

# Why Nonprofits Ask For Cryptocurrency Donations

The Giving Block has processed \$125M in crypto donations in the past few years. But numbers are only part of the reason why thousands of nonprofits are accepting crypto donations.

## 1 Tapping into a Growing User Base

Crypto Philanthropy has become a fast-growing donation method. With 300 Million crypto users worldwide and counting, more and more people want to use their crypto to support their favorite causes and make a difference in the world.

## 2 Future-Proofing Your Fundraising

Accepting cryptocurrency helps nonprofits diversify their revenue streams. When organizations run into challenges with traditional fundraising methods, crypto is a revenue source that nonprofits can rely on as it opens up many innovative, future-forward possibilities. For example, nonprofits raised over \$12 Million in crypto from NFT-related charitable giving efforts in 2021.

## 3 Engaging Young, Passionate Donors

Crypto donations connect nonprofits with a younger donor demographic. Did you know that 94% of crypto users are Millennials and Gen Z, and that the average crypto user is 38 years old? These users tend to be affluent, with an average income of \$110,000—and generous, too: the average size of a crypto donation via The Giving Block was \$6,295 in 2022.

## 4 Major Tax Incentives for Donors

Many crypto holders may be unaware of the tax incentives of donating their crypto assets directly to your organization. Educating existing donors and your community will give an attractive option to donors to lessen potential capital gains taxes.

**Download Our Guide Today!**

**Keep up with the next wave of fundraising trends—get weekly emails with The Giving Block's latest resources for nonprofits.**



**"To many, the cryptocurrency world is still cryptic. I've become open-minded because The Giving Block is so hands-on in guiding us."**

TAMMY TIBBETTS  
Co-Founder and CEO  
**She's the First**

**Yes, sign me up!**