



How Crypto & NFT Philanthropy Helped the American Foundation for Suicide Prevention Diversify Its Revenue Streams

Year Founded: 1897

Cause Area: Mental Health

Year Joined The Giving Block: 2021



Mission

The American Foundation for Suicide Prevention (AFSP) mission is to save lives and bring hope to those affected by suicide. The foundation works to create a culture that is smart about mental health and build innovative strategies to better understand and prevent suicide. Since its founding in 1987, AFSP has established 74 local chapters across the country, with at least one in all 50 states.

For AFSP, suicide prevention is about more than just raising awareness of suicide and ensuring that people in crisis receive the treatment they need. Prevention is also about educating the public, funding scientific research, supporting survivors and those affected by suicide, and advocating for public policies at the local and national level to make everyone part of the suicide prevention conversation.

In 2021, AFSP was approached by a donor who wanted to make a large contribution in cryptocurrency. Although the foundation was interested, it wasn't sure how it would be able to accept. This led to the foundation onboarding with The Giving Block and gaining the technical ability to accept crypto. Throughout 2021, the foundation was able to fundraise \$400,000 total in cryptocurrency, all processed by The Giving Block. This included a nearly \$221,000 contribution from Trippy Bunny's NFT mint sale proceeds, a gift that was announced on Suicide Prevention Day.

Now AFSP is looking ahead and aiming to take its crypto fundraising to the next level by ramping up engagement efforts in the crypto community and working with NFT creators who are dedicated to the suicide prevention cause. The foundation is eagerly awaiting the chance to engage with new communities that can provide even more support for suicide prevention and help build awareness. Accepting crypto donations has not only helped AFSP diversify fundraising revenue streams, it has opened up a world of opportunities for the foundation.

"The opportunity to expand our reach and engage the crypto community is very exciting for AFSP! To carry out our mission, we need to make everyone part of the suicide prevention conversation. Accepting crypto donations has connected us with even more people who want to be advocates and make a difference within their networks."

—Ashly Alberto, AFSP Vice President, Development

To learn how your organization can diversify its revenue stream with crypto and NFT philanthropy, connect with our team today at thegivingblock.com/book-a-demo