



CRYPTO AND THE ANALOG NONPROFIT
**40TH ANNUAL UNIVERSITY OF TEXAS NONPROFIT
ORGANIZATIONS INSTITUTE**

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Key issues for nonprofits on cryptocurrency and other digital assets:

- Understand how blockchain assets are adding new and unique opportunities to philanthropy
- Decide on whether to accept gifts of crypto from donors and if so, when and how
- Revise the gift acceptance policy to address gifts of crypto; Will the policy allow or prohibit such gifts?
- Invest the organizations endowment in crypto?

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How Large is the Crypto-Philanthropy Market?

- 16% of adult Americans have invested in cryptocurrency (*Pew Research Center*)
- One billion crypto users by 2030 (*estimates Boston Consulting Group*)
- 83% of Millennial millionaires own cryptocurrency. More than 50% of that group have half of their portfolio invested in crypto assets, and nearly a third have at least 75% in crypto (*CNBC Millionaire Survey*)

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How Large is the Crypto-Philanthropy Market?

- 45% of cryptocurrency users are likely to give at least \$1,000 per year to charity. In comparison, 33% of the general investor population reported giving \$1,000 or more to charity per year (*Fidelity Charitable Study*)
- Organizations are putting significant resources in crypto fundraising and setting ambitious revenue targets:
 - 2021: American Cancer Society raised \$1M for Crypto Cancer Fund
 - 2022: Shift4 CEO Jared Isaacman agreed to match \$10M in crypto charitable donations to nonprofits made on The Giving Block.



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How Large is the Crypto-Philanthropy Market?

- Fidelity Charitable, the largest donor advised fund administrator and charitable grant-maker in the U.S., received \$331 million in digital assets last year through its donor-advised funds, a nearly 12-fold increase from the \$28 million received in 2020.
- Bitcoin accounted for 88% of its crypto donations, followed by Ether at 11%.

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The Giving Block's 2021 Annual Report *(2022 report not yet published)*

- Processed \$69 million in crypto donation volume in 2021, up 1,558% from \$4.2 million in 2020
- In 2021, the average crypto donation made via The Giving Block was \$10,455, an increase of 236% from 2020
- More than 1,000 nonprofits accepted cryptocurrency donations via The Giving Block by the end of 2021

Top Cryptocurrencies Donated in 2021
Cryptocurrencies With the Highest Annual Donation Volume

| | |
|--|-----------------|
|  Ethereum (ETH) | \$30,794,056.69 |
|  Bitcoin (BTC) | \$25,885,974.03 |
|  USD Coin (USDC) | \$4,739,117.28 |
|  Dai (DAI) | \$2,247,258.63 |
|  Flow (FLOW) * | \$1,407,000.00 |
|  Solana (SOL) * | \$1,235,197.54 |
|  Gemini Dollar (GUSD) | \$484,560.25 |
|  Cardano (ADA) * | \$408,125.16 |
|  Litecoin (LTC) | \$339,447.41 |

88% OF OVERALL 2021 CRYPTO DONATION VOLUME WAS DONATED IN BITCOIN, ETHEREUM AND USD COIN.
*PROCESSED VIA THE GIVING BLOCK'S PRIVATE CLIENT SERVICES

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