



# Platform Update

*Proprietary and Confidential: This presentation was created by Pat Duffy of The Giving Block, and is not to be redistributed.*

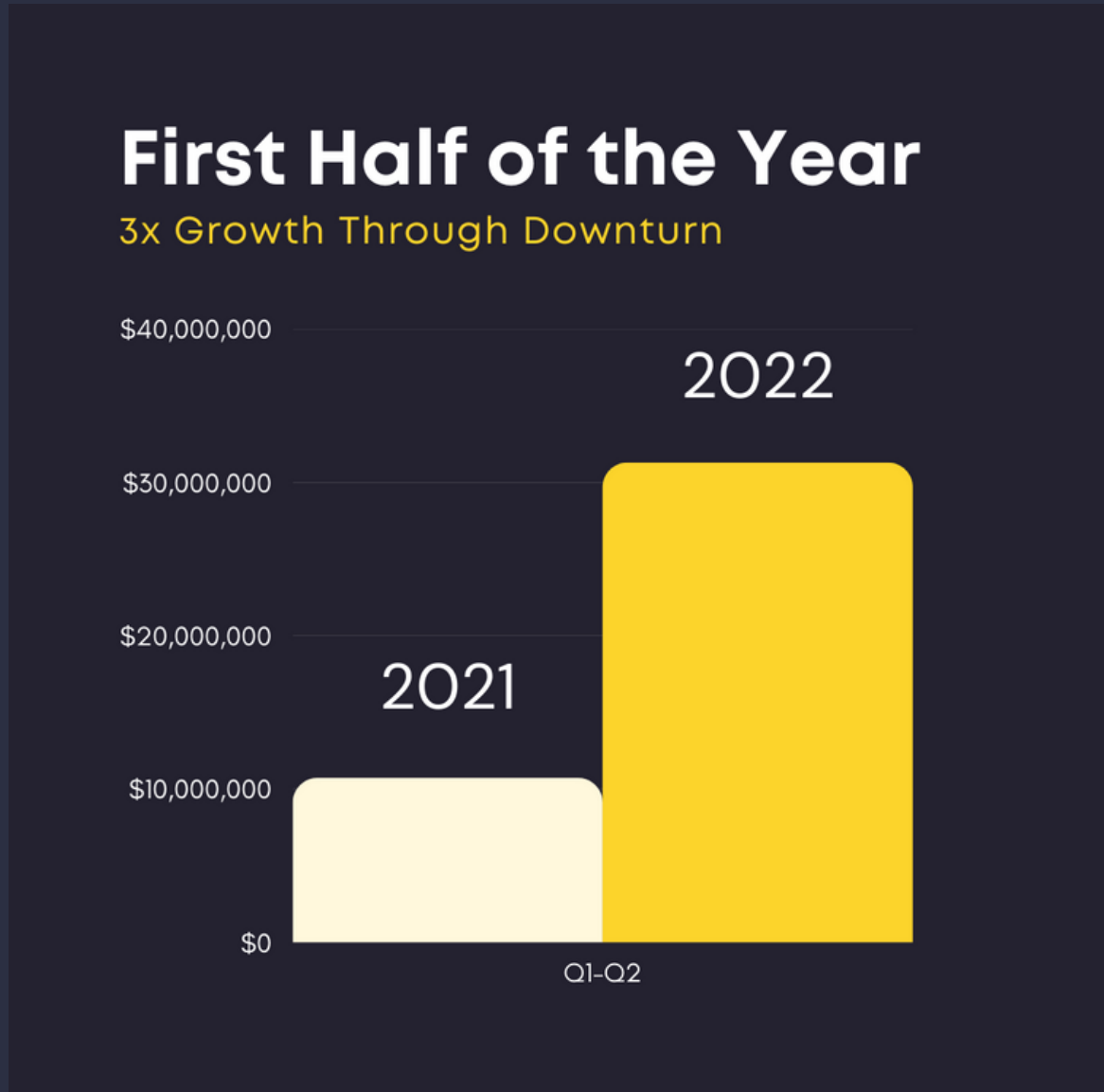


# The Crypto Market Is Down





# How Are We Faring? Pretty Damn Well.





# Why Is 3x Growth Good?



Because we raised \$10M when the market looked like this.

And \$30M when the market looks like this.



2021 (Q1-Q2)



2022 (Q1-Q2)





# Where Are We Heading?





# How Are the Funds Performing?



Last 6 Months

**\$1774.65**

Forecast

**\$3,550**





# On a Per Client Basis



**2021**

**2022**  
Conservative

**2022**  
Forecast

Total Volume	<b>\$70,000,000</b>	<b>\$207,000,000</b>	<b>\$345,000,000</b>
Total Clients	<b>1,200</b>	<b>4,000</b>	<b>5,000</b>
Average Raised	<b>\$58,333</b>	<b>\$51,750</b>	<b>\$69,000</b>



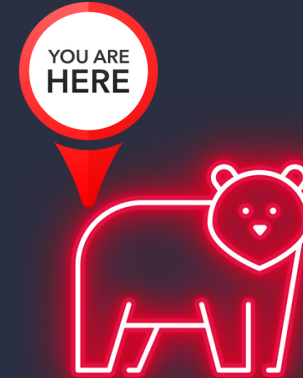


# Strategy Update





# We're In a Bear Market



Nearly all investors are up.

Giving grows quickly.

Crypto is louder, making high value prospects (donors and partners) hard to access.

Nonprofits sacrifice growing their base and building relationships in exchange for maximizing their short-term revenue.

Many investors are up, many are down.

Giving continues to grow, but less quickly.

Crypto is quieter, making high value prospects (donors and partners) accessible.

Nonprofits grow their base and build relationships to maximize their long-term revenue.





# Most Investors Are Still Up (Yes, Actually)

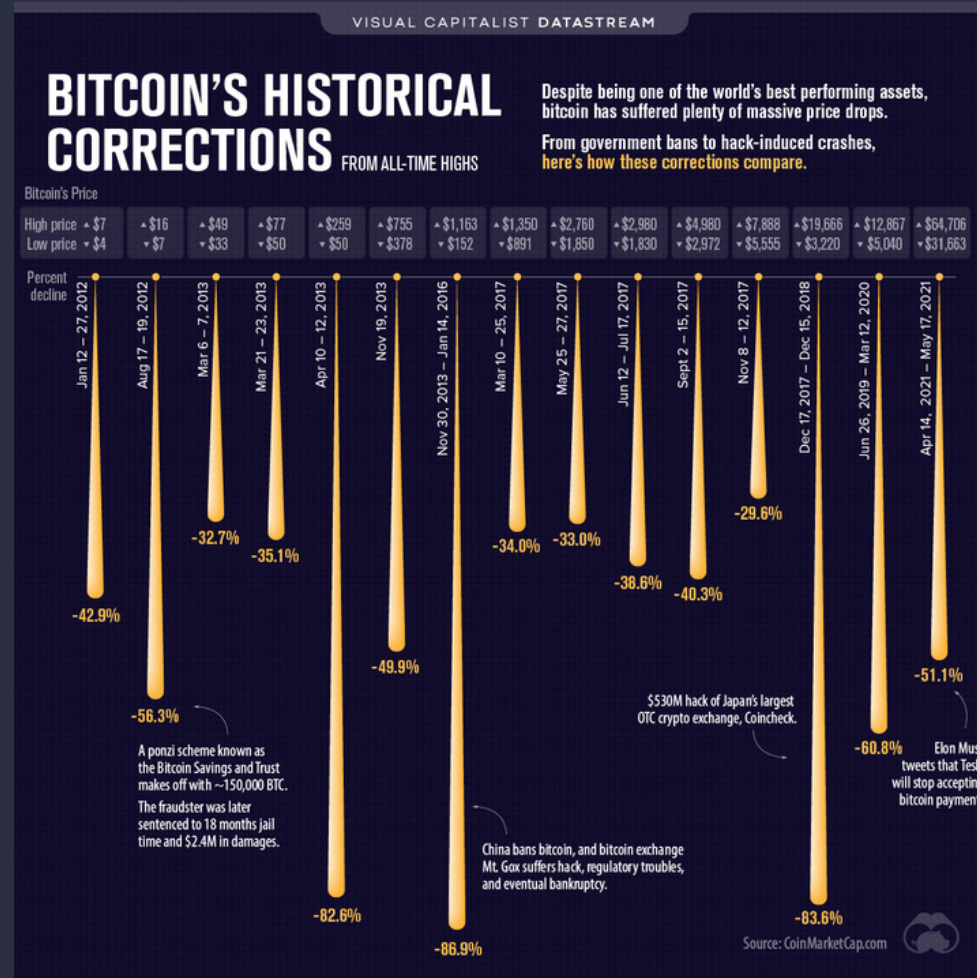


PURCHASE DATE	PRICE WHEN PURCHASED	\$ SPENT	TOTAL BTC	\$ VALUE	% CHANGE
June, 2013	\$115	\$1,000	8.70	\$174,000	+17,400%
June, 2014	\$440	\$1,000	2.27	\$45,400	+4,540%
June, 2015	\$236	\$1,000	4.24	\$84,800	+8,480%
June, 2016	\$456	\$1,000	2.19	\$43,800	+4,380%
June, 2017	\$1,809	\$1,000	0.55	\$11,000	+1,100%
June, 2018	\$8,724	\$1,000	0.12	\$2,400	+240%
June, 2019	\$7,994	\$1,000	0.13	\$2,600	+260%
June, 2020	\$9,734	\$1,000	0.10	\$2,000	+200%
June, 2021	\$49,880	\$1,000	0.02	\$400	-60%
June, 2022	\$20,000	\$1,000	0.03	\$1,000	+/-





# Corrections Are Common, and Recoveries Drive Surges in Giving





# But They're Still Human.



Donor A: Just got \$1M.



Donor B: Got \$10M, and then someone took \$9M away.

*Donor B is a great prospect too, but maybe we try a softer approach...*





# "How Does This Impact Our Fundraising?"



Millions of crypto investors are up. Millions are down.



The average user is in their early 30s, with an average income of \$111,000 and an average donation size of \$10,500 each year.



The ones who are up are driving revenue in the immediate. The ones who are down will drive revenue in the future.

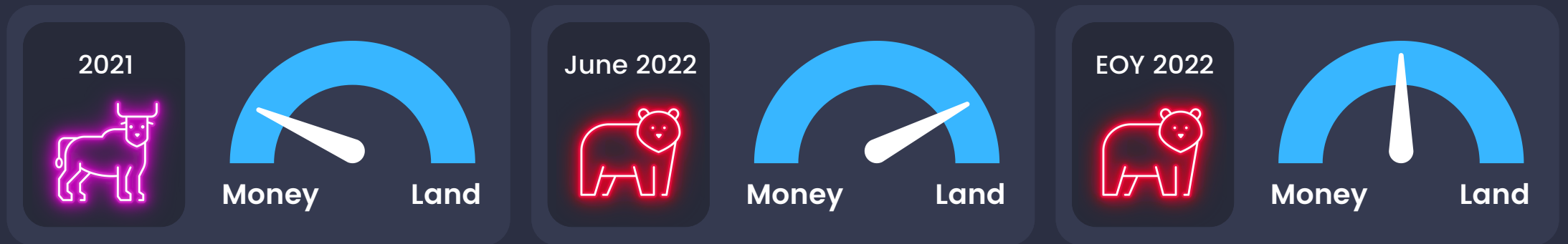
All of the most successful programs on our platform (small or large) have grown their crypto donor base through down markets.

**Here's how.**





# Index: Money Grab vs. Land Grab





# Best Practices

NFT Creators (Sliding in the DMs)

Partnerships with NFT Creators

Creating/improving your crypto CTAs

Use your ads for more than "Donate Now"

Improve your stewardship process (Shout out to Josh at Susan G. Komen)

Leverage The Crypto Giving Pledge

Turn donors into advocates/ambassadors/connectors





# Shout Outs

