The Why and How of Cryptocurrency

The Community Foundation for Greater New Haven
October 6, 2022

Welcome! Feel free to introduce yourself in the chat.

Endaoment

Agenda for Today

- What is cryptocurrency?
- Crypto 101 Terms
- Myth Busting
- Why is it important for my nonprofit?
- Endaoment Information and Case Studies
- Q&A

What is Cryptocurrency?

- **Cryptocurrency -** a *digital currency* where transactions are verified and records are maintained by a *decentralized* system, rather than a central authority
- Examples:
  - Bitcoin
  - Ethereum
- What's the difference?

Crypto 101 Terms

- **Blockchain** - a digital form of record keeping and the underlying tech behind cryptocurrency. Creates a permanent, immutable ledger of transactions and data. This is where the “paper trail” of transactions takes place.
- **Decentralized Finance (DeFi)** - financial activities conducted without the involvement of a centralized intermediary, such as a bank, financial institution or government.
- **Non Fungible Token (NFT)** - units of value used to represent the ownership of unique digital items like art of collectibles that cannot be copies or replaced.
- **Proof of Stake** - a cryptocurrency consensus mechanism using staked tokens to validate and add transactions to a blockchain, developed as an alternative to proof-of-work models.
- **Proof of Work** - a cryptocurrency consensus mechanism using computational power to solve cryptographic puzzles to validate and add transactions to a blockchain
- **Smart Contract** - an agreement established and executed as code, enabling transactions without a trusted central authority. Each organization and fund on Endaoment has its own smart contract deployed to the Ethereum blockchain.
- **Web 3 -** a new conceptualization of the internet which incorporates decentralization, blockchain technology and token-based economics. This allows users greater influence over the creation, operation and governance of organizations and communities.
- To view more terms, please visit: **https://endaoment.notion.site/**

Myth Busting

- **Myth #1:** Cryptocurrencies aren’t secure
- **Myth #2:** Digital currencies don’t have value
- **Myth #3:** Crypto is bad for the environment
- **Myth #4:** Crypto transactions are anonymous
- **Myth #5:** Crypto is a bubble that will burst

Why Is Crypto Important For My Nonprofit?

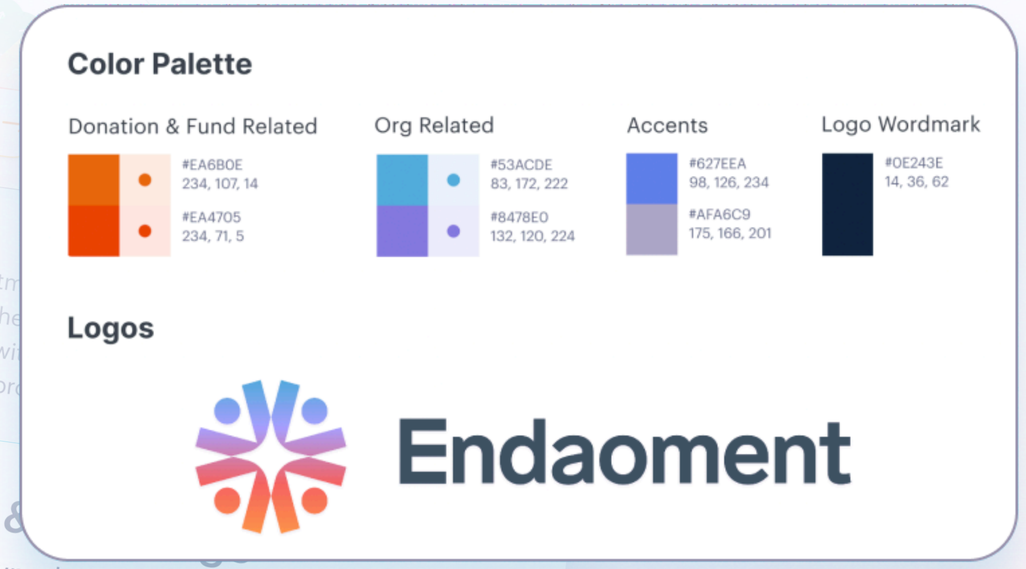
- **New subset of donors, new asset**
  - According to Fidelity in 2021, over 1 in 3 millennial investors say they own cryptocurrency
  - Nearly 9 out of 10 millennials say charitable giving is an important part of their lives, compared to 74% of total population
  - 45% of crypto investors donated $1,000 or more to charity in 2020, compared to 33% of the total investor population.
- **Taxability of cryptocurrency per the IRS**
- **Efficient and quick way to send and receive money**

What is Endaoment?

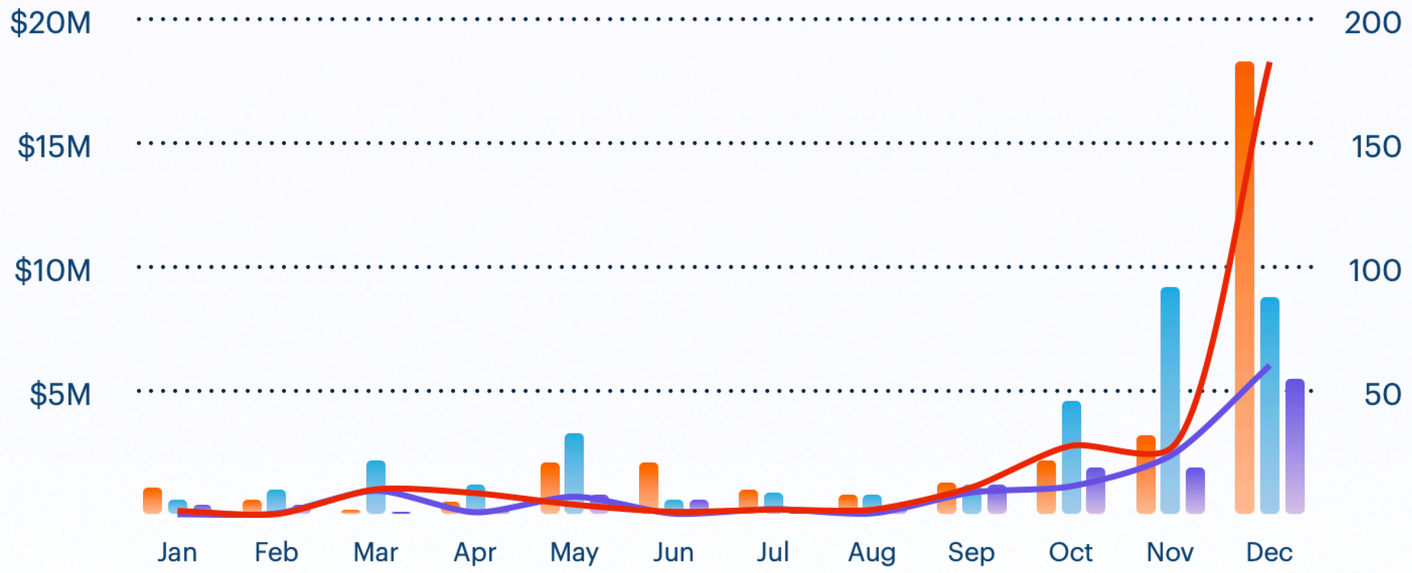
Any token, delivered as dollars, to any nonprofit.

- First 501c3 built on the Ethereum blockchain
- Donor-Advised Funds, Direct Donations, Community Funds
- Accept 1000+ tokens as dollars, without changing giving policies
- Professional, responsive team
- Free for nonprofits
- Industry-low (1.5%) donor fees

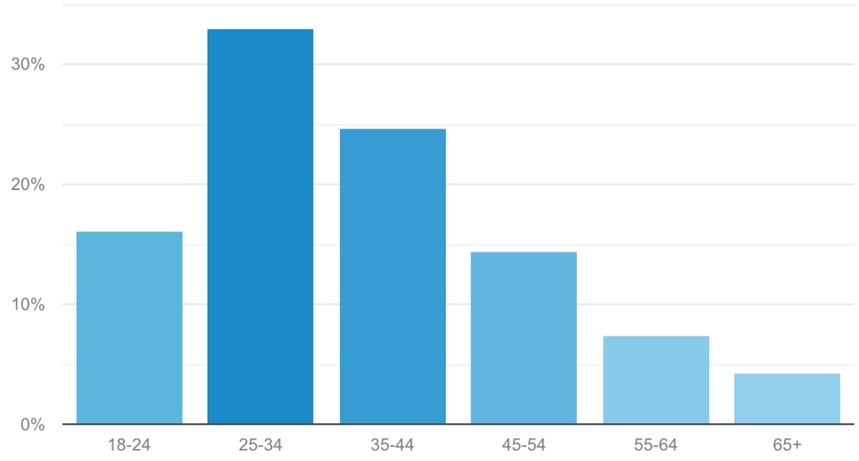
Promotion & Media Resources



2021 Donor Activity



- # Donations
- # Endaoment Funds
- # Endaoment Grants
- $ Donated
- $ Granted



Donor Age Distribution

<5%

Anonymous Donations

Year-Over-Year Statistics (so far...)

$28M

Donated in 2021 ($85K avg)

$12.5M

Granted in 2021 ($36K avg)

Year-Over-Year Statistics (so far...)

$28M

Donated in 2021 ($85K avg)

$12.5M

Granted in 2021 ($36K avg)

$21M

Donated YTD ($54K avg)

$16M

Granted YTD ($40K avg)

Lifetime Impact

$48.88m
Total Impact

828
Total Orgs Deployed

Ecosystem Breakdown

58% Distributed

$20.45m Grantable

Case Studies

Example Fundraising Vehicles

Turf NFT

https://turf.dev

Supporting

Environmental Justice

HIAS

HIAS INC

$28.7k
Total Donated

From Fund: $29.0k

Silver Spring, MD

AMAZON WATCH

Amazon Watch

$247.5k
Total Donated

From Fund: $250.0k

OAKLAND, CA

Coalition for Rainforest Nations

Coalition for Rainforest Nations Secretariat

$412.8k
Total Donated

From Fund: $250.0k

NEW YORK, NY

Turf Power Plants Fund

Advised By Turf HQ · Public Fund

Total Impact

$529,862.97

Turf.NFT
@turfnft

🌳🌍🍡 This community is so amazing! Together we raised 196ETH for an environmental charity that is to be selected by our community! You all made a positive impact in this world. Thank you 1million%!
@endaomentdotorg

UnicornDAO

https://unicorndao.com

Supporting
Reproductive Rights

LegalAbortion.eth

Donate **$ETH** and **$USDC** directly to leading **Reproductive Rights** nonprofits:

Planned Parenthood Care. No matter what.
NARAL Pro-Choice America
FOS Feminista
URGE Unite for Reproductive & Gender Equity
Fund Texas Choice
Sister Song
Center for Reproductive Rights

Protect Reproductive Rights

Advised By Endaoment · Public Fund

Total Impact

$242,347.55

Q&A Time

Thank you!

- For those not onboarded, get started at:
  https://app.endaoment.org/orgs/ **(YOUR EIN # HERE)**
- Please feel free to reach out:
  - alexis@endaoment.org

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