Demystifying Cryptocurrency Donations

Tina Roh, co-founder & COO

every.org
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](https://www.gemini.com) - Gemini
[Fidelity Charitable](https://www.fidelity.com)
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 every.org
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
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Price</th>
<th>Market Cap</th>
<th>Circulating Supply</th>
<th>Last 7 Days</th>
<th>YTD %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bitcoin BTC</td>
<td>$40,001.93</td>
<td>$752,995,070,198</td>
<td>18,768,750 BTC</td>
<td>-36.58%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Ethereum ETH</td>
<td>$2,319.34</td>
<td>$272,081,575,309</td>
<td>116,869,356 ETH</td>
<td>-218.75%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Tether USDT</td>
<td>$1.00</td>
<td>$61,817,937,715</td>
<td>61,795,589,988 USDT</td>
<td>-0.16%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Binance Coin BNB</td>
<td>$315.96</td>
<td>$53,111,569,933</td>
<td>168,137,036 BNB</td>
<td>-733.35%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Cardano ADA</td>
<td>$1.29</td>
<td>$41,517,037,354</td>
<td>32,041,069,499 ADA</td>
<td>-638.95%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>XRP XRP</td>
<td>$0.6471</td>
<td>$30,001,739,574</td>
<td>46,312,443,360 XRP</td>
<td>-172.83%</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Dogecoin DOGE</td>
<td>$0.2081</td>
<td>$27,209,758,103</td>
<td>130,610,450,787 DOGE</td>
<td>-3564.54%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>USD Coin USDC</td>
<td>$1.00</td>
<td>$27,225,131,801</td>
<td>27,220,891,451 USDC</td>
<td>-0.03%</td>
<td></td>
</tr>
</tbody>
</table>

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.

- **Most Risky**
  - Your own crypto wallet
  - Crypto brokerage
  - Intermediary payments processor

- **Least Risky**
  - Intermediary 501(c)(3)
Cryptocurrency is volatile.
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?
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
Demo:
Generating a **free** crypto donate button/link for your organization at [every.org/crypto](http://every.org/crypto)
How it works

Donate Crypto

Direct Deposit
FREE
Weekly or on request

3rd Party
2.25%
disbursement fee

Currently covered by Every.org!

Your nonprofit!
## In a nutshell

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brokerage (Coinbase) Fees</td>
<td>1%* of donation</td>
</tr>
<tr>
<td>Disbursement (Network for Good) Fees</td>
<td>2.25% 0% **</td>
</tr>
<tr>
<td>Every.org Fees</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total Fees</strong></td>
<td>1%</td>
</tr>
</tbody>
</table>

* 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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