

Demystifying Cryptocurrency Donations

Tina Roh, co-founder & COO



Answers you'll get out of this webinar

1. Why should nonprofits care about crypto?
2. What is cryptocurrency?
3. What are the risks of accepting crypto?
4. How can your nonprofit receive crypto support *easily*?

1.

**Why should
nonprofits care
about crypto?**





21 million or 14%

of adults in the US own crypto and they're charitable — **nearly *half* donated \$1,000 or more** to charity in 2020 vs $\frac{1}{3}$ of all investors.

66%

 remaining are crypto-curious

>70% are **25 to 44 years old**

26% of crypto holders were new last year

Sources: [2021 State of Crypto](#) - Gemini
[Fidelity Charitable](#)

Only a small number (~2%)
of nonprofits accept crypto,
mainly larger organizations
such as Red Cross and United Way.

Source: [2018 Global Trends in Giving Report](#)



Your nonprofit
***does not* have to be technical**
to benefit from crypto.

Over 1 million+ nonprofits
can **already** accept crypto support with



CHARITY DONATIONS

We take giving back and making a difference very seriously. That's why a portion of funds raised from the transaction tax goes directly to charities that create huge impacts across the nation. We are proud to say that to date, we have raised and donated over \$220,000.



\$25,000

Working Dogs For Vets



\$25,000

Mental Health America



\$25,000

Autism Speaks



\$25,000

No Kid Hungry



\$25,000

Barstool Fund



\$20,000

Ruth Ellis Center



\$20,000

Fred Hutchinson Cancer
Research Center



\$25,000

Dayton Children's Hospital



\$10,000

Joyride



\$10,000

Columbus Zoo



\$10,000

National Conference For
Community & Justice

2.

**What is
cryptocurrency?**



Fiat Money



Issued by government



Governed/regulated by
central bank

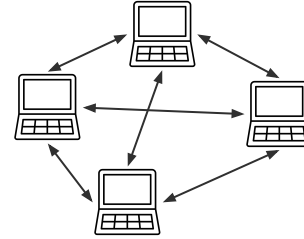


Needs intermediary for
transactions

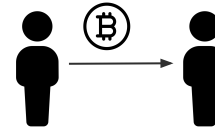
Cryptocurrency




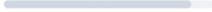








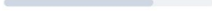


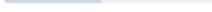





Generated by code



Maintained by
decentralized network



No intermediary required for
transactions

#	Name	Price	Market Cap ⓘ	Circulating Supply ⓘ	Last 7 Days	YTD %
1	 Bitcoin BTC	\$40,001.93	\$752,995,070,198	 ⓘ 18,768,750 BTC		▲ 36.58%
2	 Ethereum ETH	\$2,319.34	\$272,081,575,309	116,869,356 ETH		▲ 218.75%
3	 Tether USDT	\$1.00	\$61,817,937,715	61,795,589,988 USDT		▼ 0.16%
4	 Binance Coin BNB	\$315.96	\$53,111,569,933	168,137,036 BNB		▲ 733.35%
5	 Cardano ADA	\$1.29	\$41,517,037,354	 ⓘ 32,041,069,499 ADA		▲ 638.95%
6	 XRP XRP	\$0.6471	\$30,001,739,574	 ⓘ 46,312,443,360 XRP		▲ 172.83%
7	 Dogecoin DOGE	\$0.2081	\$27,209,758,103	130,610,450,787 DOGE		▲ 3564.54%
8	 USD Coin USDC	\$1.00	\$27,225,131,801	27,220,891,451 USDC		▼ 0.03%

Source: [CoinMarketCap](https://coinmarketcap.com) (7/27/2021)

3.

What are the risks of accepting crypto?



Risks go up depending on the method
you use to accept cryptocurrency.

Your own
crypto wallet

Crypto brokerage

Intermediary
payments processor

Intermediary
501(c)(3)

Most Risky

Least Risky



Bitcoin / USD, 30, FTX US

O39669 H39759 L39607 C39615 -54 (-0.14%)

Cryptocurrency is volatile.



Source: [FTX.us](https://ftx.us)
(1 month, 1 day view)

Accounting guidelines are still unclear.

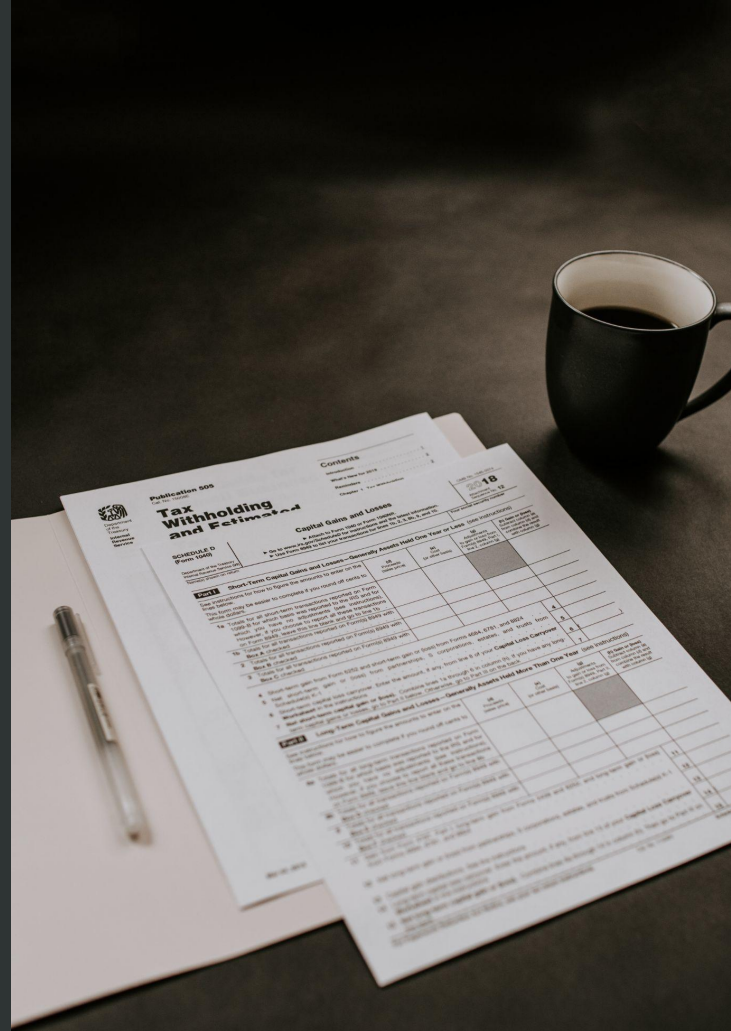
The FASB has yet to directly address cryptocurrency in US GAAP.

General guidance from AICPA and KPMG say to treat it as **intangible property**, rather than an investment.



Integrate IRS reporting requirements.

- Written acknowledgement for in-kind donation of a noncash contribution
- 990 Schedule M
- File Form 8282, Donee Information Form
- Sign Form 8283, Noncash Charitable Contributions



4.

**How can my nonprofit
receive crypto support
*easily?***



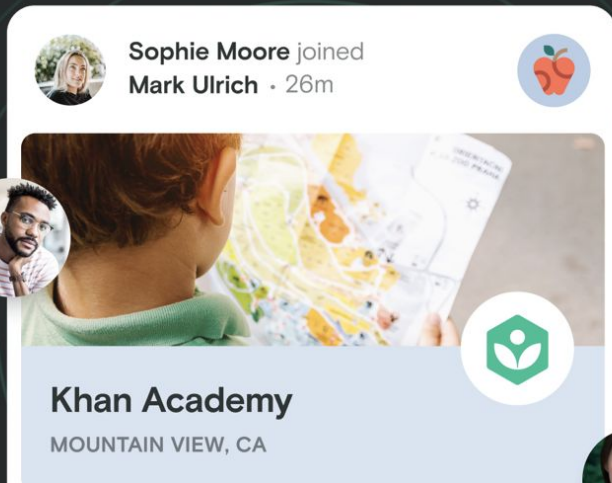
INTRODUCING



Accessible giving infrastructure to
help every person and organization
use technology for good.

*“ Never had any of this in my 20 years
of nonprofit experience. This platform
is incredible. Finally one's not rowing
completely alone.*

- GIULIANA FURCI
Founder, FFungi



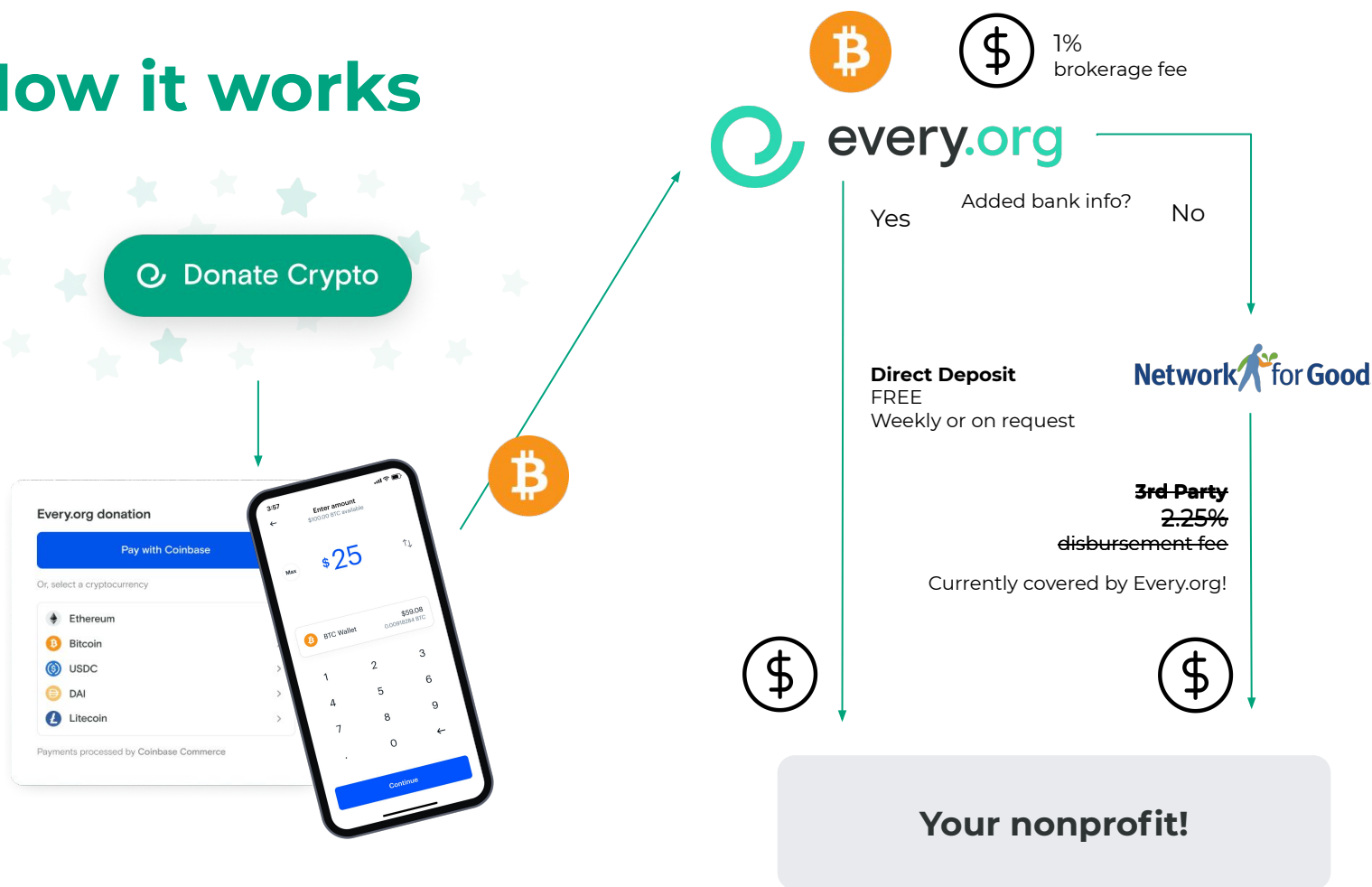
every.org/about
every.org/nonprofits
every.org/metrics

Demo:

Generating a **free** crypto donate button/link for your organization at every.org/crypto



How it works



In a nutshell

Brokerage (Coinbase) Fees	1%* of donation
Disbursement (Network for Good) Fees	2.25% 0% **
Every.org Fees	0%
Total Fees	1%

* Subject to change by the broker

** Direct Deposit disbursements will always be free. We will cover third party disbursement fees as long as feasible, since we want crypto to be accessible to all nonprofits.



Volatility
Receipts
Regulations
Accounting
Reporting



→ Sell and convert automatically or in 1 business day.

→ **Nonprofits receive cash and never touch crypto.**



Your organization doesn't take on any additional risk, since crypto donations are made to Every.org, converted, and then granted in cash to your organization.

- ✓ Tax-deductible donation receipts
- ✓ Auto-conversion to cash
- ✓ Accounting
- ✓ Reporting + IRS forms
- ✓ Compliance

Book a **free** 20-min consultation
to see if your nonprofit can benefit
from crypto donations at

every.org/crypto



Informational Blog Series

blog.every.org/crypto

[Part 1: Basics and Overview](#)

[Part 2: Risks and Considerations](#)

[Part 3: Best Ways to Accept Cryptocurrency](#)

Thank You

Questions?



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