



# How Notes for Notes® Raised Six Figures in its First Year of Crypto Fundraising

**Year Founded:** 2006

**Cause Area:** Arts & Culture

**Year Joined The Giving Block:** 2021

## Mission

Notes for Notes® provides youth with free access to musical instruments, recording studio environments and Producers. Originally founded in Santa Barbara, California, Notes for Notes has expanded to 24 studios throughout the United States as it empowers the next generation to discover their identities and explore careers in the music industry.

## Intro

In Notes for Notes studios, youth explore their musical talents, create original music, and thrive in an environment that values freedom of expression. Due to its smaller size and other factors, Notes for Notes has found itself challenged to raise support from traditional forms of giving such as foundation grants. In particular, its policy of not censoring young musicians' lyrics has posed challenges to fundraising. Notes for Notes was further strained during the COVID-19 pandemic, with in-person events such as its annual benefit concert put on hold. The organization needed to find new revenue sources and a donor community that would fully embrace its mission of artistic empowerment. Luckily, Notes for Notes found the solution through crypto donations.

## Resonating With the Crypto Community

While exploring different revenue sources, Notes for Notes discovered a new fundraising stream in Crypto Philanthropy. The crypto community, it turned out, shared many of the same values as the organization, including freedom of expression and the renegade spirit of innovation. To gain the technical ability to accept crypto donations, Notes for Notes onboarded with The Giving Block. The onboarding process took just a few weeks, allowing Notes for Notes to immediately see firsthand the benefits of accepting crypto donations. The support from the crypto community has further fueled the organization's initiatives to help young musicians find financial and career opportunities that don't necessarily follow a traditional path.

**"I find that given the opportunity, speaking to people about our mission for 15 minutes is much more effective for fundraising than a grant application. The crypto community is more open to that type of engagement. These are opportunities where organizations like us are better positioned to showcase our mission."**

–Philip Gilley, CEO/Co-Founder

## Impactful and Long-Term Donation Opportunities

The Giving Block's all-in-one crypto fundraising solution appealed to Notes for Notes, because of its easy-to-use donation platform and its innovative approach to helping nonprofits achieve strong fundraising outcomes. In particular, joining The Giving Block's Arts & Culture Impact Index Fund helped Notes for Notes increase its overall return-on-investment, since the fund distributes donations equally to all participating nonprofits.

Individually, Notes for Notes has been thriving in the crypto space, raising over \$100,000 in its first year alone of crypto fundraising. The organization has also developed long-term and impactful relationships with donors that showcase its core value of encouraging the creativity of youth. Nyla Hayes, a teenage NFT creator with a desire to support other young artists, and WVRPS by WarpSound have been key contributors with ongoing commitments to the organization.

**"The collective NFT giving allows us to not have to chase the dollars or jump through hoops. Instead, it's people seeing what we're doing and wanting to support it [...] This is bigger than whether or not we get the money. This is about empowering the next generation."**

–Ash Cooper Kerns, Director of Crypto Giving and Web3 Partnerships

## Empowerment for the Next Generation

To Notes for Notes, crypto isn't just a new revenue stream—it also enhances their mission and helps them truly create an equal playing field for young artists. Through partnerships in the crypto, NFT and web3 spaces, Notes for Notes wants to educate young people about the different avenues of financial and career sustainability available to them. By harnessing the power of crypto to help youth invest in their own NFT projects, Notes for Notes plans to further embrace the future and generate exciting new opportunities for youth.

To see how your organization can connect with new audiences that share the same values as your mission, just like Notes for Notes, request a demo with our team today at [TheGivingBlock.com/book-a-demo](https://TheGivingBlock.com/book-a-demo)