

2025

Getting to Know Crypto Donors

The traits, values, and motivations of
the next generation of philanthropists



Table of Contents

About this Report	3
Introduction	4
Why People Invest in Cryptocurrency	6
Crypto User Trends and Insights	8
Young, Wealthy, Generous: Meet the Crypto Donor	11
Crypto Donor Personas	15
Crypto Evangelists	16
Optimistic Investors	20
When Do Crypto Donors Give?	25
Key Takeaways	27
Planning Your Next Crypto Fundraiser	29
Sources	30

About The Giving Block

At The Giving Block, we're on a mission to make crypto the most powerful force for good on the planet!

Our all-in-one cryptocurrency fundraising solution enables nonprofits to:

- Securely accept dozens of cryptocurrencies
- Receive crypto fundraising support and strategic guidance to help grow fundraising revenue
- Connect with a new generation of Millennial and Gen Z donors

To learn more about crypto fundraising, visit thegivingblock.com. Check out The Giving Blog for crypto philanthropy guides, case studies, and the latest trends.

About this Report

Understanding the Power of Crypto Philanthropy

Back in 2018, the team behind The Giving Block recognized a significant new opportunity for charitable giving: cryptocurrency. While it took some time for nonprofits to embrace this, those that did quickly discovered a passionate community of cryptocurrency holders eager to support their missions.

Fast forward to 2025, and the impact is undeniable. Globally, an impressive **\$2 billion in cryptocurrencies** like Bitcoin and Ethereum has been donated to thousands of worthy causes. This rise of “Crypto Philanthropy” hasn’t gone unnoticed, with major news outlets like The New York Times, Forbes, and The Wall Street Journal highlighting its growing importance.

However, while the trend is clear, there’s still a need for deeper understanding about the individuals driving this generosity: **the cryptocurrency donors themselves.**

This report is specifically designed for nonprofits like yours, offering valuable data and insights into who these donors are, what motivates their giving, and the most effective ways to connect with them.

Introduction

Unlock New Fundraising Potential with Crypto Donors

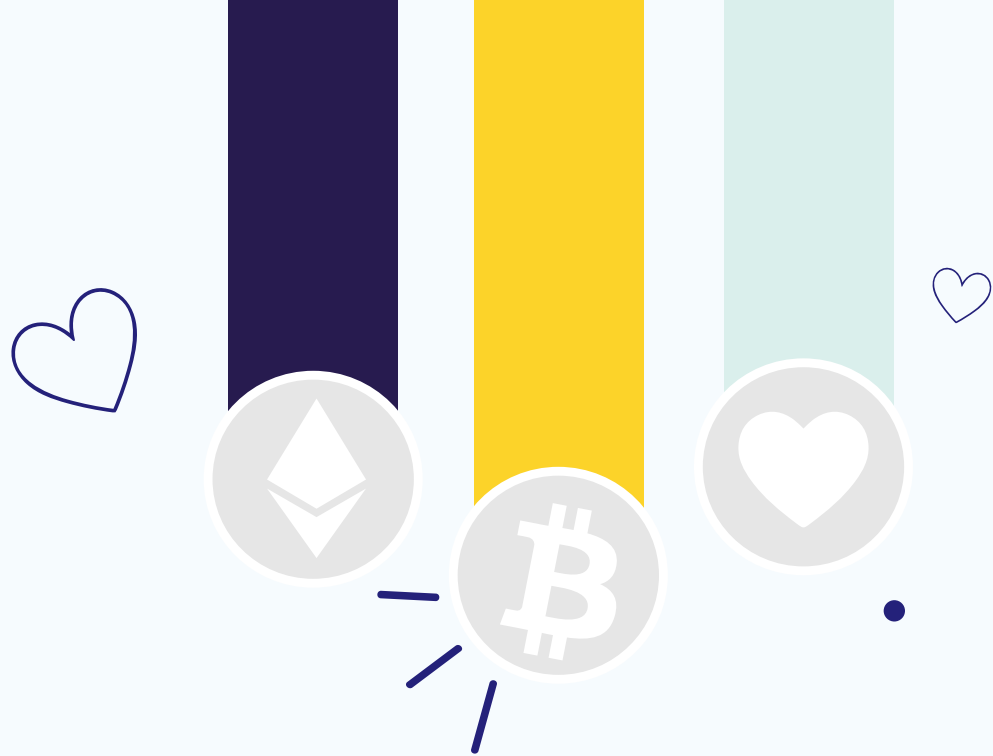
You don't need to be a cryptocurrency expert to successfully tap into this growing pool of philanthropic capital. By understanding what drives cryptocurrency donors, your nonprofit can significantly enhance its fundraising efforts.

These donors represent a fresh wave of modern philanthropists – data shows they tend to be wealthier, younger, and more inclined to give generously compared to traditional cash donors. But beyond these general characteristics, it's crucial for nonprofits to grasp their core values and motivations. This report will help you understand the “why” behind their giving, empowering you to build stronger connections and achieve greater fundraising success.

Inside, this report covers:

- Why crypto users invest in cryptocurrencies
- Global trends among the growing crypto user base
- A portrait of the average crypto donor
- Deep dives into two donor personas: Crypto Evangelists and Optimistic Investors
- Patterns on when crypto donors give

Crypto donors are a more diverse and complex group than previously understood. A better understanding of their values can help nonprofits optimize future crypto fundraising campaigns.



Why People Invest in Cryptocurrency

Why People Invest in Cryptocurrency

As of 2025, approximately 28% of American adults, or about 65 million people, own cryptocurrencies.

Additionally, approximately 659 million people worldwide own cryptocurrencies, marking a 13% increase from the previous year.

Common motivations for investing in crypto:

- Alternative asset allocation alongside traditional assets (e.g., stocks)
- Hedge against inflation of government-backed currency
- Faster, lower-cost international financial transactions
- Increased privacy in financial transactions
- Ownership of assets (important in countries where ownership rights are limited)

**659
Million**
Crypto Users
Worldwide

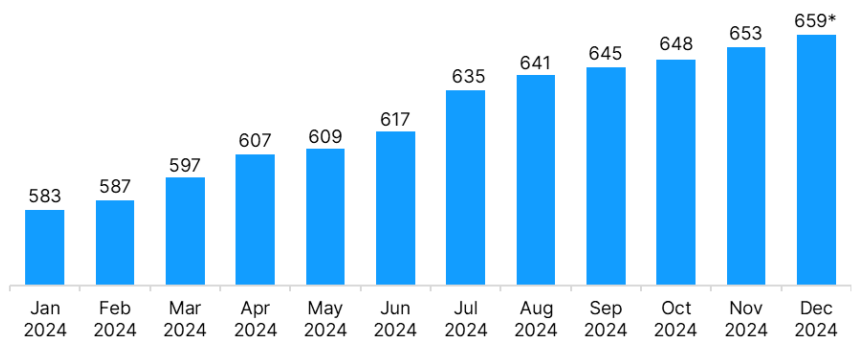
For nonprofits, the existing crypto user base represents the **addressable market** for crypto fundraising campaigns.



RESEARCH

Total Number of Global Crypto Owners (in Millions)

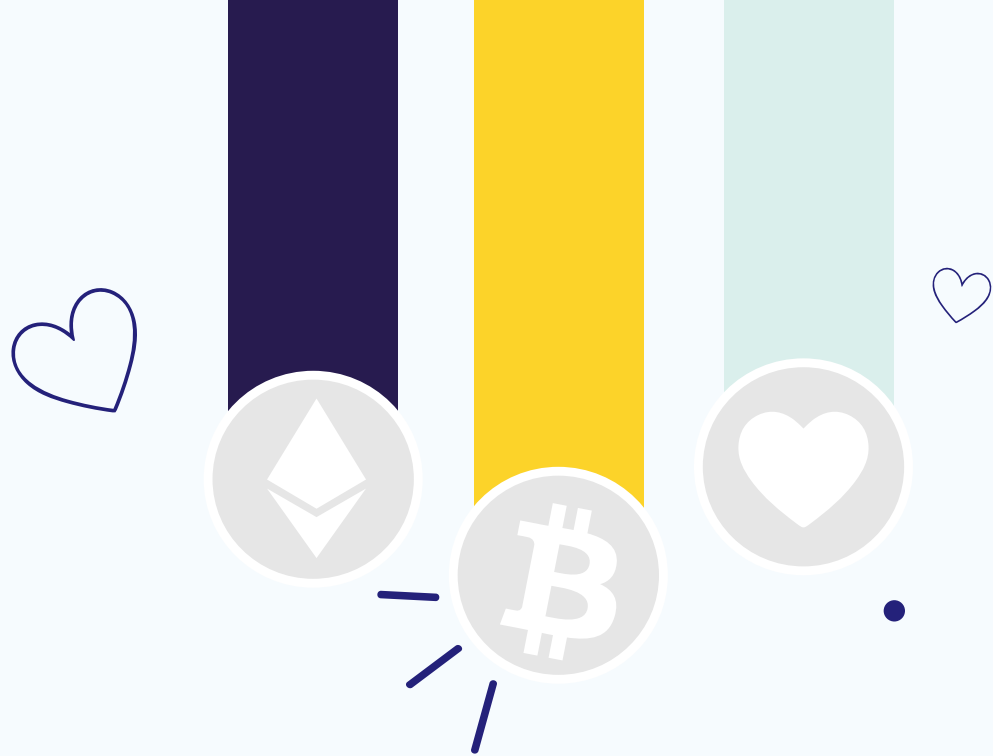
Global crypto owners reached 659 million in December 2024



As of 8 Jan 2025

Source: Crypto.com Research

*Note: There were an estimated 658 million crypto owners based on on-chain activities, while the estimated number of spot BTC ETFs owners was 1.2 million.



Crypto User Trends and Insights

Crypto User Trends and Insights

Recent global studies show major growth in crypto adoption:

- Crypto is projected to reach 1 billion users by 2030 according to a report by the Boston Consulting Group (BCG)
- 28% of Americans have invested in, traded, or used cryptocurrency
- 83% of Millennial millionaires own crypto; over half have at least 50% of their portfolio in crypto assets
- Men represent a significant majority of crypto investors, with estimates ranging from 61% to 69%
- Women are increasingly entering the crypto space, with 33% of U.S. crypto owners being female
- The number of cryptocurrency users worldwide is expected to reach 861 million in 2025

U.S. CRYPTO ADOPTION RATE BY ETHNICITY

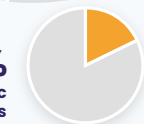
23%
Asian
Adults



13%
White
Adults



21%
Hispanic
Adults



18%
Black
Adults



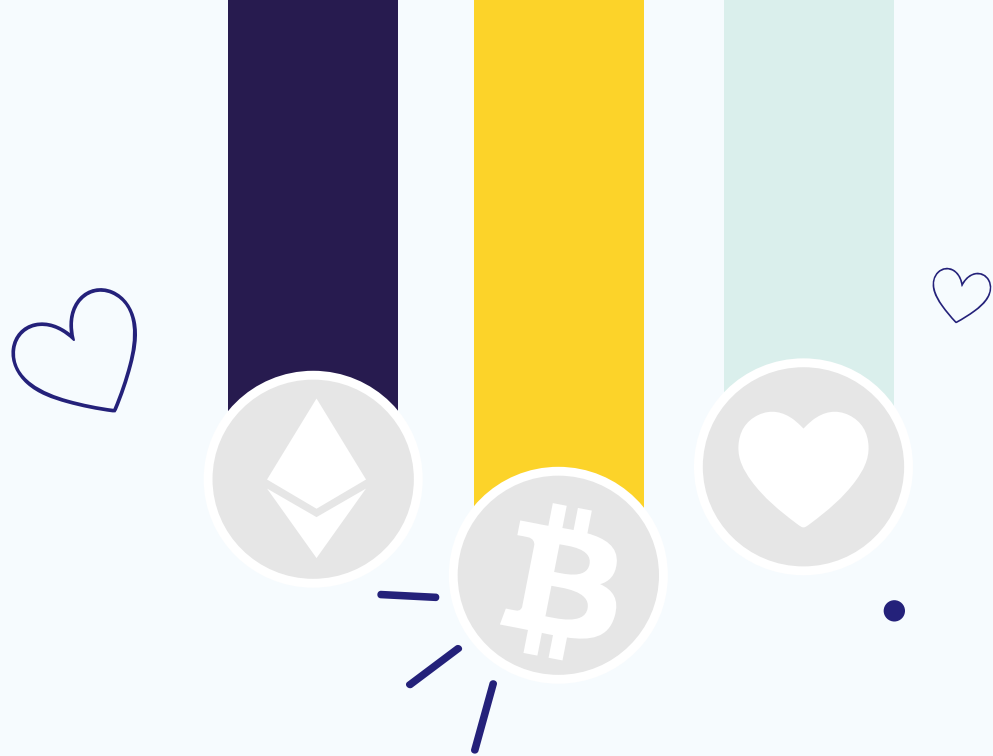
The vast majority of U.S. adults have heard at least a little about cryptocurrencies like Bitcoin or Ether.

source [pewresearch.org](https://www.pewresearch.org)



For nonprofits accepting cryptocurrency donations, this user base of 659 million people represents the total addressable market for their crypto fundraising campaigns. While it may seem self-evident, it's important for fundraisers to focus their efforts on the current crypto user base, as opposed to the many who express an interest in buying crypto in the near future, for example.

In short, owning some form of cryptocurrency is a prerequisite for donating it. Though many of your current donors might support your efforts to acquire new crypto donors, it is unlikely that they (or anyone else) will purchase cryptocurrency for the express purpose of donating it to your organization. In a later section, this report will focus on subsets of the crypto user base that are most likely to donate their cryptocurrency.



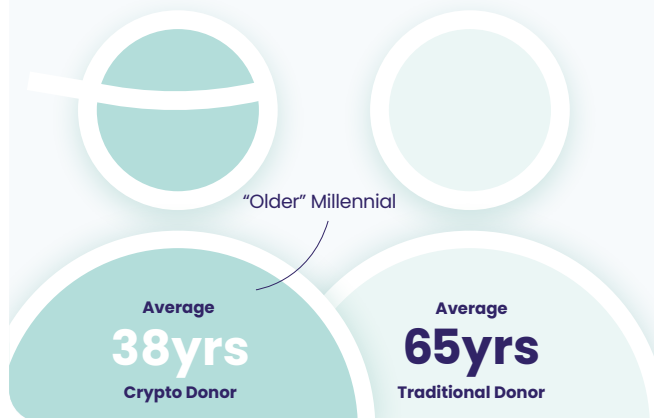
Young, Wealthy, Generous: Meet the Crypto Donor

Young, Wealthy, Generous: Meet the Crypto Donor

Crypto donors are an increasingly important fundraising source:

- By end of 2024, The Giving Block has processed over \$200 million in crypto donations
- The average crypto donation is \$10,978 (up 386% from the previous year)
- Education, Health & Medicine, Children & Youth, and Animal-related charities were the top categories supported by crypto donors in 2024

CRYPTO DONORS SKEW YOUNGER THAN THE AVERAGE DONOR



The average crypto investor is an "older" Millennial who is roughly 38 years old, according to a study by Gemini.

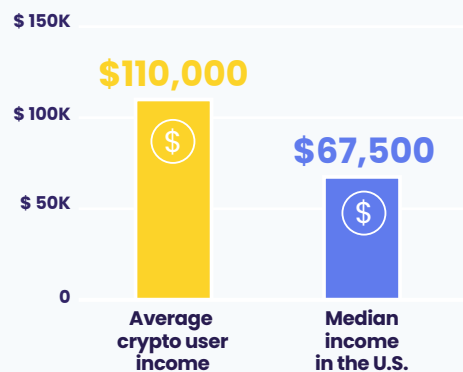
[Gemini.com](https://gemini.com)

Crypto donors tend to be:

- Younger: Average age ~38 (vs. 65 for the average traditional donor)
- Affluent: U.S. crypto users have an average annual income of \$100,000
- Charitable: 45% of crypto users are likely to give \$1,000+ annually (vs. 33% of general investors)

Crypto donors combine the best traits of young donors (long runway for giving) and HNW donors (capacity for large gifts).

THE AVERAGE CRYPTO USER IS MORE AFFLUENT THAN AVERAGE U.S. CITIZEN



The average crypto user's income is **38% higher** than the 2020 median income in the U.S. (\$67,521)

gemini.com

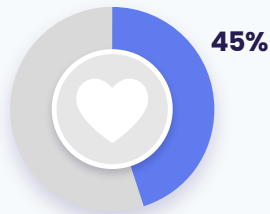
Highly charitable

A Fidelity Charitable study found that 45% of cryptocurrency users are likely to give at least \$1,000 per year to charitable causes. In comparison, 33% of the general investor population reported giving \$1,000 or more to charity per year.²⁰

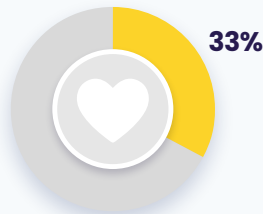
Overall, the average cryptocurrency donor has some of the most desirable traits of typical young Millennial donors and HNW individuals. They have above-average financial circumstances, give generously, and have many years of charitable giving ahead of them.

CRYPTO USERS TEND TO BE MORE GENEROUS THAN TRADITIONAL INVESTORS

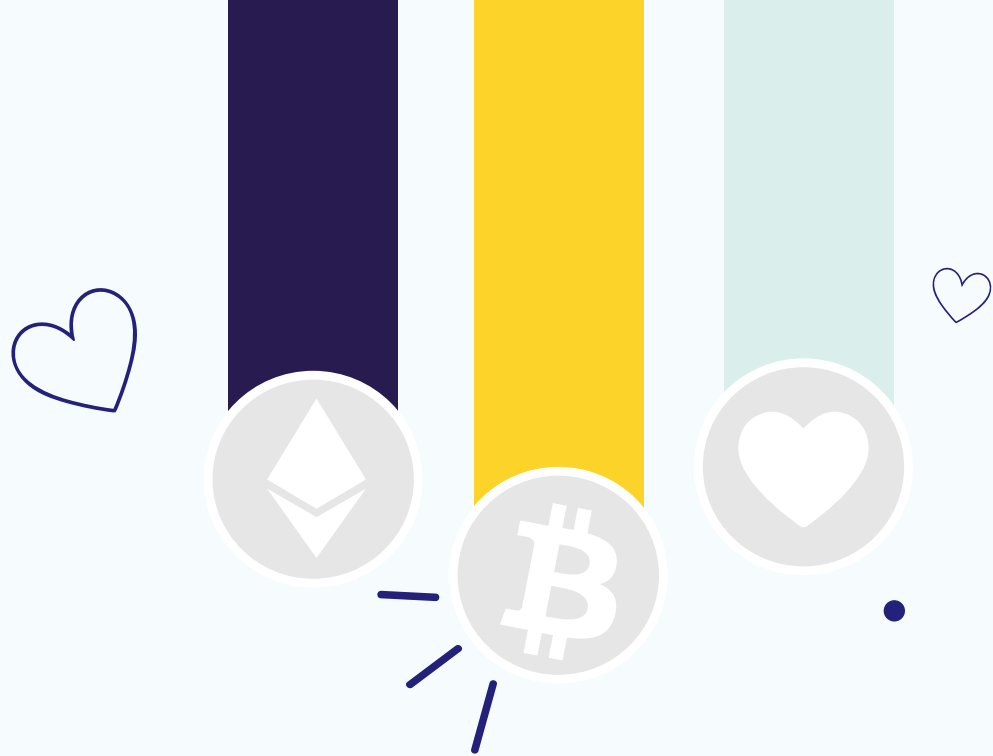
Crypto User
that gives at least
1K per year



General Investor
that gives at least
1K per year



45% of crypto users are likely to give \$1,000 or more to charities per year, compared to 33% of the general investor population.



Crypto Donor Personas

Crypto Donor Personas

Now that we have established a general portrait of the average cryptocurrency donor, it's time to take a closer look at the motivations that would inspire someone to donate cryptocurrency to a charitable organization.

Nonprofit fundraisers should focus on two unique user personas that are most likely to donate crypto. The first are what we call "Crypto Evangelists," who are enthusiastic about crypto, blockchain, NFTs and web3 to make a positive impact on the world. Their reasons for donating crypto have much to do with attracting a wider user base to the crypto ecosystem, as well as paying it forward after realizing significant gains in their crypto portfolios.

The other key group to pay attention to are the "Optimistic Investors." These individuals are investors and traders that mainly enter the crypto space seeking financial gain and are motivated to donate cryptocurrency largely as a way to lower their annual tax bill. Donating cryptocurrency directly to a charity, rather than selling their crypto for cash first, is one of several popular strategies that crypto investors use to reduce their tax burdens, especially at the end of the calendar year.

Below, we will cover these two crypto donor personas in further detail.

"Everyone has a goal. Whether the goal is to partake in the future of finance or if the goal is to simply 'make a buck,' the people who partake in the crypto-world are goal-oriented for one reason or another."

Maria Vorovich
Chief Strategy Officer at GoodQues



Crypto Evangelists

"We really truly believe that your access to finance and financial stability shouldn't depend on your current location, origin, religion, or race."

Vitalik Buterin
Co-Founder of Ethereum

Crypto Evangelists



Crypto Evangelists are serious about crypto's potential as an emerging technology and improvement on the current financial system. They are the type of people to discuss the virtues of crypto on social media platforms, at a party, during family dinners, and generally anytime they get the chance. They might also work in the cryptocurrency and blockchain sector (as engineers and business professionals) or have an active role in web3 or NFT projects. Crypto Evangelists are most interested in the technological and conceptual aspects of the crypto sector's developments. They are more likely to read and think thoughtfully about the white papers of new crypto projects than to scroll through prices on crypto exchanges.

Key Traits

Long-time users

These are not "crypto-curious" people who may one day invest. They already use, invest or trade cryptocurrencies, and have been doing so for a long time. This group skews older than the other key crypto donor persona covered in this report, as many of them are members of the cypherpunk movement which began in the 1980s and is seen as the precursor to the invention of Bitcoin and other modern cryptocurrencies.

Active learners

They are highly active and engaged in the crypto space, learning about new trends and breakthroughs in the technology. They chat about crypto often with their peers, both in-person and in digital spaces.

Free-willed

Crypto Evangelists embody the trait of "free-willed," having helped define the ethos of cryptocurrency largely in contrast to the traditional financial system. Many of them consider themselves pioneering members of the crypto community, and view themselves as risk takers.

Seeking positive affirmation

Early crypto users first came together through participation in online forums. Not all of today's Crypto Evangelists were part of the very first wave of crypto users, but most seek some validation from like-minded peers and the knowledge shared by crypto thought leaders.

Where to Find Them

Crypto Evangelists are active voices in the crypto community. They spend a lot of time on crypto news sites, blogs, and other publications. They pay attention to crypto thought leaders, CEOs and founders on platforms like Twitter and are active on messenger apps like Telegram. They tend to be early users of new crypto projects and will be active in these niche communities.

Why They Donate Crypto

1) They want to promote mainstream crypto adoption

There is a popular saying that goes, "Bitcoin fixes everything." The general consensus among Crypto Evangelists is that crypto has the potential to solve or greatly improve upon the current solutions to humanity's challenges.

With this mindset, crypto's biggest cheerleaders will gladly embrace a use case for crypto with a positive outcome for society. Donating crypto is one of these use cases. But crypto philanthropy is not just a net positive for the world. Its success also helps onboard more charitable organizations to crypto, and helps more people in the general public see the beneficial role that crypto can play in our lives.

A few years ago, only a few nonprofits accepted cryptocurrency donations. Today, the ability for crypto users to donate crypto to support thousands of charitable causes is seen as a huge win for this Crypto Evangelist community. If they have the means to do so, these evangelists will happily donate in order to boost the success of crypto philanthropy.

2) They have a pay-it-forward mentality

Out of this core desire for more widespread crypto adoption comes another important but slightly secondary objective, which is to give back and help others with crypto. Because many crypto users, especially early ones (many of whom fall into the “Crypto Evangelist” category), have enjoyed exponential crypto gains, they often seek out charitable causes to support with their crypto as a way to pay it forward.

Keep in mind that many, but not all, Crypto Evangelists have millions of dollars worth of crypto in their portfolio. In general, early crypto investors that have held onto their crypto through the ups and downs of the market have seen considerable returns on their investments, even in recent “bear market” conditions. Consider the fact that someone who purchased five bitcoins in 2012 for \$13 each would today (as of June 2025) be holding cryptocurrency worth approximately \$520,000. At Bitcoin’s most recent all-time high in May 2025, that same portfolio would have been worth \$560,000.

It’s important to understand that wider crypto adoption is a big reason why many cryptocurrencies have appreciated in value in the first place. During Bitcoin’s early days, for example, one bitcoin had no widely-accepted fair market value. So today, the idea of giving back is directly related to the waves of crypto market and user growth.



Optimistic Investors

"Our basic thesis for bitcoin is that it is better than gold."

Tyler Winklevoss
Co-Founder, Gemini

Optimistic Investors



The counterpart to the Crypto Evangelist is the “Optimistic Investor.” For the Optimistic Investor, cryptocurrency’s potential is viewed through the lens of financial gain. Optimistic Investors are mainly interested in generating high returns on their crypto investments. Some may have been or still are traditional investors, and have come to crypto to outpace the traditional markets. Optimistic Investors skew younger than Crypto Evangelists and are less interested in the conceptual use cases of cryptocurrencies.

Key Traits

Don't want to miss opportunities

Investing in and trading crypto is a golden opportunity to create handsome profit margins. This group was inspired by the stories of crypto investors retiring at a young age after making millions or billions.

Want to diversify and make money

Not satisfied with the returns from traditional investments like the S&P 500, Optimistic Investors see crypto as an alternative strategy for diversifying one’s portfolio and beating the markets.

Go at their own pace

They don’t blindly follow mainstream narratives about the cryptocurrency market. They research to find the next big thing or a bit of knowledge that can give them an edge in the market.

Where to Find Them

Optimistic Investors will follow trusted news sources and successful crypto traders, whether via podcasts, blogs, news sites, or social media platforms like Twitter and Reddit. They may also subscribe to free or paid crypto investment newsletters and will join groups on messenger apps like Telegram and Discord.

Why They Donate Crypto

Tax savings

Optimistic Investors mainly donate cryptocurrency to enjoy the tax benefits. Donating crypto is a highly tax-efficient way to give back, and doing so can greatly reduce an investor's annual tax bill.

Crypto donations generally are not considered taxable events by the IRS³¹ and several tax collection agencies in other countries. Under such rules, a capital gain or loss is not realized on crypto that has been donated. Depending on their financial situations, crypto donors may also be eligible to receive a charitable deduction on their crypto donation.

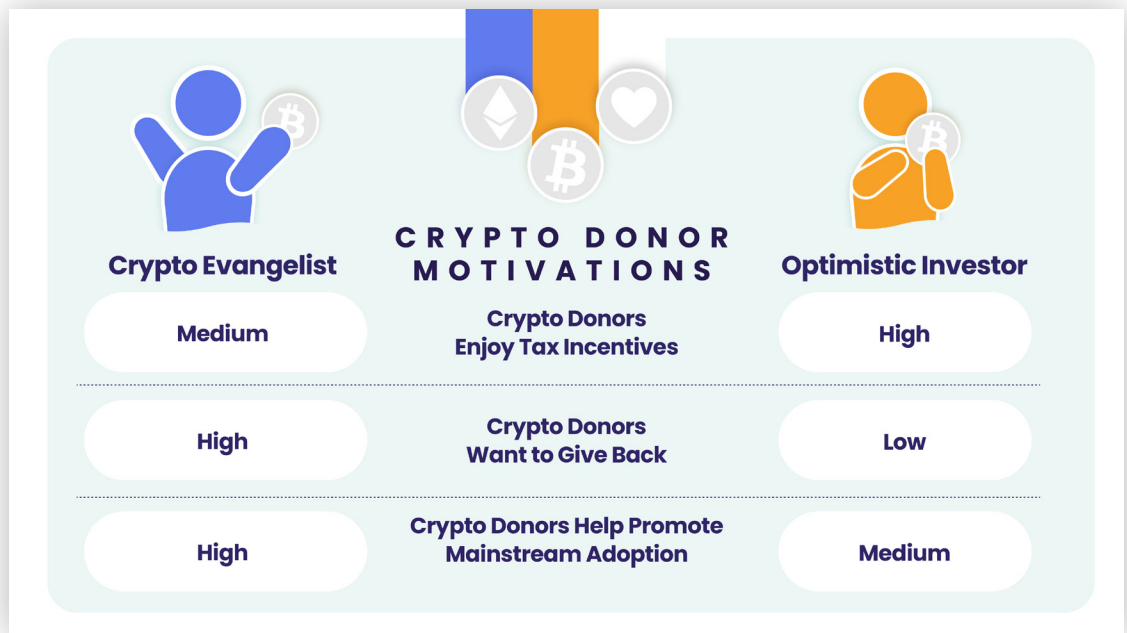
Considering that tax rates for capital gains in the U.S. can exceed 30%, crypto donors potentially enjoy significant tax-saving opportunities not available to cash-giving donors. The added benefit for nonprofits is that this reduction in taxes can mean that crypto donors have more to donate to their favorite charities than they would if they had first sold their crypto for cash.

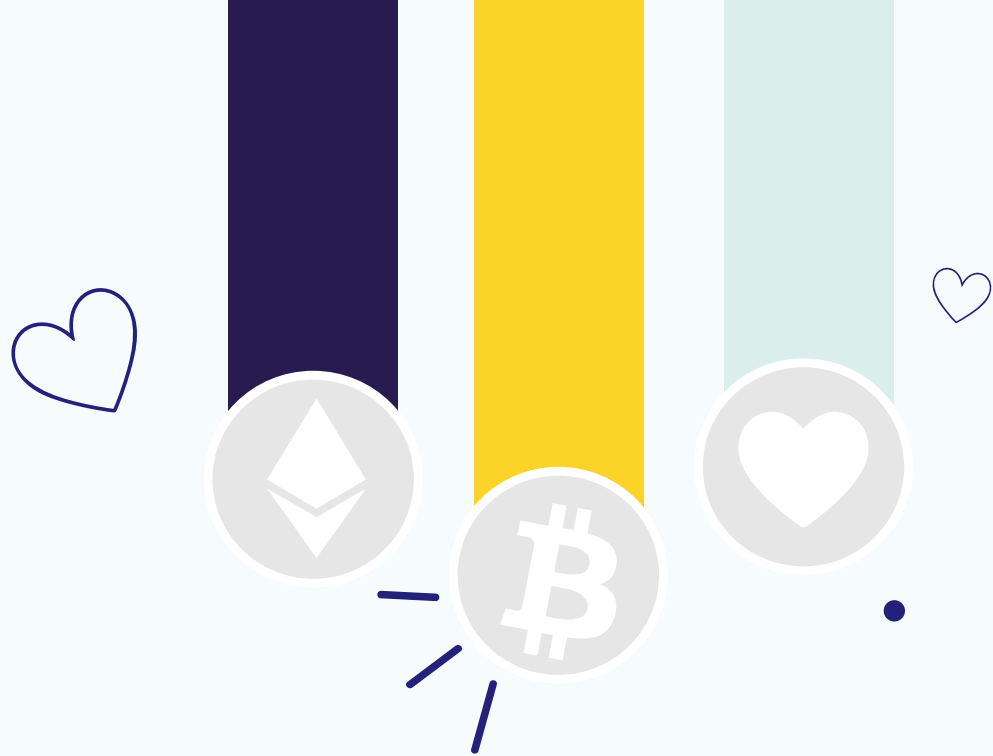
In bear-like market conditions, many investors are holding crypto that has depreciated in value. During times like these, these Optimistic Investors may practice tax-loss harvesting. This is a process by which investors can sell their depreciated assets at a loss in order to reduce their overall capital gains tax.

As a general rule, Optimistic Investors see donating cryptocurrency as a means to an end—specifically, to reduce their tax bill. To do so, they will seek out nonprofits that accept crypto donations because donating crypto directly allows them to lower the capital gains that they will be responsible for paying taxes on. These donors may simultaneously engage in tax-loss harvesting strategies to further reduce their capital gains. Another consideration to be aware of is that many investors prefer to sell a significant portion of their crypto assets at the end of the year, as they look to reallocate their portfolios heading into the next year.

What Motivates Crypto Donors to Give

Every crypto donor has a charitable cause that aligns with their values. But before they get to the point that they are ready to pick an organization to support, making the decision to donate crypto is the first step in the process.





When Do Crypto Donors Give?

When Do Crypto Donors Give?

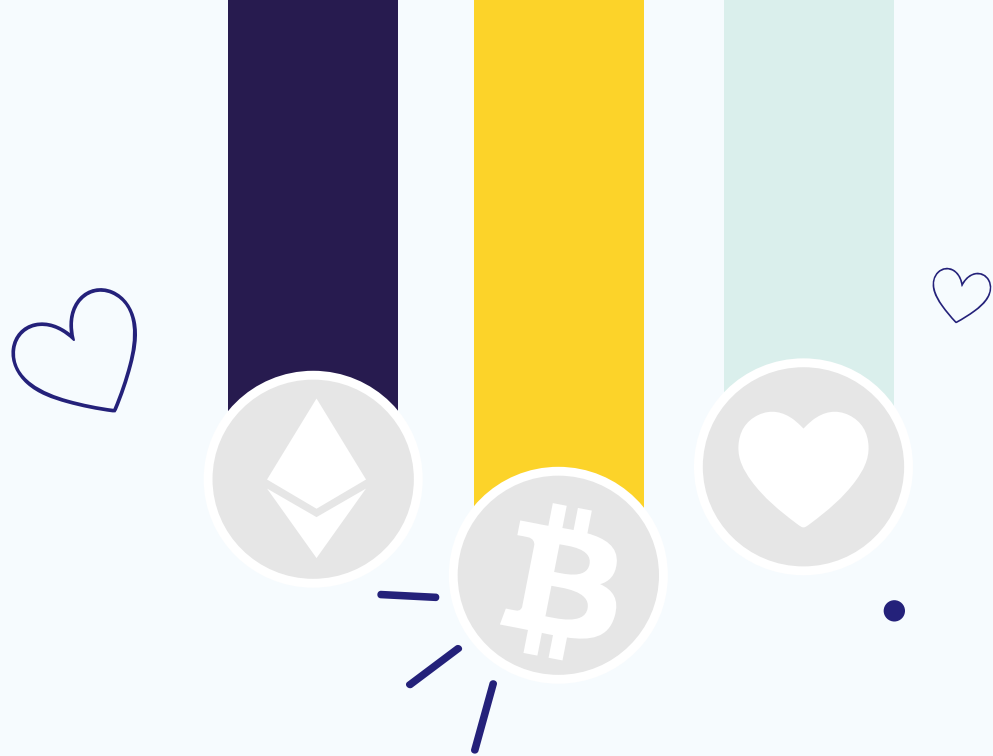
Crypto donors give year-round, but donation activity spikes at year-end due to tax efficiency considerations.

- In 2024, 25% of all crypto donation volume processed by The Giving Block was donated in December
- “Crypto Giving Tuesday” and other year-end campaigns drive visibility and participation

Insight: Digital spaces like X and other social channels become active forums for crypto philanthropy during year-end giving seasons.

“For nonprofits, crypto users are one of the most exciting donor demographics. For crypto users, donating crypto to nonprofits is one of the best ways to reduce tax liability. But they didn’t have a moment dedicated for them to meet one another. That’s why we started Bag Season”

Pat Duffy
Co-Founder, The Giving Block



Key Takeaways

Accessing a new donor class, such as crypto donors, is both crucial and thrilling for nonprofits aiming to diversify their funding and innovate their fundraising strategies. It opens doors to individuals who might not engage through traditional channels, providing exciting new avenues for support.

Paget Stanco

Principal, Gemini Institutional

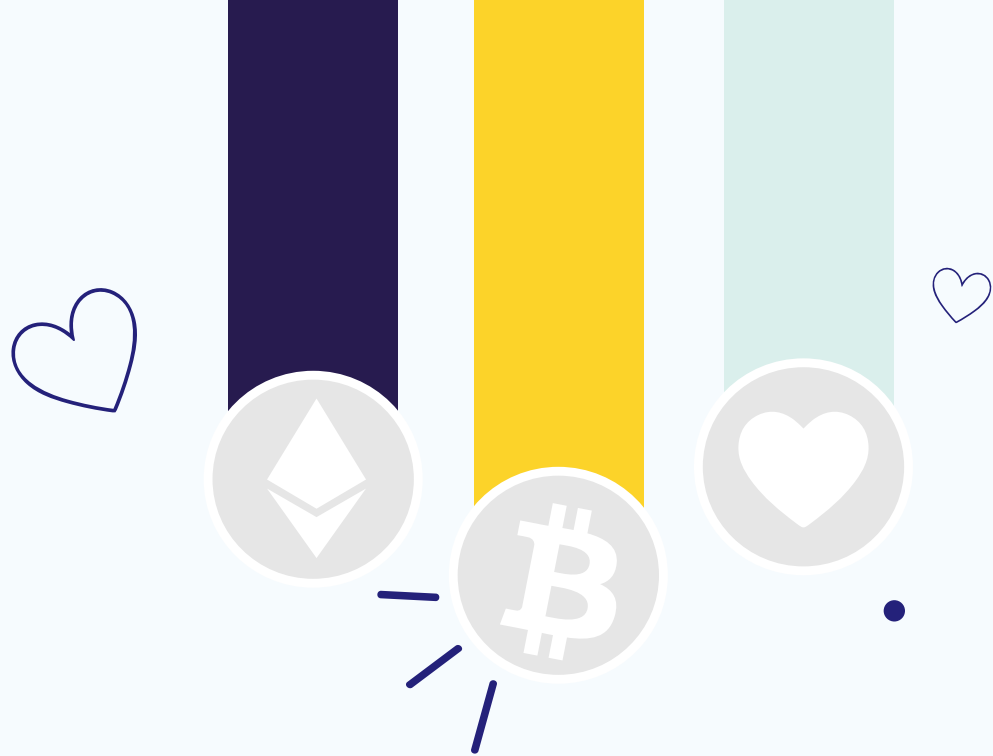
Key Takeaways

Traditionally, nonprofit donors do not think much about the type of currency they donate. They donate whatever government-issued currency they have in their bank accounts. Cryptocurrency donors have more to consider when it comes to this issue. Today, most donors don't own cryptocurrency, while most cryptocurrency users have cash. The question to these crypto users becomes whether they donate cash or crypto, and why they choose to do so.

As your nonprofit considers the perspectives of cryptocurrency donors, keep in mind these insights:

- People use crypto for a variety of reasons—economic, philosophical, practical
- The world's 659 million + crypto users are all potential donors
- The average crypto donor is young, affluent, and passionate about giving
- The global user base is diversifying rapidly
- Crypto Evangelists give to advance adoption and “pay it forward”
- Optimistic Investors give primarily for tax savings
- Crypto philanthropy ramps up in Q4, but is a year-round opportunity

In practice, crypto philanthropy is about much more than receiving a tax benefit. Donating crypto can be a meaningful way to give back while supporting the wider adoption of cryptocurrency among the masses.



Planning Your Next Crypto Fundraiser

Planning Your Next Crypto Fundraiser

- Refer to donor personas when constructing campaign goals and messaging
- Poll your supporters—especially Millennials and Gen Z—on their crypto usage and interest
- Highlight tax advantages when communicating with HNW donors
- Stay current with crypto trends to effectively engage this donor demographic

Successful fundraising is about creating connections that inspire action. Understanding and segmenting your crypto donor base will set your organization apart.

“Research into the psychology of philanthropy shows that fundraisers will be most effective when crafting appeals that activate a donor’s sense of identity. Cryptocurrency Evangelists are going to have different motivations than Optimistic Investors, so crafting messaging that connects your cause to how these segments think about the world will be a fantastic investment of time and energy to unlock this emerging source of generosity in our world.”

Tim Sarrantonio
Director of Corporate
Brand, Neon One

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Visit thegivingblock.com to get started today.