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.
Agenda for Today

- What is cryptocurrency?
- Crypto 101 Terms
- Myth Busting
- Why is it important for my nonprofit?
- Endowment 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?
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 or 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 #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**
Any token, delivered as dollars, to any nonprofit.
Promotion & Media Resources

Donate Crypto via Endaoment

Color Palette
- Donation & Fund Related: #6ABBEA, 234, 103, 14
- Logos: #EAAC05, 234, 71, 9
- Org Related: #66AC7E, 83, 173, 222
- Accents: #6438E0, 122, 120, 224
- Logo Wordmark: #6652A4, 98, 126, 234

Logos

We accept cryptocurrency donations via Endaoment, a nonprofit community foundation and blockchain-powered giving platform.

Visit our Endaoment Profile to donate ETH or over 1000 different ERC-20 tokens. You may also make an "over-the-counter" gift of any other digital asset at https://endaoment.org/btc.

endaoment.org
2021 Donor Activity

Donor Age Distribution

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

Turf Power Plants Fund
Advised By Turf HQ - Public Fund

Total Impact
$529,862.97

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%!
@endaomendDate
UnicornDAO

https://unicorndao.com

Supporting Reproductive Rights

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

Planned Parenthood
NARAL
URGE
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

✉️ partnerships@endaoment.org 🔗 linkedin.com/company/endaoment

🐦 @endaomentdotorg 🐦 discord.gg/endaoment