANC)**: A savings protocol offering stable returns. (anchorprotocol.com)
11. **ThorChain (RUNE)**: Cross-chain liquidity protocol. (thorchain.org)
12. **Bancor (BNT)**: Automated liquidity provider. (bancor.network)
13. **Alpha Finance Lab (ALPHA)**: Cross-chain DeFi products. (alphafinance.io)
14. **C.R.E.A.M. Finance (CREAM)**: DeFi lending protocol. (cream.finance)
15. **Instadapp (INST)**: A DeFi manager and aggregator. (instadapp.io)
16. **Abracadabra.Money (SPELL)**: A DeFi lending platform using interest-bearing tokens as collateral. (abracadabra.money)
17. **Venus Protocol (XVS)**: DeFi platform for stablecoin lending. (venus.io)
18. **Alchemix (ALCX)**: A protocol allowing loans that repay themselves over time. (alchemix.fi)
19. **Rocket Pool (RPL)**: Decentralized staking protocol for Ethereum 2.0. (rocketpool.net)
20. **Tokemak (TOKE)**: A protocol for efficient liquidity provision. (tokemak.xyz)

Top 20 Crypto Exchanges

1. **Binance:** Largest global crypto exchange. (binance.com)
2. **Coinbase:** Popular U.S.-based exchange. (coinbase.com)
3. **Kraken:** Known for security and margin trading. (kraken.com)
4. **Gemini:** Regulated U.S. exchange. (gemini.com)
5. **Bitfinex:** Advanced trading platform. (bitfinex.com)
6. **KuCoin:** Wide variety of tokens. (kucoin.com)
7. **Huobi Global:** Global exchange with deep liquidity. (huobi.com)
8. **Bittrex:** U.S.-based trading platform. (bittrex.com)
9. **OKX:** Offers advanced trading tools. (okx.com)
10. **FTX:** Formerly a major exchange, now defunct. (ftx.com)
11. **Bitstamp:** Europe's longest-standing exchange. (bitstamp.net)
12. **Bybit:** Derivatives-focused exchange. (bybit.com)
13. **Gate.io:** Offers low-cap token trading. (gate.io)
14. **Poloniex:** Known for altcoin trading. (poloniex.com)
15. **Crypto.com:** Exchange and wallet platform. (crypto.com)
16. **Binance.US:** Binance for U.S. residents. (binance.us)
17. **ZebPay:** India's oldest exchange. (zebpay.com)
18. **WazirX:** Leading exchange in India. (wazirx.com)
19. **LBank:** Known for token variety. (lbank.info)
20. **Upbit:** A South Korean exchange with high liquidity. (upbit.com)

Case Studies

American Foundation for Suicide Prevention

How Crypto and NFT Philanthropy Helped the American Foundation for Suicide Prevention Diversify Revenue Streams

A New Frontier in Fundraising

The American Foundation for Suicide Prevention (AFSP) successfully raised \$400,000 in cryptocurrency donations through The Giving Block, demonstrating how Crypto Philanthropy can expand revenue streams and engage new donor communities.

Mission

AFSP is dedicated to saving lives and bringing hope to those affected by suicide. The foundation works to create a culture that prioritizes mental health and develops innovative strategies for understanding and preventing suicide.

Since its founding in 1987, AFSP has grown into a nationwide organization with 74 local chapters across all 50 states, supporting communities with education, research, advocacy, and survivor support programs.

The Initial Spark: Accepting Crypto Donations

In 2021, AFSP was approached by a donor who wanted to make a large cryptocurrency contribution. Although the foundation was interested in crypto fundraising, it lacked the infrastructure to accept crypto donations.

This led AFSP to onboard with The Giving Block, gaining the ability to accept donations in Bitcoin, Ethereum, and dozens of other cryptocurrencies.

“The opportunity to expand our reach and engage the crypto community is very exciting for AFSP. To carry out our mission, we need to make everyone part of the suicide prevention conversation. Accepting crypto donations has connected us with even more people who want to be advocates and make a difference within their networks.”

— Ashly Alberto, Vice President of Development, AFSP

Building Relationships with the Web3 and NFT Community

Throughout 2021, AFSP raised a total of \$400,000 in cryptocurrency donations, all processed via The Giving Block.

A significant portion of these funds came from the NFT community, including a \$220,000 donation from the proceeds of the Trippy Bunny NFT project, which was announced on Suicide Prevention Day.

Now, AFSP is looking ahead, aiming to expand its crypto fundraising efforts by strengthening engagement with NFT creators and the broader Web3 community—especially those passionate about mental health and suicide prevention.

Diversifying Revenue Streams for Greater Impact

By embracing Crypto Philanthropy, AFSP is not only expanding its fundraising capabilities but also building meaningful relationships with new donor communities. This diversification is helping the foundation increase awareness, reach new advocates, and strengthen its mission-driven programs.

Built with Bitcoin

How Built With Bitcoin Launched an NFT Collection to Help Build Schools Around the World

Year Founded: 2017

Cause Area: Economic Development

Year Joined The Giving Block: 2020

Mission

The Built With Bitcoin Foundation (BWB) is a registered 501(c)(3) not-for-profit organization dedicated to creating opportunities by providing clean water, access to quality education, sustainable farming, and humanitarian support—powered by Bitcoin.

Introduction

Yusuf Nessary, the Built With Bitcoin Foundation's Director of Philanthropy, has always acknowledged the intrinsic value of Bitcoin and the opportunities it represents. The foundation has long accepted Bitcoin donations and was able to build its very first school in Rwanda in 2017. More recently, the Built With Bitcoin Foundation began accepting donations via The Giving Block and explored other aspects of digital fundraising, such as using NFTs (non-fungible tokens) to support its mission. Ultimately, the foundation aims to expand its reach to many areas around the world.

Increased Expansion

Yusuf and his team had been in contact with The Giving Block since 2018 but did not officially join until their infrastructure was better established. Once onboarded, The Giving Block raised awareness of the foundation by introducing new donors to BWB's mission. Listing BWB on The Giving Block's website provided even more legitimacy to the foundation.

Through this association, BWB established further trust among donors—an especially difficult task in the philanthropy space—and expanded its reach. As proof of its success, in the five years since its founding, 2021 was by far the most successful year for the foundation.

“Bitcoin philanthropy (or The Blockchain of Philanthropy) brings in more transparency and efficiency to the industry while also shaping how the world views digital currency. It also brings in new donors who want to use Bitcoin for social good. At the Built With Bitcoin Foundation, we use Bitcoin donations to not only build schools but also to create strong and sustainable communities around the world. Bitcoin is a catalyst that allows us to accomplish our work effectively and efficiently, and The Giving Block provides a unique platform for us to achieve our goals.”

— Yusuf Nessary, Director of Philanthropy

A Unique Opportunity

This increased recognition led to a unique fundraising opportunity for the Built With Bitcoin Foundation in 2021. That year, the foundation received interest from Satoshibles, a successful NFT project looking to support a nonprofit organization. The Satoshibles community had voted on a list of nonprofits that accept cryptocurrency—and ultimately selected BWB.

When Yusuf asked where the Satoshibles team had found information about BWB, they responded that it was through The Giving Block. This connection led to an opportunity that would eventually allow students in BWB schools to play a greater role in Bitcoin fundraising.

Defining Success

Yusuf had always wanted to involve the students at BWB’s schools in Africa in an art-related project. What better way than to have the students create art that would help raise funds to build even more schools?

From a conversation with Satoshibles, the project “Built With NFT” was born. More than 500 students from six BWB schools in Africa created 10,000 unique NFTs for the collection—each piece hand-painted and designed. All proceeds go toward building more schools.

Through this initiative, students have been empowered to create and contribute to the rest of the world, all thanks to the foundation’s connection with The Giving Block.

“What we’ve raised in this past year (2021) is more than what we raised in the previous four years—allowing us to impact more people and build more communities. There is a clear distinction with the opportunities that The Giving Block provides.”

— Yusuf Nessary

Through the “blockchain of philanthropy,” the Built With Bitcoin Foundation has raised over \$1 million in Bitcoin and cryptocurrency donations to date, enabling the creation of ten schools, seven solar systems, and dozens of water projects and farming systems worldwide.

CARE

How CARE Grew Their Crypto Donations from \$7K to Over \$330K by Switching to The Giving Block

Year Founded: 1945

Cause Area: Disasters & Conflict

Year Joined The Giving Block: 2020

Mission

CARE is dedicated to ending poverty and is widely known for its unshakeable commitment to the dignity of people. They work around the globe to save lives, defeat poverty, achieve social justice, inspire hope, foster inclusion, and build a world where poverty has been overcome.

Introduction

CARE is one of the largest and oldest humanitarian and development organizations in the world, firmly rooted in communities across Sub-Saharan Africa, North Africa, the Middle East, Latin America, the Caribbean, and Asia. They provide aid in times of crisis, clean food and water, healthcare, education and work opportunities, climate change support, and the promise of equality.

In 2019, CARE began preparing its internal systems to accept crypto donations to help accomplish this larger-than-life mission. They started working with crypto donors in early 2020, but not in partnership with The Giving Block. After a year and a half—and only \$7,000 in crypto donations raised—CARE realized they needed a provider that understood both the crypto community and nonprofit fundraising. In July 2021, they signed on with The Giving Block.

Onboarding

When CARE partnered with The Giving Block, some team members questioned the ROI of working with crypto donors. While some saw the potential for higher fundraising, others worried that Crypto Philanthropy was still too new. However, the team had a significant early win with an NFT campaign that generated a lot of excitement.

The organization was introduced to Jack Butcher, the founder of Visualize Value, who started an NFT CARE Package for Afghanistan campaign that gained massive buzz on social media. The campaign raised 59.54 ETH (roughly \$208,879) in just a few weeks to deliver critical humanitarian aid to Afghan families in need.

“This campaign was CARE’s first experience tapping into the sale of NFTs, and we had little idea of what to expect. We could not have been more thrilled about the generosity and creativity of the crypto community to help rush emergency aid to families in need.”

— Alejandra Villalobos, Associate Vice President, Major Gifts, CARE USA

Platform Features

With the support of The Giving Block's success team, CARE has been expertly navigating the new frontier of cryptocurrency giving. They recently participated in their first #CryptoGivingTuesday and are exploring additional NFT projects.

CARE is even discussing the possibility of:

- » Using crypto donations to help build its endowment
- » Holding crypto as a long-term investment

"Cryptocurrencies are likely going to play a significant role in the future financial system, and crypto philanthropy will be an important part of a long-term resource development strategy. We want to proactively channel some of the extraordinary wealth that's been created in crypto to good causes."

— Alejandra Villalobos

Defining Success

Beyond the NFT for Afghanistan Campaign, CARE raised an additional \$140,000 in crypto donations—including a record-setting one-time donation of \$28,000—in just two months.

General crypto donations are directed into the CARE Crypto Fund for Humanitarian Aid, which funds critical humanitarian initiatives. Deposits into the fund are internally restricted and divided equally among three program areas:

- » Emergency Response and Climate Resilience
- » COVID-19 Relief and Recovery
- » Financial Inclusion and Economic Opportunity

Looking ahead, CARE's focus is on how they can activate even more crypto donors by working with The Giving Block, including corporate partners and younger Gen Z/Alpha digital natives, to support people living in poverty and facing complex humanitarian emergencies worldwide.

Total Crypto Donation Volume in 2021: \$329,076

"It is important for nonprofit leaders and fundraisers to learn that it's not that complicated to get started with accepting crypto donations. The Giving Block team makes the process very easy."

— Alejandra Villalobos

Friends of Bonobos

Embracing Crypto: A Leap Forward in Conservation

In 2021, Friends of Bonobos took a bold step forward by accepting cryptocurrency donations through The Giving Block. Inspired by a loyal donor's inquiry, this move unlocked new opportunities to engage younger, tech-savvy supporters and diversify funding sources.

Since then, the impact has been extraordinary—with over \$240,000 raised in crypto donations, a milestone made possible through the generosity and passion of the crypto community.

Impact in Numbers

- » **\$240,000:** Total raised via crypto donations, supporting bonobo care, rewilding, and anti-poaching.
- » **\$77,500:** Largest crypto gift, funded by the Bored Ape Yacht Club for bonobo sanctuary support.
- » **\$61,200:** Covers food and healthcare for 34 bonobos at Lola ya Bonobo Sanctuary annually.

A Standout Moment: The Bored Ape Yacht Club Gift

Shortly after opening its crypto wallet, Friends of Bonobos received a \$77,500 donation from members of the Bored Ape Yacht Club.

This unexpected gift not only became the largest crypto donation to date but also demonstrated blockchain philanthropy's potential to drive significant conservation efforts.

The Power of Crypto Donations

What does \$240,000 in crypto mean for bonobo conservation? Here's how it transforms lives:

- » **\$61,200:** Provides food and healthcare for 34 bonobos at Lola ya Bonobo Sanctuary for one year.
- » **\$60,000:** Funds 15 forest guard salaries in Ekolo ya Bonobo Community Reserve, ensuring the safety of rewilded bonobos and the surrounding habitat.
- » **\$54,000:** Maintains security at Ekolo Reserve and supports community engagement in conservation.
- » **\$10,000:** Purchases anti-poaching equipment, including radios, motorized canoes, and solar power for forest guards.

Together, these contributions provide food, shelter, healthcare, and security for bonobos while empowering local communities to engage in sustainable conservation efforts.

A Ripple Effect of Kindness

Beyond immediate impact, crypto donations sustain critical long-term programs, including:

- » **\$65,000 per group:** Supports rewilding efforts, reintegrating bonobos into their natural habitat.
- » **\$200,000 annually:** Funds salaries and operational support for sanctuary staff.
- » **\$130,000 annually:** Funds education programs, reaching thousands of students to promote conservation values and kindness toward wildlife.

Why Crypto Matters

“Accepting crypto helps us engage with a new, diverse, and previously unexplored group of younger, entrepreneurial conservationists and potential supporters.

Bonobo and rainforest conservation is a long-term commitment, and we need to rally younger donors and activists to our cause to ensure sustainability.

We are heartened by the generosity of the crypto community. Crypto donors are more likely to donate to charities than the general population, and their gifts tend to be larger. The spirit of community, cooperation, and caring for others resonates with us because that’s the way bonobos behave in their communities, too!”

— Ariel Rogers, Executive Director, Friends of Bonobos

About Friends of Bonobos

Friends of Bonobos is a trailblazing nonprofit dedicated to protecting bonobos and their rainforest habitat in the Democratic Republic of Congo.

As humanity’s closest relatives, bonobos highlight the interconnectedness of all life. Through sanctuary care, rewilding, habitat protection, anti-poaching efforts, and education programs, Friends of Bonobos works to safeguard these incredible primates and their fragile ecosystem.

The Identity Theft Resource Center (ITRC)

How The Identity Theft Resource Center Secured \$3.4 Million in Bitcoin Donations with The Giving Block

A Record-Breaking Gift

In May 2024, an anonymous donor offered to give the Identity Theft Resource Center (ITRC) a \$1.4 million Bitcoin donation. Later that year, the donor contributed an additional \$2 million in Bitcoin, bringing the total raised to \$3.4 million—all within the ITRC’s first year of crypto fundraising.

With The Giving Block’s expertise, the ITRC was able to secure and process this unprecedented donation efficiently, making it the largest individual donation in the organization’s history.

Key Results

- » \$3.4 million: Total market value of Bitcoin donations received
- » Less than 1 week: Time from initial contact with The Giving Block to processing the first donation
- » #1: Largest individual donation in the ITRC’s history

Mission

Founded in 1999, the Identity Theft Resource Center (ITRC) is a national nonprofit dedicated to helping consumers, businesses, and government agencies minimize the risks and impacts of identity theft and cybercrime.

Through public and private support, the ITRC provides:

- » No-cost victim assistance
- » Consumer education
- » Resources on data breaches and identity compromise

Expanding Fundraising with Cryptocurrency

For 25 years, the ITRC primarily relied on grants for funding and had limited experience with individual donations—let alone cryptocurrency.

That changed in May 2024, when a high-net-worth donor attempted to make a large Bitcoin donation. However, the donor couldn't find a crypto donation form on the ITRC's website and instead contacted The Giving Block directly for assistance.

In December 2024, the same donor gave another \$2 million in Bitcoin, solidifying crypto as a transformative fundraising tool for the ITRC.

Onboarding the ITRC into Crypto Fundraising

When The Giving Block learned about the donor's interest in making a large Bitcoin gift, our team immediately reached out to the ITRC leadership to explain the opportunity.

While the ITRC had never accepted cryptocurrency donations, our team guided them through the process, helping them understand:

- » The tax benefits of donating crypto, particularly for high-net-worth individuals
- » The Giving Block's extensive network, with thousands of nonprofits already accepting crypto
- » How crypto donors "nominate" organizations they want to support
- » The availability of hands-on donation processing services for large gifts

Within just a few days of the first conversation, the ITRC was fully onboarded with The Giving Block and ready to accept crypto donations.

Facilitating a Secure Bitcoin Donation

For the final step, The Giving Block assisted the donor in processing the \$1.4 million Bitcoin donation.

While most crypto donations are made through The Giving Block's secure donation form, some high-net-worth donors prefer a white-glove experience. Using our Private Donor Services, we ensured the donation was processed securely and efficiently, respecting the donor's wish for anonymity.

The donor provided a statement, which the ITRC shared in its press release:

“I am very glad to hear that [the ITRC] will be able to provide much support to victims with these funds and hope this will make a positive change in the lives of many fraud victims, particularly those who had very little to begin with and had that taken away from them by criminals. Unfortunately, we live in a society where greed knows no bounds, and the vulnerable are taken advantage of every day. I hope and pray that my donation to the ITRC will help these people regain their lives.”

— Eva Velasquez, President and CEO, Identity Theft Resource Center

Once received, the Bitcoin donation was automatically converted to cash, making it immediately available for the ITRC’s critical programs.

Impact of the Bitcoin Donation

The unexpected \$3.4 million gift significantly enhanced the ITRC’s ability to:

- » Expand its support for identity theft victims
- » Raise awareness about cybercrime prevention
- » Continue operating as a free, trusted resource for consumers and businesses

Additionally, the ITRC is now equipped to accept future cryptocurrency donations, opening new fundraising opportunities that didn’t exist before.

A Transformative Partnership

The partnership between The Giving Block and the ITRC highlights the transformative potential of cryptocurrency donations for nonprofits.

With The Giving Block’s guidance, the ITRC not only secured a record-breaking gift but also established a foundation for future crypto fundraising efforts.

A Powerful Statement on Crypto Philanthropy

“So often we only hear of criminals misusing cryptocurrency to take advantage of people. This Bitcoin donation shows the other side of that coin, so to speak—that cryptocurrency, the underlying technology, and crypto community leaders can help identity crime victims at a time when they are most vulnerable.”

— Eva Velasquez

Make a Wish

Embracing Innovation to Grant More Wishes

At Make-A-Wish International, innovation is woven into the fabric of our mission. We continually seek new ways to expand our reach and fulfill our vision of granting the wish of every eligible child. Accepting cryptocurrency has been a natural extension of this commitment, allowing us to engage donors in today's evolving financial landscape.

Our journey into the world of crypto began when a young artist's NFT collection, ELVEN, inspired us to explore the transformative potential of decentralized finance (DeFi) in global charitable work.

Impact in Numbers

- » \$400,000: Crypto donations have funded 1,000+ wishes for children battling critical illnesses.
- » 3 countries: Crypto funding launched new affiliate offices in Ecuador, Indonesia, and beyond.
- » 25 seconds: Every 25 seconds, a child qualifies for a wish, underscoring the need for crypto support.

Since embracing cryptocurrency, Make-A-Wish International has raised nearly \$400,000 in crypto donations, a significant boost to our mission. These contributions have helped grant an additional 1,000 wishes, bringing joy and hope to children facing critical illnesses.

Furthermore, crypto donations have enabled us to expand our affiliate network, launching new offices in Ecuador, Indonesia, and a soon-to-be-announced third location—increasing our global impact and ability to serve more children.

A Growing Need

Recent studies within our network revealed that every 25 seconds, a child is diagnosed with an illness that could qualify them for a wish.

With this growing demand, we face the critical challenge of scaling our resources. Donations—especially from innovative revenue streams like cryptocurrency—are essential in meeting this need.

An influx of funding will enable us to:

- » Reach more children in need
- » Train new affiliate teams
- » Bring the magic of a wish to even more families

Crypto's Most Memorable Gift

Over the past two years, an angel donor in the crypto community has made a series of transformational contributions to our work. Each donation has been a celebration within our team, underscoring the power of Crypto Philanthropy and its ability to bring hope to children worldwide.

What #CryptoForGood Means to Us

“The cryptocurrency community has so much potential to do incredible good around the world. These philanthropists are shaping the future of our work and helping bring the hope and joy of a wish to children across the globe—restoring their childhoods after illness takes so much from them. We are here, we are thankful for their gifts, and we are excited about the role they will play in our future.”

— April Stallings, Make-A-Wish International

Looking Ahead

Make-A-Wish International is committed to empowering more children and families with the transformative power of a wish. With the support of the crypto community, we can expand our efforts and ensure that no eligible child has to wait for hope, joy, and the belief in a brighter tomorrow.

Together, we can make wishes come true for children around the world.

Oceanic Society

Ripples of Change: Oceanic Society’s Crypto-Powered Conservation Journey

For 55 years, Oceanic Society, America’s oldest nonprofit dedicated to ocean conservation, has been empowering people to protect marine ecosystems. In 2020, the organization embraced cryptocurrency as a new revenue stream, and the impact has been transformative.

To date, Oceanic Society has raised over \$100,000 in crypto donations, marking a major milestone toward its \$600,000 fundraising goal by its 60th anniversary in 2029 as part of the Ripples of Change Campaign.

Impact in Numbers

- » \$100,000: Crypto donations raised to support ocean cleanups and species conservation.
- » 155.5 tons: Marine debris removed from 18 critical coastlines through crypto-funded efforts.
- » 1,035 youth: Underserved students engaged in free educational at-sea programs.

Beyond the numbers, Crypto Philanthropy has unlocked new engagement opportunities, connecting Oceanic Society with a passionate and forward-thinking donor community that it may not have reached through traditional fundraising.

Why Every Community Counts for Ocean Conservation

The health of the ocean depends on what humanity puts into and takes out of it. As the heart of our planet, the ocean:

- » Produces more than 50% of the world's oxygen
- » Covers 70% of Earth's surface
- » Supports 80% of the world's biodiversity
- » Sustains the livelihoods of billions of people

Yet, despite its critical role, less than 1% of global philanthropy is directed toward ocean conservation. Addressing these challenges requires collective action, engaging as many people and communities as possible.

By connecting with the cryptocurrency community, Oceanic Society has tapped into a network of donors eager to drive impact, bringing fresh energy, innovative ideas, and valuable resources to conservation efforts on a global scale.

Oceanic Society's Crypto Fundraising Journey

- » 2020: Launched a one-year crypto fundraising pilot, raising \$40,000 and engaging hundreds of crypto projects.
- » 2021-2023: Expanded efforts by collaborating with Web3 developers, NFT creators, and digital communities, raising an additional \$60,000.
- » 2025 and Beyond: Aiming to raise \$600,000 through the Ripples of Change Campaign by 2029, enabling the expansion of critical conservation programs.

Expanding Impact Through Crypto

Crypto donations have enabled Oceanic Society to scale its vital conservation initiatives, supporting programs that:

- » Protect sea turtles
- » Clean up oceans
- » Expand access to nature
- » Empower coastal communities

Thanks to these contributions, Oceanic Society has achieved remarkable milestones, including:

- » 155.5 tons (311,000 lbs) of marine debris removed from 18 ecologically significant coastlines through its Global Ocean Cleanup and Plastic Pollution Offset Program.
- » 160 small grants awarded to frontline sea turtle conservation organizations, benefiting 125 applicants across 60+ countries and territories.
- » 1,035 underserved youth engaged in free at-sea educational programs through the Conservation Scholars Program.

These accomplishments highlight the power of collective action—individual contributions, amplified by a united global community, create ripples of change that extend across the planet.

A Future Built on Collaboration

“Crypto fundraising has been an exhilarating journey. Crypto donors aren’t just funding projects—they are redefining what’s possible for ocean conservation and how we rally global communities to protect our planet.”

— Rosie Jeffrey, Partnership Manager, Oceanic Society

The Ripples of Change Campaign: **\$600,000 by 2029**

Oceanic Society’s Ripples of Change Campaign aims to raise \$600,000 by its 60th anniversary to:

- » Expand Ocean Plastic Pollution Removal: Remove 100,000 pounds of debris annually and establish circular economy programs in key regions.
- » Support Frontline Conservationists: Increase annual sea turtle conservation grants from \$20,000 to \$50,000, more than doubling their impact.
- » Engage More Youth: Reach 1,000 underserved youth annually through the Conservation Scholars Program, fostering the next generation of ocean stewards.
- » Amplify Coastal Voices: Share the stories of coastal communities through the award-winning State of the World’s Sea Turtles (SWOT) publication.

“Philanthropy is vital for keeping Oceanic Society thriving as an institution. But what we value even more is the passion and commitment of our supporters, whose generosity serves as an example to others and foments the kind of visceral commitments to healthy oceans that are critical to the future of life on Earth.”

— Roderic Mast, President and CEO, Oceanic Society

By embracing Crypto Philanthropy, Oceanic Society is building a sustainable future for ocean conservation, ensuring that marine ecosystems and coastal communities thrive for generations to come.

Punks v. Apes

Punks vs. Apes Charity Event Raises Over \$55,000 in Crypto Donations for Riley Children’s Hospital

Highlights

- » A two-day event in Chicago pitted two popular NFT projects against each other to see who could raise more money for charity.

- » Participants raised more than \$55,000 in total for a children’s hospital.
- » Major NFT companies stepped in to sponsor and help increase the event’s visibility.

A Friendly Competition for a Good Cause

The Bored Ape Yacht Club and CryptoPunks, two of the most well-known NFT projects—both owned by Yuga Labs—came together to raise five figures for a great cause.

Hosted at imnotArt in Chicago in September 2022, the “Punks vs. Apes” charity event featured a competition between these two NFT communities to see which one could raise the most money for Riley Children’s Hospital.

Event Sponsors & Organizers

The event was sponsored by Magic Eden and Tokenproof.

The event’s host and coordinator, Chasten is a holder of both Bored Apes and CryptoPunks. He selected Riley Children’s Hospital as the beneficiary because of his previous connection to the hospital as a medical student and his deep alignment with its mission.

Making an Impact with The Giving Block

To process the \$55,000 raised, Chasten chose The Giving Block as the donation platform.

Although this wasn’t the first donation he had coordinated for the hospital, the Punks vs. Apes event played a crucial role in Riley Children’s Hospital officially onboarding as one of The Giving Block’s nonprofit clients.

The event was a powerful example of how the NFT and crypto communities can come together to support charitable causes and make a difference in the lives of children in need of medical care.

Join the Crypto Philanthropy Movement

Companies, DAOs, foundations, and NFT projects interested in expanding the impact of Crypto Philanthropy should reach out to The Giving Block to learn how to coordinate fundraising events for the causes they care about.

“This event showed how the crypto community at large can help bring publicity to so many charitable causes. We often see the glamorous headlines about an NFT selling for millions of dollars, but rarely do we see stories about the good that crypto can do. If I learned anything while doing this event, it was that doing good is more than possible... and we need more of it!”

— Chasten, Punks and Apes holder and event coordinator

SEE Turtles

How Raising \$175,000 in Crypto Donations Is Transforming SEE Turtles' Conservation Impact

SEE Turtles, an international nonprofit dedicated to sea turtle conservation, turned to cryptocurrency as a new revenue stream to further its mission. Through a partnership with The Giving Block, SEE Turtles has raised \$175,000 in crypto donations so far, bringing them closer to their goal of \$350,000 by the end of 2025.

This financial boost is driving conservation efforts across 15 countries, supporting initiatives that save baby sea turtles, reduce ocean plastic pollution, and empower coastal communities worldwide.

Impact in Numbers

- » \$87,500: Average annual crypto donation volume raised to date
- » \$60,000: Largest single crypto donation, funding the Billion Baby Turtles project
- » \$175,000+: Total donation volume raised using The Giving Block

Mission

Since its founding, SEE Turtles has worked to protect endangered sea turtles through conservation programs, educational campaigns, and community-driven sustainability initiatives.

Their mission is to save vulnerable sea turtle populations while supporting coastal communities and addressing environmental threats such as plastic pollution and the illegal wildlife trade.

Harnessing Crypto Donations to Expand Global Impact

SEE Turtles has always been innovative in fundraising, relying on donations to support projects that protect sea turtles and their habitats. In recent years, the organization has embraced cryptocurrency philanthropy as a way to scale conservation efforts and establish a sustainable revenue stream.

SEE Turtles' Crypto Fundraising Journey

- » 2022: Began accepting cryptocurrency to fund and expand the Billion Baby Turtles project, which has since saved 600,000 baby turtles across 15 nesting beaches worldwide.
- » 2023: Raised \$45,000 for the Sea Turtles & Plastic initiative, helping seven coastal communities launch recycling campaigns that have collected 80,000 pounds of plastic and recycled 15,000 pounds.
- » 2024 and Beyond: Plans to raise an additional \$175,000 by the end of 2025 to:
 - Save 1.5 million baby turtles through expanded nesting beach protection
 - Support 15 coastal communities in collecting 100,000 pounds of plastic waste
 - Scale efforts to combat the illegal turtle shell trade

A Transformative Moment: How One Major Crypto Gift Changed Everything

In 2022, SEE Turtles received a game-changing \$60,000 Bitcoin donation, significantly accelerating its Billion Baby Turtles initiative.

This program works with global conservation partners to protect turtle nesting beaches and save hatchlings. Thanks to this generous donation, SEE Turtles was able to protect more beaches and save 600,000 baby turtles in just one year.

“Crypto donations have been a game changer for us. The funds raised have allowed us to expand our programs faster than we ever imagined.”

— Brad Nahill, Founder, SEE Turtles

Initially, SEE Turtles manually accepted crypto donations, but the process was inefficient. In 2023, the organization partnered with The Giving Block, integrating a crypto donation form on their website and gaining access to expert guidance on scaling crypto fundraising efforts.

Building a Sustainable Revenue Stream from Crypto Donors

Crypto philanthropy is now an essential part of SEE Turtles’ fundraising strategy. With \$175,000 raised so far, crypto donations are directly funding projects that:

- » Save endangered sea turtles
- » Clean up ocean pollution
- » Empower coastal communities

Through The Giving Block’s crypto fundraising platform, SEE Turtles has been able to:

- » Simplify the donation process with an easy-to-use online form
- » Accept a wide range of cryptocurrencies
- » Engage new audiences through digital campaigns and social media outreach

“Working with The Giving Block has helped us take our crypto fundraising to the next level. Their platform is intuitive and donor-friendly, and the team has been incredibly supportive in helping us reach new crypto philanthropists.”

— Brad Nahill

Looking Ahead: The Future of Crypto Philanthropy at SEE Turtles

Crypto donations are a key part of SEE Turtles’ long-term conservation strategy.

By 2025, the organization aims to raise \$300,000 through Crypto for Turtles, supporting initiatives such as:

- » Saving 1.5 million baby turtles through expanded nesting beach protection
- » Helping coastal communities collect 100,000 pounds of plastic waste and establish long-term recycling programs

- » Expanding the Too Rare to Wear initiative to end the illegal turtle shell trade in Colombia, Costa Rica, Panama, and Indonesia
- » Supporting emerging leaders in coastal communities who are passionate about conservation

As SEE Turtles continues to grow its crypto fundraising efforts, the organization is committed to building strong relationships with crypto donors and ensuring that each contribution makes a lasting impact.

She's the First

How Crypto Donations Kept She's the First Thriving During the COVID-19 Pandemic and Beyond

Year Founded: 2009

Cause Area: Civil & Human Rights

Year Joined The Giving Block: 2020

Mission

She's the First fights for a world where every girl can choose her own future. Too often, girls are denied an education, forced into marriage, and excluded from leadership opportunities. She's the First partners with local organizations worldwide to ensure that girls are educated, respected, and heard.

Introduction

Tammy Tibbetts, Co-Founder and CEO of She's the First, didn't know much about cryptocurrency before 2020. But as a nonprofit leader, she was always searching for new revenue streams to help fund the organization's work—making educated girls the norm, not the exception.

Initially, Tammy was skeptical about the real-world value of crypto donations. However, when her Development and Communications Manager advocated for the organization to accept crypto, she started to listen.

At the height of the COVID-19 pandemic, as schools worldwide shut down, She's the First needed new funding sources to maintain connections with the 13,000 girls across 11 countries who depended on their services.

That's when they partnered with The Giving Block to begin accepting crypto donations.

Onboarding & Early Wins

She's the First quickly dove headfirst into crypto donations, recognizing its potential as a new source of revenue. Shortly after getting started, the organization was featured as a beneficiary in The Giving Block's spring fundraising campaigns.

Then, something incredible happened— a \$42,335 crypto donation was received, converted into cash, and deposited into their bank account.

“In the most challenging fiscal year of my career as a nonprofit CEO, I realized I had to take crypto seriously. If I didn’t, the ship was going to sail without us and, with it, take resources that could help girls around the world access education and unlock their dreams. This crypto donation was our second biggest gift this year, and it has completely changed my view. Cryptocurrency donations are very real.”

— Tammy Tibbetts, Co-Founder and CEO of She’s the First

Platform Features & Mission Alignment

Beyond adding an entirely new revenue stream, She’s the First believes in what crypto investor and advocate Meltem Demirors says about crypto’s power to shift existing power structures.

Much like nonprofit work, crypto has the potential to move power from those who traditionally hold it to disenfranchised voices.

In that light, when people donate crypto to She’s the First, they’re not just making a financial contribution—they’re investing in girls’ education and mentorship programs that actively empower young women, strengthen families, and revitalize entire communities.

With The Giving Block as their donation platform, the organization’s supporters now have a tool that enables them to help girls build their power.

Defining Success

Thanks to The Giving Block, She’s the First met its mid-year fundraising goal and released relief funds to its global partners, resulting in:

- » 6,139 girls connecting with mentors
- » 6,810 girls gaining access to adapted education materials
- » 1,439 girls and families receiving food, water, and menstrual kits

The anonymous \$42,335 crypto donor didn’t just contribute to their success—it defined it during a year when girls needed help escaping the pitfalls of the pandemic.

By diversifying their revenue streams with crypto donations, She’s the First not only survived but thrived—ensuring ongoing support for thousands of girls worldwide.

“To many, the cryptocurrency world is still cryptic. I’ve become open-minded because The Giving Block is so hands-on in guiding us. The startup cost we paid to accept crypto donations has already paid for itself nearly 10 times over.”

— Tammy Tibbetts

The University of Arizona Foundation

How the University of Arizona Foundation's Crypto Fundraising Program Established New Giving Options for Alumni

Embracing a New Era of Philanthropy

The University of Arizona Foundation has added cryptocurrency donations as its newest fundraising revenue stream, providing an exciting way to engage young alumni and new donor communities.

By partnering with The Giving Block, the Foundation has been able to streamline crypto fundraising, making it simple, secure, and easy to use.

Mission

The University of Arizona Foundation is dedicated to building relationships, securing philanthropic support, and stewarding assets to advance the mission of the University of Arizona.

Its work supports:

- » Scholarships and student experiences
- » Athletics and research initiatives
- » Various colleges and university programs

Choosing the Right Crypto Fundraising Platform

Before working with The Giving Block, the Foundation had never accepted cryptocurrency donations but was interested in exploring new revenue streams.

After thorough research, the team identified The Giving Block as a low-risk option, with affordable annual and transaction fees. This made it the right time to start accepting crypto donations.

Since onboarding, cryptocurrency gifts have provided:

- » Immediate benefits
- » Increased fundraising potential
- » New engagement opportunities

Educating the Team on Crypto Donations

A key factor in the Foundation's success has been educating its development officers about crypto acceptance.

Since these officers have direct conversations with donors, ensuring they understood The Giving Block's platform and benefits was essential.

Now, when a supporter asks how to make a crypto donation, the team can provide an easy-to-use solution—helping eliminate the perception that giving crypto is complex or intimidating.

“The Giving Block makes what some perceive to be a difficult process simple... It’s been so easy for us, and I think you’ll be satisfied with the results you get and how The Giving Block meets your nonprofit’s specific needs.”

— Brad Terry, Vice President and General Counsel, University of Arizona Foundation

Efficient Features for Easy Donation Processing

The University of Arizona Foundation’s team values The Giving Block’s automated donation form, which simplifies donation processing without adding extra administrative work.

How the Process Works

- » Donation Notification: The team receives an email when a new crypto donation is made.
- » Autoconversion Confirmation: A second email confirms that the donation has been automatically converted into cash.
- » Funds Available: A final notification alerts the team when the funds are ready for withdrawal.

From there, the team simply logs into their digital wallet and transfers the funds.

“It’s that simple—about as easy as something can be. We’ve been very satisfied with everything.”

— Brad Terry

Building Momentum with the First Crypto Donations

Shortly after embedding The Giving Block’s donation form on its website, the Foundation received its first crypto donation—from a donor who had not previously expressed interest in giving with cryptocurrency.

This milestone highlighted the potential of crypto fundraising, opening up a new and modern way for donors to give.

Early Success Metrics

- » Minimal external marketing was required for donor interest.
- » Increased donor inquiries about making crypto donations.
- » 2021 average monthly crypto donation volume: \$21,833.

“Everything we’ve heard from the donors is that The Giving Block is easy... [and] we’re able to offer this new way of giving that we never had before.”

— Brad Terry

Looking Ahead

By integrating cryptocurrency donations into its fundraising strategy, the University of Arizona Foundation has:

- » Expanded its donor base
- » Created a new giving option for alumni
- » Positioned itself as an innovator in higher education philanthropy

As Crypto Philanthropy continues to grow, the Foundation is well-positioned to engage new generations of donors, ensuring long-term fundraising success for the University of Arizona.

The University of Maryland

Vitalik Buterin Makes Historic \$9.4M USDC Donation to Fund Medical Research

Crypto Philanthropy and the Rise of Generous Donors

Over 80% of Millennial millionaires report investing in cryptocurrencies, fueling the emergence of a new generation of philanthropists who are young, generous, and passionate about the causes they believe in. As a result, cryptocurrency donations—and the number of charitable organizations accepting them—have increased in recent years.

Nonprofits supporting health and medicine have garnered significant attention from the crypto community, particularly in the wake of the global COVID-19 pandemic. Some of these donors are not only making notable gifts but are also influential figures in the crypto industry.

Vitalik Buterin: Ethereum Co-Founder and Crypto Philanthropist

Vitalik Buterin, co-founder of Ethereum, has built a strong reputation as a philanthropist, donating to various scientific research and global health initiatives. In 2018, he urged the crypto community to focus on achieving meaningful societal impact rather than just accumulating digital wealth.

In 2021, he made headlines by donating \$1 billion worth of SHIB coins to a COVID-19 relief fund in India, marking one of the most significant philanthropic gestures in crypto history.

Funding “The Next Great Public Health Revolution”

Continuing his commitment to philanthropy, Vitalik donated \$9.4 million in USDC to the University of Maryland in the fall of 2022. The donation supports the School of Public Health’s research into germicidal ultraviolet light, a technology that could help prevent the spread of future pandemics. The initiative was highlighted in *The New York Times* as a promising advancement in public health.

Notably, the University was able to accept this donation through The Giving Block’s crypto fundraising platform. The contribution was recognized as “the largest of its kind to UMD and among the largest crypto donations ever given to a U.S. university.”

VaynerNFT

How VaynerNFT Helped Stella Artois Sell Out Its First NFT Charity Auction to Combat the Global Water Crisis

A Cause Worth Supporting

Water is a fundamental human need, yet one in three people worldwide lack access to safe drinking water. Water is also the foundational ingredient of Stella Artois, the globally recognized Belgian beer with a 600-year brewing legacy.

In 2022, Stella Artois tapped VaynerNFT to launch a charitable NFT project in support of Water.org, a nonprofit committed to ending the global water crisis.

Company Snapshot: VaynerNFT

VaynerNFT is an agency that helps brands navigate the NFT, crypto, and metaverse space. With more than 10 years of experience, VaynerNFT provides consulting, technical partnerships, and strategic planning for NFT launches.

By creating roadmaps for long-term success, VaynerNFT helps clients—including athletes, artists, and brands—seamlessly move to the forefront of the NFT revolution.

Client Background: Stella Artois & Water.org

As a longtime partner of Water.org, Stella Artois has worked to provide clean drinking water to hundreds of thousands of people worldwide since 2015.

Their past initiatives have included:

- » Awareness campaigns
- » Fundraising through product sales (such as limited-edition chalices)
- » Direct donations totaling millions of dollars

This time, Stella Artois wanted to take its corporate social responsibility efforts to the next level—by entering the NFT space.

The Challenge: Navigating the NFT Space

Stella Artois recognized that NFTs presented a unique opportunity to reach a new audience—crypto enthusiasts and metaverse users—but needed help navigating the complexities of the space.

They faced several key challenges:

- » Selecting an NFT platform that could support a charity auction
- » Finding the right artist and collaborators
- » Positioning the NFT collection to appeal to NFT and crypto enthusiasts

Like many brands, Stella Artois needed a guiding hand—and that's where VaynerNFT came in.

Bringing the Vision to Life

Under VaynerNFT's guidance, Stella Artois crafted a plan to launch an NFT collection sold via a charity auction, with 100% of proceeds benefiting Water.org.

Key Collaborators

- » Art Blocks – An NFT platform with expertise in hosting charity auctions
- » The Giving Block – Enabled the seamless transfer of proceeds to Water.org
- » Eliya Stein – A rising digital artist who created 1,024 water-themed NFT artworks

To maximize awareness, they scheduled the auction for March 22, 2022—World Water Day.

From this vision, the “Drop Artois” campaign was born.

Achieving Success

With everything in place, it was time to launch.

One day before the auction, Stella Artois and its partners announced the project on social media, leveraging the power of Crypto Twitter to spread the word.

As anticipation grew, crypto users recognized the opportunity to support a great cause using Ethereum while receiving an exclusive NFT in return.

Within just a few hours, the entire NFT collection sold out.

The Secret to Success?

- » On-brand messaging
- » Strategic pricing
- » Choosing the right collaborators

That evening, Stella Artois, Gary Vaynerchuk (VaynerNFT), artist Eliya Stein, and Pat Duffy (The Giving Block) hosted a Twitter Spaces event with 2,500+ listeners, emphasizing how NFT philanthropy can maximize charitable impact.

With their first NFT collection a resounding success, Stella Artois plans to launch future NFT projects to further its corporate social responsibility efforts—helping provide clean water to those in need.

VIVE Church

How VIVE Church Builds a Legacy of Innovation by Accepting Crypto Donations

A New Chapter in Generosity

VIVE Church has always prioritized generosity as a core pillar of its community. When a congregant inquired about donating stock options—something the church had never done before—it sparked a

broader conversation about alternative assets. This led VIVE Church to explore cryptocurrency donations, ultimately partnering with The Giving Block to expand its fundraising capabilities.

This decision paid off quickly. Crypto donors played a pivotal role in helping VIVE Church reach its fundraising goal to purchase a new building, further extending its mission and impact.

Mission

VIVE Church is a locally focused, globally connected ministry led by Pastors Adam and Keira Smallcombe. Based in Palo Alto, CA, VIVE mobilizes its members with the mission of “awakening people to the reality of Jesus.”

Onboarding with The Giving Block

One of the key factors in VIVE Church’s crypto fundraising success has been its policy of maximizing the value of each donation by converting it to cash immediately.

Through The Giving Block’s donation form, crypto gifts are automatically converted into cash, ensuring that funds retain their full value and can be used immediately for church initiatives.

This approach reassures donors by addressing concerns about crypto market volatility, allowing them to give with confidence, knowing their contribution will make an immediate impact.

“There’s a stigma around crypto that it’s not reliable or trustworthy. But regardless of what the media thinks, it’s still an asset that can be used for generosity. We’re doing everything we can to give crypto a platform of reliability. This is a way to be generous, and making crypto donations makes people feel good.”

— Aaron Williams, Finance Director, VIVE Church

Simplifying the Donation Process

VIVE Church’s transition to crypto fundraising has been seamless and efficient, thanks to The Giving Block’s user-friendly platform and automated administrative features.

Key Benefits

- » Integrated with Overflow: VIVE Church connected The Giving Block to Overflow, an online stock donation platform for nonprofits.
- » Automated Deposits: The church receives automated deposits from The Giving Block every Friday, reducing manual administrative work.
- » Multiple Cryptocurrencies Accepted: The Giving Block enables VIVE Church to accept donations in Bitcoin, Ethereum, USDC, and more, attracting a broader base of crypto donors.

Defining Success: \$300,000+ in Crypto Donations

VIVE Church launched a fundraising campaign to purchase an 80,000-square-foot building in Palo Alto that could seat 2,000 people. The campaign required \$12 million for a down payment, but 45 days before the deadline, they were only halfway there at \$6 million.

Through a strong final push to tap into donor networks beyond their immediate congregation, VIVE Church closed the gap and secured the property.

Unexpected Crypto Generosity

Initially, the church expected to receive around \$10,000 in crypto donations. However, the response from the crypto community exceeded all expectations:

- » \$300,000 in total crypto donations
- » Multiple single gifts of over \$50,000

For VIVE Church, this new building represents expanded impact, outreach, and positive change in the community. Just as importantly, it stands as a symbol of innovation and generosity—funded, in part, by crypto donations.

“Crypto is the only asset class that people seem to be super passionate about. I get phone calls and texts about it constantly from donors. I didn’t expect as much passion around it. But I believe that their passion drives generosity.”

— Aaron Williams

Looking Ahead

VIVE Church is now working to establish non-campaign-specific crypto donations, encouraging ongoing crypto giving from its supporters.

By embracing crypto philanthropy, VIVE Church has demonstrated its commitment to innovation, generosity, and expanding its impact for future generations.

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