

# Getting to Know Cryptocurrency Donors

The traits, values, and motivations of the  
next generation of philanthropists

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## About The Giving Block

At The Giving Block, we're on a mission to make crypto the most powerful force for good on the planet! Our all-in-one cryptocurrency fundraising solution enables nonprofits like yours to:

- Securely accept hundreds of cryptocurrencies
- Deliver crypto fundraising support and strategic guidance to help your organization grow fundraising revenue
- Connect with a new generation of young Millennial and Gen Z donors.

To learn more about crypto fundraising, visit [thegivingblock.com](https://thegivingblock.com) today. While you're there, make sure to check out The Giving Blog, the #1 source for crypto philanthropy and fundraising innovation — featuring free crypto fundraising guides and reports for nonprofits, case studies, and the latest stats and trends.

## About this Report

In 2018, The Giving Block's co-founders established a new fundraising category that they called "Crypto Philanthropy." Adoption from the charitable sector was gradual but steady, and those that began accepting crypto donations were met with enthusiasm from early cryptocurrency donors.

By 2021, Crypto Philanthropy had reached new heights: that year, cryptocurrency donors had given more than \$400 million worth of bitcoin, Ethereum and other cryptocurrencies to thousands of nonprofit organizations worldwide.<sup>1</sup>

The rise of Crypto Philanthropy has been covered by major media outlets like The New York Times, Forbes, The Wall Street Journal and TIME. Yet surprisingly little has been written about cryptocurrency donors themselves.

Despite all of this positive attention and the significant growth in both crypto donation volume and nonprofit adoption, the crypto fundraising and charitable giving ecosystem has not yet reached its full potential. To maximize their crypto fundraising strategy, nonprofits need a deeper understanding of the donor demographic they are trying to connect with.

This report was written with one main audience in mind: nonprofits seeking more knowledge and data about crypto donors and what makes them tick.

## Introduction

Nonprofit fundraisers don't need to be experts in cryptocurrency investing or the blockchain to run effective crypto fundraising campaigns. But by learning about the motivations and interests of cryptocurrency donors, and more generally, of cryptocurrency users, nonprofits of all kinds can set themselves up for more success in their crypto fundraising efforts.

Crypto Philanthropy reflects the crypto community's generosity as well as the core values of its user base. Whether they are donating millions to fund humanitarian aid in Ukraine, advocate for LGBTQIA rights worldwide, or support foster care programs, crypto donors have demonstrated the community's widespread passion for helping the less fortunate.

In recent years, charitable giving has become a widespread part of the crypto community's ethos. Today, individual crypto investors aren't the only ones giving back. Now, we see NFT projects supporting charities, social impact DAOs directing funds to important causes, and corporate crypto giving has grown in popularity recently, through fundraising galas and other creative means. Clearly, we are seeing an evolution in crypto giving that reflects a diversity of ideas and values.

The crypto donors behind all this charitable giving are an important demographic of a new generation of modern philanthropists, and in many ways, crypto donors are a radical departure from the typical nonprofit donor.

But up to this point, the "cryptocurrency donor" has been understood in general terms, typically as a singular archetype meant to represent all cryptocurrency donors. On the whole, crypto donors have been found to be statistically wealthier, younger, and more generous on average than their cash-giving peers. As a demographic, they are also growing exponentially across the globe.

Though these trends help paint a general picture about cryptocurrency donors, they don't contain the kind of psychographic details about their motivations and values that are essential to fundraisers.

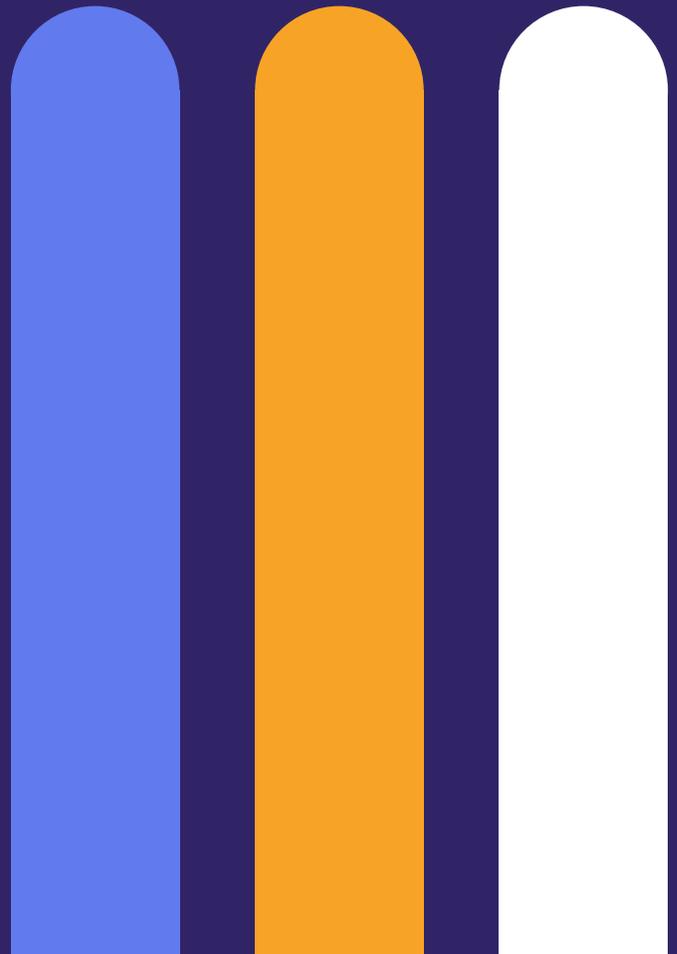
Inside, we'll cover:

- Why crypto users invest in cryptocurrencies
- Trends to know about the growing global crypto user base
- A general portrait of the average crypto donor
- Deep dive into our two donor personas: Crypto Evangelists and Optimistic Investors
- When crypto donors are most likely to donate

As this report will show, cryptocurrency donors are a more diverse and complex demographic than they have previously been understood to be. Most importantly, a better understanding of their values can help inform the messaging and goals of future nonprofit crypto fundraising campaigns.



# Why People Invest in Cryptocurrency



## Why People Invest in Cryptocurrency

At the start of 2022, there were roughly 300 million cryptocurrency users worldwide<sup>2</sup>, equal to about 3% of the global population or nearly the entire population of the United States.

There may be as many reasons as there are users for buying, selling, or trading crypto. But among the numerous motivations, these are some of the most common:

1. Alternative asset allocation in an investment portfolio alongside traditional assets like stocks
2. Hedge against the inflation of a government-backed currency
3. Expedite financial transactions, such as wiring money internationally
4. Lower the cost of financial services and transactions
5. Enable an increased level of privacy in financial transactions
6. Ability to own assets, which is not a guaranteed right for many living in countries that prohibit certain citizens from doing so based on their gender or other intrinsic characteristics



**300  
Million**

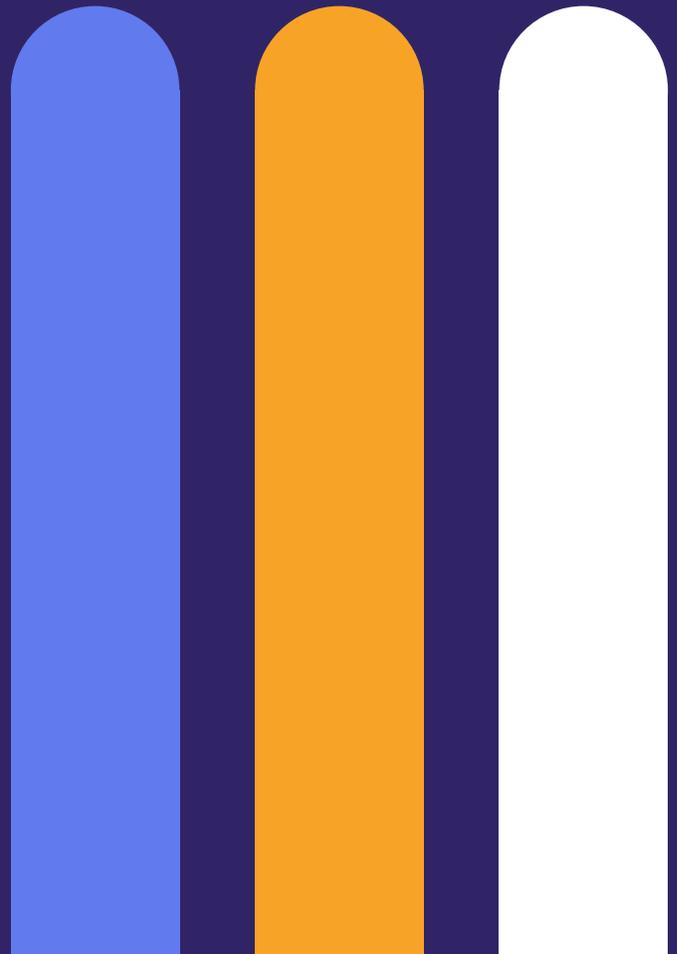
Crypto Users  
Worldwide

For nonprofits accepting cryptocurrency donations, this user base of 300 million people represents the total addressable market for their crypto fundraising campaigns. While it may seem self-evident, it's important for fundraisers to focus their efforts on the current crypto user base, as opposed to the many who express an interest in buying crypto in the near future, for example.

In short, owning some form of cryptocurrency is a prerequisite for donating it. Though many of your current donors might support your efforts to acquire new crypto donors, it is unlikely that they (or anyone else) will purchase cryptocurrency for the express purpose of donating it to your organization. In a later section, this report will focus on subsets of the crypto user base that are most likely to donate their cryptocurrency.



# Crypto User Trends and Insights



## Crypto User Trends and Insights

Recent global studies on crypto users reveal major growth in cryptocurrency usage all over the world. Here are a few examples highlighting crypto's mass adoption:

- Crypto is expected to have 1 billion users by 2030, according to Boston Consulting Group<sup>3</sup>
- About 16% of Americans have invested in, traded, or used a cryptocurrency<sup>4</sup>
- 83% of Millennial millionaires own cryptocurrency. More than 50% of that group have half of their portfolio invested in crypto assets, and nearly a third have at least 75% in crypto.<sup>5</sup>

In general, it would seem that cryptocurrency adoption is driven by younger investors. But the traits of the "average crypto user" may be changing over the next few years, given that the rate of crypto user adoption has been compared to the Internet in the 1990s.<sup>6</sup>

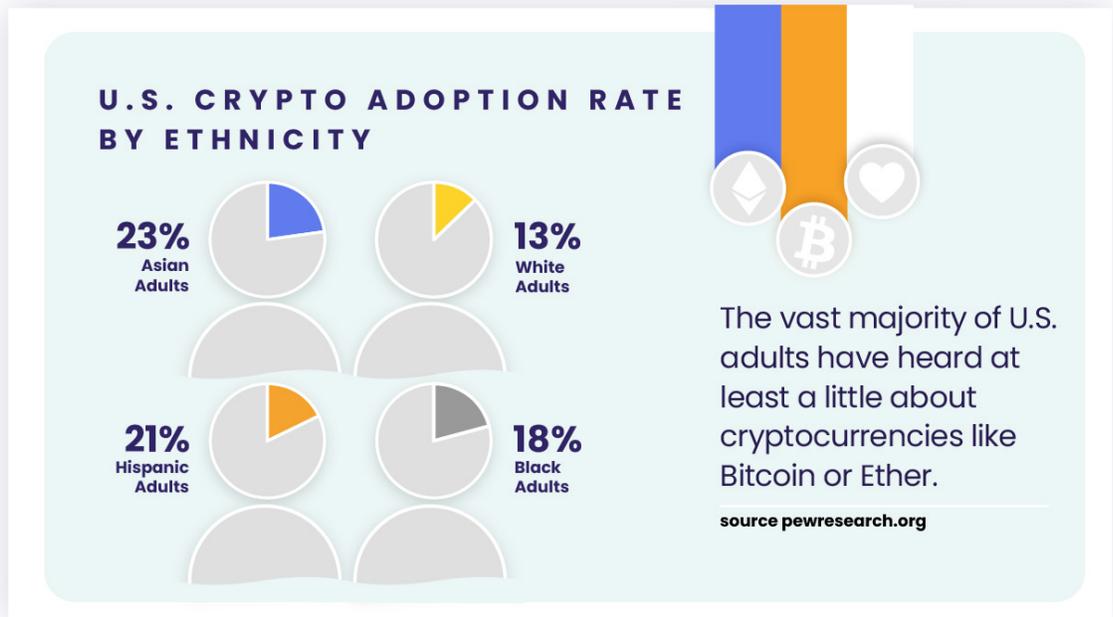
Gemini's recent "2022 Global State of Crypto" report found that 2021 was an important year for crypto adoption:<sup>7</sup>

- 41% of crypto users surveyed globally purchased crypto for the first time in 2021.
- 41% of respondents were crypto-curious, meaning that they were likely to buy crypto in the next year or are interested in learning more.
- 47% of people who planned to purchase crypto in the next year were women.
- More Gen Xers and Boomers are looking to invest in crypto, which would bring more wealth into the crypto user base. An increase in people in the 45-54 age range said they planned to invest in crypto in 2022 (17%, up from 14% in 2021).

Another interesting survey conducted by Morning Consult found that the crypto adoption rate is higher in the U.S. among both Black and Hispanic populations than among white users: <sup>8</sup>

- A smaller percentage (62%) of U.S. cryptocurrency users are white, compared to the percentage of white people making up the general population (69%).
- 24% of U.S. crypto investors are Hispanic, whereas just 16% of all U.S. adults identify as Hispanic.

A separate report from Pew Research Center found that Asian, Black, and Hispanic adults are more likely to have invested in or used cryptocurrencies compared to White adults:



## Key Takeaways

In summary, the crypto user base is becoming much more diverse. While crypto investors are often assumed to be almost exclusively affluent white males, the trends show that rates of adoption among women and people of color are growing.

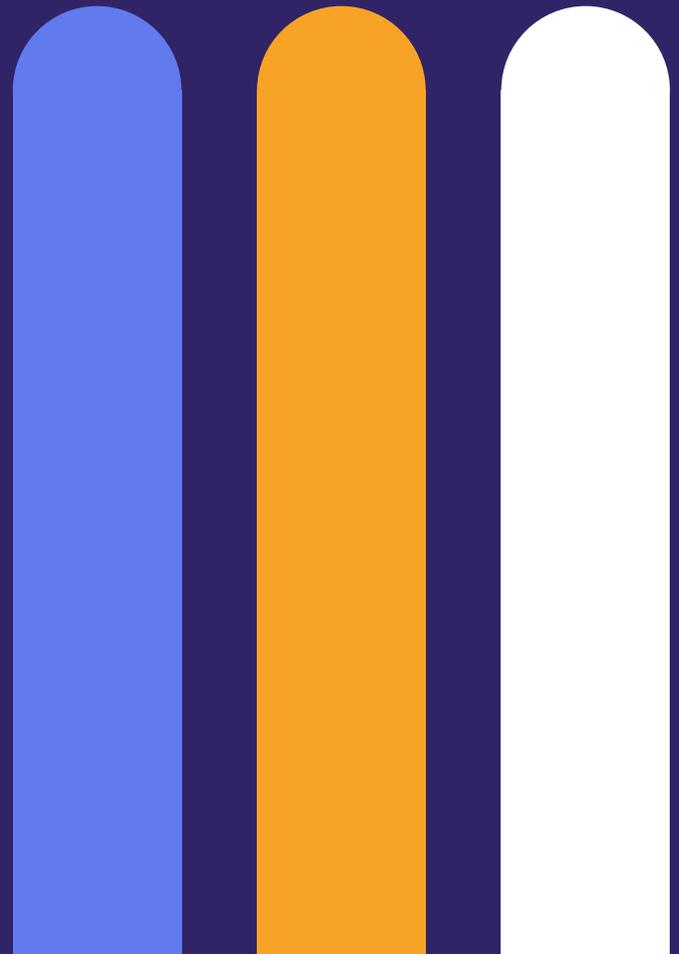
From the data above, here are some essential insights to remember:

- Year after year, the crypto user demographic is growing exponentially
- Young investors are leading the global trend toward greater crypto usage
- Ultimately, crypto users are not homogenous, in terms of age, ethnicity or gender
- The year 2021 was a watershed moment for the growth of crypto users and crypto donation volume

As the global crypto user base grows, it's important to stay up to date with data-driven studies and reports. Nonprofits with active crypto fundraising programs should regularly monitor crypto user trends to deepen their understanding of this changing demographic.



# **Young, Wealthy, Generous: Meet the Crypto Donor**



Cryptocurrency donors should be taken seriously as a source of fundraising support for nonprofits. It's important to take the time to understand who they are and why they give.

Here are a few sample data points to consider when thinking about the potential of crypto donors to support causes like yours:

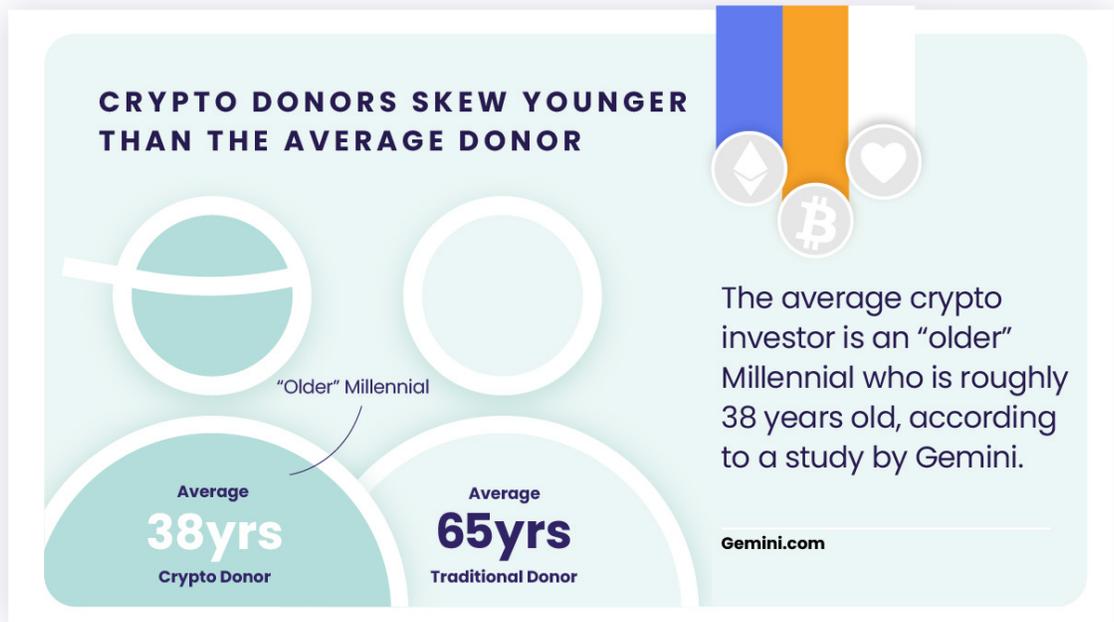
- **Crypto donation volume is growing annually.** At The Giving Block, we processed \$69 million in crypto donation volume in 2021, up 1,558% from \$4.2 million in 2020.<sup>10</sup>
- **Crypto donations are often major gifts.** In 2021, the mean average crypto donation made via The Giving Block was \$10,455, an increase of 236% from the previous year<sup>11</sup> and 51x higher than the average online donation (\$204).<sup>12</sup>
- **Nonprofits are actively engaging with the crypto community.** Organizations are putting significant resources in crypto fundraising and setting ambitious revenue targets, including American Cancer Society, which recently hit its \$1M goal for its "Crypto Cancer Fund."<sup>13</sup>

Before we discuss their motivations, let's first get a basic idea of the average crypto donor. In general, the average crypto donor is thought to be younger, wealthier, and disproportionately generous in comparison to traditional donors:

## Young by comparison

The average crypto investor is an “older” Millennial who is roughly 38 years old, according to a study by Gemini. <sup>14</sup>

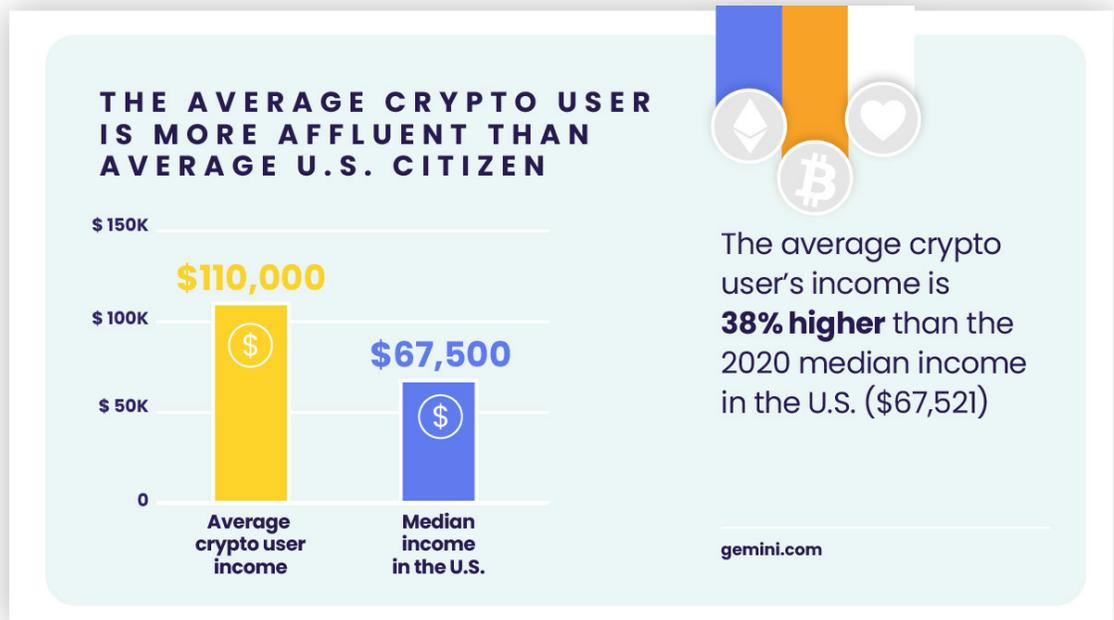
- That’s more than 25 years younger than the average nonprofit donor, who is 65, according to Blackbaud. <sup>15</sup>
- Born in 1984, the average crypto investor is a digital native, meaning that they are likely to be technologically savvy.
- A Bank of America study found that 47% of wealthy young investors (defined as being 42 years of age and younger) are investing in cryptocurrency. <sup>16</sup>



## Relatively affluent

The same Gemini study found that crypto users in the U.S. have an average annual income of \$110,000.<sup>17</sup>

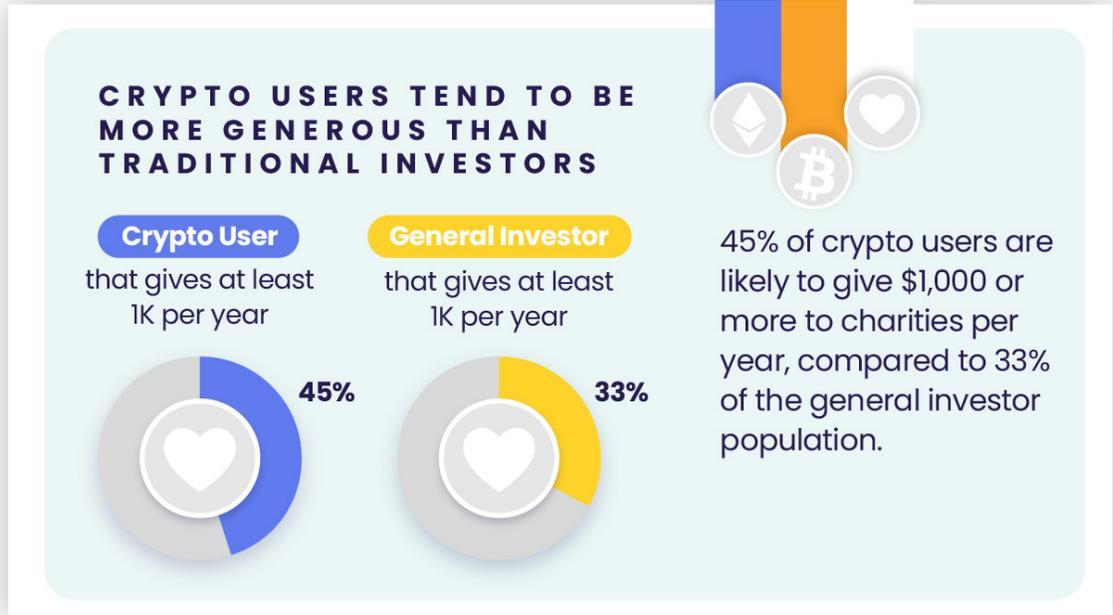
- Based on this finding, crypto investors as a demographic are wealthier than San Francisco residents, the U.S. city with the highest per capita individual income as of 2020 (\$72,041).<sup>18</sup>
- The average crypto user's income is also 38% higher than the 2020 median income in the U.S. (\$67,521).<sup>19</sup>



## Highly charitable

A Fidelity Charitable study found that 45% of cryptocurrency users are likely to give at least \$1,000 per year to charitable causes. In comparison, 33% of the general investor population reported giving \$1,000 or more to charity per year.<sup>20</sup>

Overall, the average cryptocurrency donor has some of the most desirable traits of typical young Millennial donors and HNW individuals. They have above-average financial circumstances, give generously, and have many years of charitable giving ahead of them.



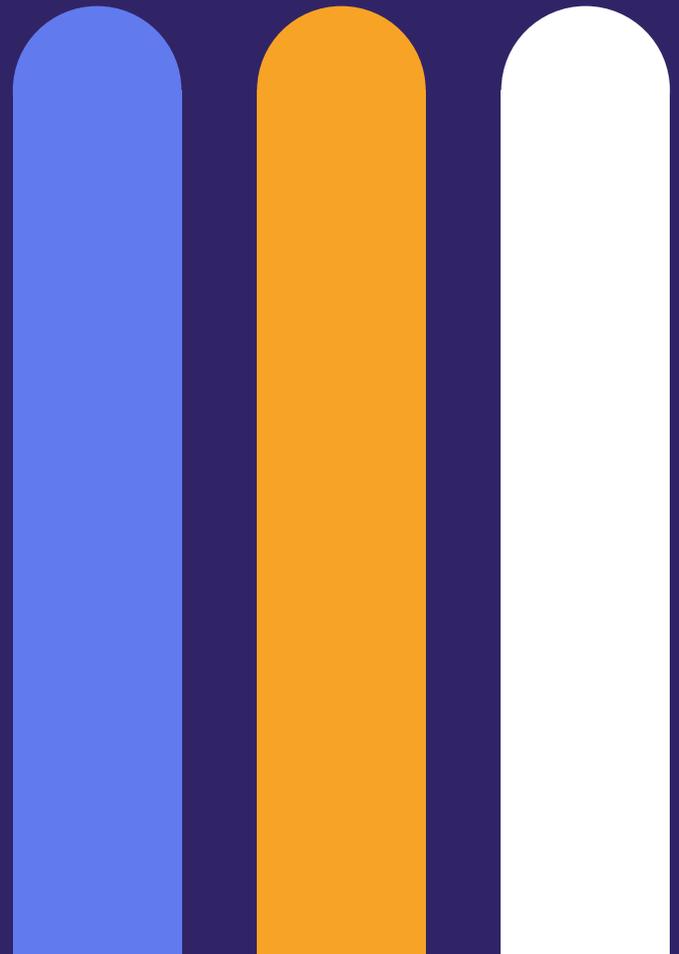
Cryptocurrency donors are like a hybrid of the best attributes of young donors, who have decades of charitable giving ahead of them, and high-net worth donors, who tend to be more generous because of their greater financial means.



In the following sections, the report will cover two subsets of the crypto user base that are most likely to donate their crypto to charities.



# Crypto Donor Personas



## Crypto Donor Personas

Now that we have established a general portrait of the average cryptocurrency donor, it's time to take a closer look at the motivations that would inspire someone to donate cryptocurrency to a charitable organization.

Nonprofit fundraisers should focus on two unique user personas that are most likely to donate crypto. The first are what we call "Crypto Evangelists," who are enthusiastic about crypto, blockchain, NFTs and web3 to make a positive impact on the world. Their reasons for donating crypto have much to do with attracting a wider user base to the crypto ecosystem, as well as paying it forward after realizing significant gains in their crypto portfolios.

The other key group to pay attention to are the "Optimistic Investors." These individuals are investors and traders that mainly enter the crypto space seeking financial gain and are motivated to donate cryptocurrency largely as a way to lower their annual tax bill. Donating cryptocurrency directly to a charity, rather than selling their crypto for cash first, is one of several popular strategies that crypto investors use to reduce their tax burdens, especially at the end of the calendar year.

**"Everyone has a goal. Whether the goal is to partake in the future of finance or if the goal is to simply 'make a buck,' the people who partake in the crypto-world are goal-oriented for one reason or another."**

**Maria Vorovich**  
Chief Strategy Officer at GoodQues

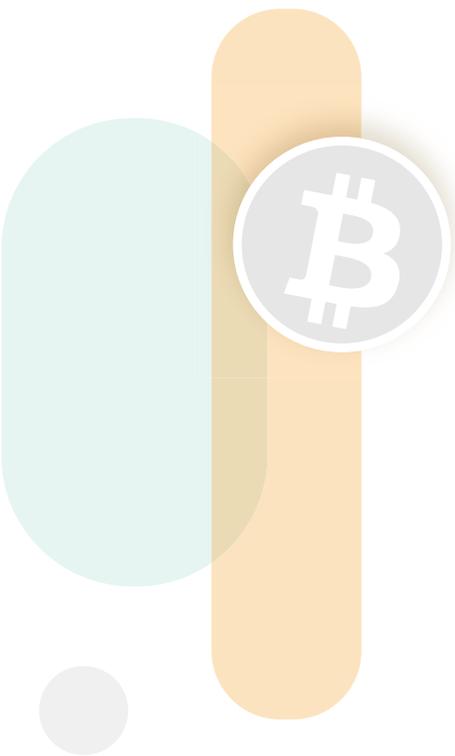
Below, we will cover these two crypto donor personas in further detail.



## Crypto Evangelists

**“We really truly believe that your access to finance and financial stability shouldn’t depend on your current location, origin, religion, or race.”**

**Vitalik Buterin**  
Co-Founder of Ethereum



## Crypto Evangelists

Crypto Evangelists are serious about crypto's potential as an emerging technology and improvement on the current financial system. They are the type of people to discuss the virtues of crypto on social media platforms, at a party, during family dinners, and generally anytime they get the chance. They might also work in the cryptocurrency and blockchain sector (as engineers and business professionals) or have an active role in web3 or NFT projects. Crypto Evangelists are most interested in the technological and conceptual aspects of the crypto sector's developments. They are more likely to read and think thoughtfully about the white papers of new crypto projects than to scroll through prices on crypto exchanges.

### Key Traits

#### Long-time users

These are not "crypto-curious" people who may one day invest. They already use, invest or trade cryptocurrencies, and have been doing so for a long time. This group skews older than the other key crypto donor persona covered in this report, as many of them are members of the cypherpunk movement which began in the 1980s and is seen as the precursor to the invention of Bitcoin and other modern cryptocurrencies.

#### Active learners

They are highly active and engaged in the crypto space, learning about new trends and breakthroughs in the technology. They chat about crypto often with their peers, both in-person and in digital spaces.

#### Free-willed

Crypto Evangelists embody the trait of "free-willed," having helped define the ethos of cryptocurrency largely in contrast to the traditional financial system. Many of them consider themselves pioneering members of the crypto community, and view themselves as risk takers.

### Seeking positive affirmation

Early crypto users first came together through participation in online forums. Not all of today's Crypto Evangelists were part of the very first wave of crypto users, but most seek some validation from like-minded peers and the knowledge shared by crypto thought leaders.

### Where to Find Them

Crypto Evangelists are active voices in the crypto community. They spend a lot of time on crypto news sites, blogs, and other publications. They pay attention to crypto thought leaders, CEOs and founders on platforms like Twitter and are active on messenger apps like Telegram. They tend to be early users of new crypto projects and will be active in these niche communities.

### Why They Donate Crypto

#### 1) They want to promote mainstream crypto adoption

There is a popular saying that goes, "Bitcoin fixes everything." The general consensus among Crypto Evangelists is that crypto has the potential to solve or greatly improve upon the current solutions to humanity's challenges.

With this mindset, crypto's biggest cheerleaders will gladly embrace a use case for crypto with a positive outcome for society. Donating crypto is one of these use cases. But crypto philanthropy is not just a net positive for the world. Its success also helps onboard more charitable organizations to crypto, and helps more people in the general public see the beneficial role that crypto can play in our lives.

A few years ago, only a few nonprofits accepted cryptocurrency donations. Today, the ability for crypto users to donate crypto to support thousands of charitable causes is seen as a huge win for this Crypto Evangelist community. If they have the means to do so, these evangelists will happily donate in order to boost the success of crypto philanthropy.

## 2) They have a pay-it-forward mentality

Out of this core desire for more widespread crypto adoption comes another important but slightly secondary objective, which is to give back and help others with crypto. Because many crypto users, especially early ones (many of whom fall into the “Crypto Evangelist” category), have enjoyed exponential crypto gains, they often seek out charitable causes to support with their crypto as a way to pay it forward.

Keep in mind that many, but not all, Crypto Evangelists have millions of dollars worth of crypto in their portfolio. In general, early crypto investors that have held onto their crypto through the ups and downs of the market have seen considerable returns on their investments, even in recent “bear market” conditions. Consider the fact that someone who purchased five bitcoins in 2012 for \$13 each would today (as of October 2022) be holding cryptocurrency worth approximately \$100,000. At Bitcoin’s most recent all-time high in November 2021, that same portfolio would have been worth \$340,000.<sup>30</sup>

It’s important to understand that wider crypto adoption is a big reason why many cryptocurrencies have appreciated in value in the first place. During Bitcoin’s early days, for example, one bitcoin had no widely-accepted fair market value. So today, the idea of giving back is directly related to the waves of crypto market and user growth.



## Optimistic Investors

**"Our basic thesis for bitcoin is that it is better than gold."**

**Tyler Winklevoss**  
Co-Founder, Gemini

## Optimistic Investors

The counterpart to the Crypto Evangelist is the “Optimistic Investor.” For the Optimistic Investor, cryptocurrency’s potential is viewed through the lens of financial gain. Optimistic Investors are mainly interested in generating high returns on their crypto investments. Some may have been or still are traditional investors, and have come to crypto to outpace the traditional markets. Optimistic Investors skew younger than Crypto Evangelists and are less interested in the conceptual use cases of cryptocurrencies.

### Key Traits

#### Don't want to miss opportunities

Investing in and trading crypto is a golden opportunity to create handsome profit margins. This group was inspired by the stories of crypto investors retiring at a young age after making millions or billions.

#### Want to diversify and make money

Not satisfied with the returns from traditional investments like the S&P 500, Optimistic Investors see crypto as an alternative strategy for diversifying one’s portfolio and beating the markets.

#### Go at their own pace

They don’t blindly follow mainstream narratives about the cryptocurrency market. They research to find the next big thing or a bit of knowledge that can give them an edge in the market.

### Where to Find Them

Optimistic Investors will follow trusted news sources and successful crypto traders, whether via podcasts, blogs, news sites, or social media platforms like Twitter and Reddit. They may also subscribe to free or paid crypto investment newsletters and will join groups on messenger apps like Telegram and Discord.

## Why They Donate Crypto

### Tax savings

Optimistic Investors mainly donate cryptocurrency to enjoy the tax benefits. Donating crypto is a highly tax-efficient way to give back, and doing so can greatly reduce an investor's annual tax bill.

Crypto donations generally are not considered taxable events by the IRS<sup>31</sup> and several tax collection agencies in other countries. Under such rules, a capital gain or loss is not realized on crypto that has been donated. Depending on their financial situations, crypto donors may also be eligible to receive a charitable deduction on their crypto donation.

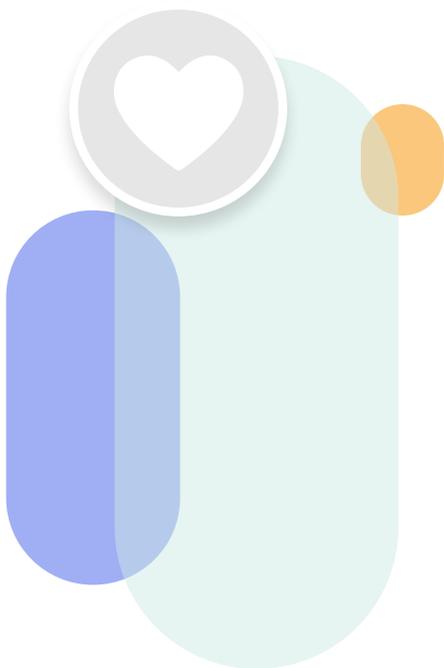
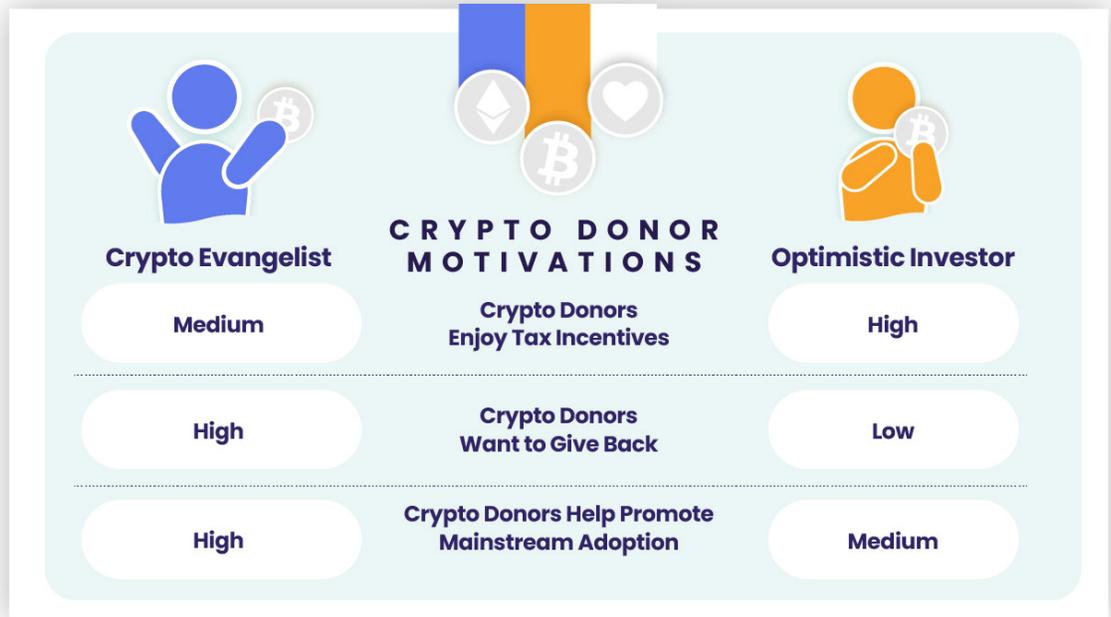
Considering that tax rates for capital gains in the U.S. can exceed 30%, crypto donors potentially enjoy significant tax-saving opportunities not available to cash-giving donors. The added benefit for nonprofits is that this reduction in taxes can mean that crypto donors have more to donate to their favorite charities than they would if they had first sold their crypto for cash.

In bear-like market conditions, many investors are holding crypto that has depreciated in value. During times like these, these Optimistic Investors may practice tax-loss harvesting. This is a process by which investors can sell their depreciated assets at a loss in order to reduce their overall capital gains tax.

As a general rule, Optimistic Investors see donating cryptocurrency as a means to an end—specifically, to reduce their tax bill. To do so, they will seek out nonprofits that accept crypto donations because donating crypto directly allows them to lower the capital gains that they will be responsible for paying taxes on. These donors may simultaneously engage in tax-loss harvesting strategies to further reduce their capital gains. Another consideration to be aware of is that many investors prefer to sell a significant portion of their crypto assets at the end of the year, as they look to reallocate their portfolios heading into the next year.

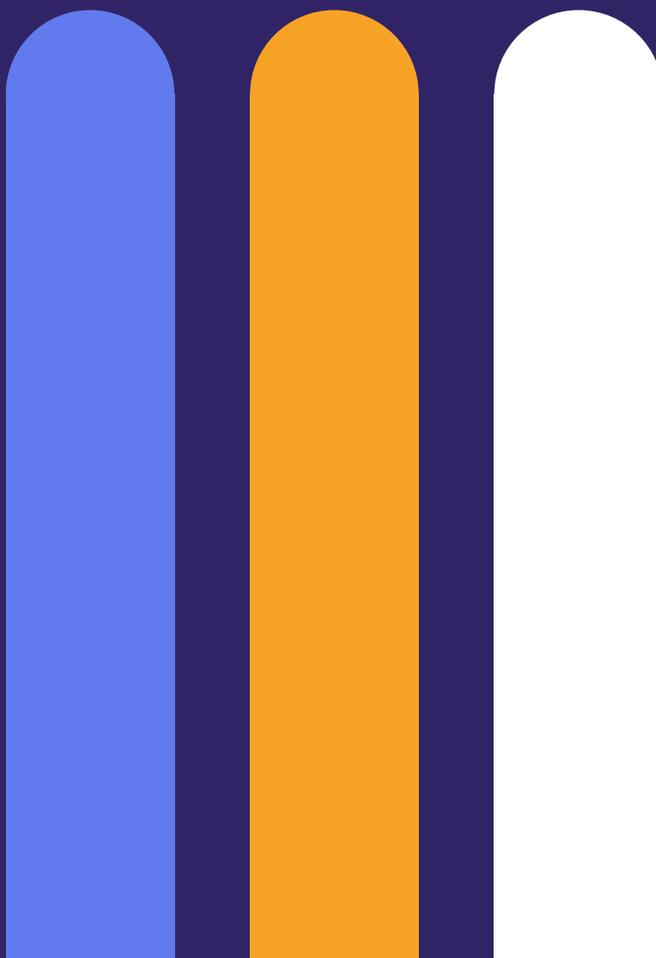
## What Motivates Crypto Donors to Give

Every crypto donor has a charitable cause that aligns with their values. But before they get to the point that they are ready to pick an organization to support, making the decision to donate crypto is the first step in the process.



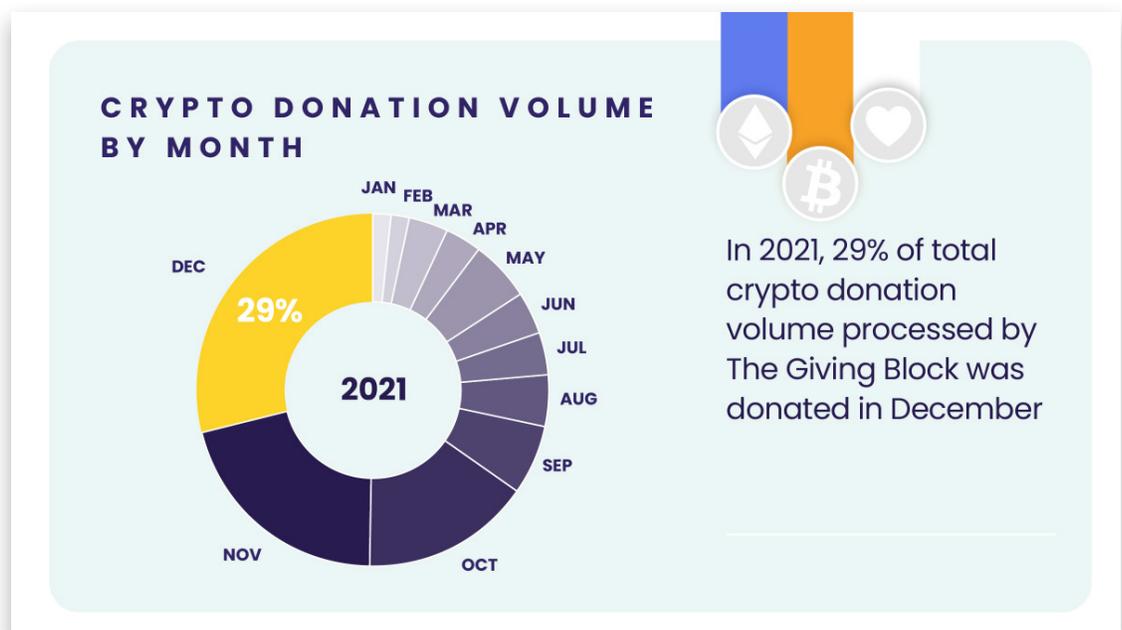


# When Do Crypto Donors Give?



Like cash donors, cryptocurrency donors give year-round. But given the appeal of crypto donations for its tax-efficiency, it's no surprise that year-end crypto giving is a popular time of year to donate.

In 2021, 29% of total crypto donation volume processed by The Giving Block was donated in December.<sup>33</sup> This tracks almost identically with the reports that suggest 30% of total annual donation volume is made in December for all types of donations.<sup>34</sup>



But while all online donations tend to spike on GivingTuesday according to a report by NeonOne<sup>35</sup>, Crypto Giving Tuesday (held on the same day as GivingTuesday) is a kick-off to an entire season of crypto giving, all of which can be considered a digital or online form of giving.

For comparison, Crypto Giving Tuesday in 2021 accounted for \$2.4 million worth of crypto donations, just 5.5% of the \$43.1 million worth of crypto donations made via The Giving Block in Q4 2021.<sup>36</sup>

**“For nonprofits, crypto users are one of the most exciting donor demographics. For crypto users, donating crypto to nonprofits is one of the best ways to reduce tax liability. But they didn’t have a moment dedicated for them to meet one another. That’s why we started Bag Season.”**

**Pat Duffy**  
Co-Founder, The Giving Block

Undoubtedly, a major factor for this year-end donation spike is due to the timing of when donors estimate their annual tax burden, and how they might be able to offset some of their tax obligations via crypto charitable giving.

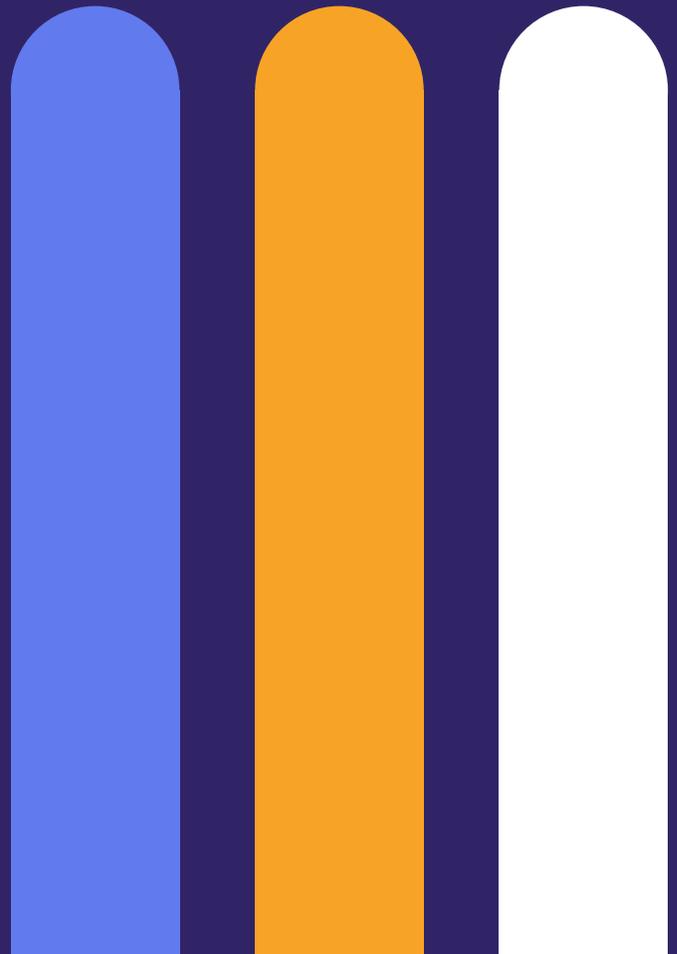
But another reason is that, increasingly, nonprofits campaign aggressively in digital spaces throughout Bag Season, which is The Giving Block’s signature year-end crypto fundraising campaign. Events within Bag Season, including Crypto Giving Tuesday and #NFTuesday, bring wider visibility to the crypto community about their ability to support their favorite causes with cryptocurrency donations.

All of the ways that nonprofits continue to educate, build relationships with, and fundraise with the crypto, NFT and web3 community throughout the year culminates with this year-end campaigning.

As the volume of crypto donations has risen in recent years, digital spaces like Twitter and Discord during the final days of the year become a public forum where crypto philanthropy is seen and celebrated by millions—including the crypto community’s most enthusiastic Optimistic Investors and Crypto Evangelists.



# Key Takeaways



**“Unlocking the power of cryptocurrency in philanthropy could have a huge impact —shaping how we view digital assets like Bitcoin and bringing more transparency and efficiency into the process.”**

**Ray Youssef**  
CEO of Paxful

### **Key Takeaways**

Traditionally, nonprofit donors do not think much about the type of currency they donate. They donate whatever government-issued currency they have in their bank accounts. Cryptocurrency donors have more to consider when it comes to this issue. Today, most donors don't own cryptocurrency, while most cryptocurrency users have cash. The question to these crypto users becomes whether they donate cash or crypto, and why they choose to do so.

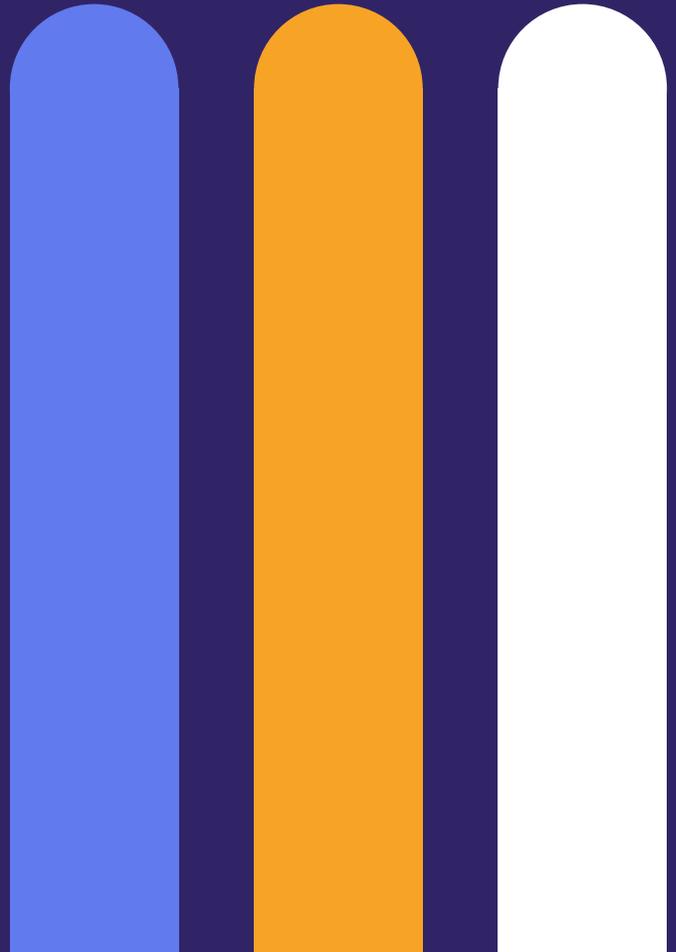
As your nonprofit considers the perspectives of cryptocurrency donors, keep in mind these insights:

- People use crypto for a variety of reasons—some economic, others philosophical.
- The world's 300 million crypto users are all potential cryptocurrency donors.
- The average crypto donor is young, affluent, and passionate about charitable giving.
- The global crypto user base is becoming more diverse in age, gender and ethnicity.
- Crypto Evangelists donate to support mainstream crypto adoption and “pay it forward.”
- Optimistic Investors donate crypto in order to maximize their tax savings.
- Crypto charitable giving happens a year round, but ramps up in Q4.

In practice, crypto philanthropy is about much more than receiving a tax benefit. Donating crypto can be a meaningful way to give back while supporting the wider adoption of cryptocurrency among the masses.



# Planning Your Next Crypto Fundraiser



## Planning Your Next Crypto Fundraiser

Every nonprofit that accepts crypto donations—or wants to—should take the time to think about their current and future cryptocurrency donors. As your nonprofit develops its first or next crypto fundraising campaign, we suggest looking back at the data and insights in this report to inspire your planning.

Constructing campaign goals by referring to the two crypto donor personas in this report can help your organization effectively communicate its core message to its intended audience(s). After all, crypto donors are like other donors in that they are likely to respond positively to campaigns that reflect an understanding of their interests, preferences, and needs.

Approaching your campaigns in this thoughtful way is sure to enrich your team's planning and perhaps also your fundraising outcomes. You will undoubtedly come across as more knowledgeable about, and invested in, the audience of crypto donors that you are trying to reach.

**“Research into the psychology of philanthropy shows that fundraisers will be most effective when crafting appeals that activate a donor’s sense of identity. Cryptocurrency Evangelists are going to have different motivations than Optimistic Investors, so crafting messaging that connects your cause to how these segments think about the world will be a fantastic investment of time and energy to unlock this emerging source of generosity in our world.”**

**Tim Sarrantonio**  
Director of Corporate  
Brand, Neon One

For other tactics to reach crypto donors, consider reaching out to your existing base of supporters. Poll your younger donors to find out how many of them invest in cryptocurrencies, tell them you accept crypto donations, and show them you have an interest in the culture of crypto, NFTs, and web3. When communicating to your high-net-worth donors, explain the financial upsides they can enjoy by donating crypto to your cause.

Successful fundraising is all about creating connections that inspire action. We are excited by the nonprofit sector’s embrace of the crypto community, and we look forward to seeing crypto philanthropy grow by nonprofits applying a more nuanced understanding of cryptocurrency donors to their future campaigns.

## Does My Organization Need to Accept Cryptocurrency Donations?

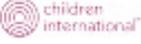
The average nonprofit donor is 65 years old, compared to the average crypto who is roughly 38 years old. That's more than 25 years younger than the average nonprofit donor. So, it's imperative for nonprofits to start connecting and engaging with a younger generation of donors now. The good news? Millennials and Gen Z crypto users are passionate and eager to donate to causes they care about. Here are a few stats about this growing donor group:

- Cryptocurrency donors gave more than \$400 million worth of Bitcoin, Ethereum and other cryptocurrencies to thousands of nonprofit organizations worldwide.
- A Bank of America study found that 47% of wealthy young investors (defined as being 42 years of age and younger) are investing in cryptocurrency.
- A Fidelity Charitable study found that 45% of cryptocurrency users are likely to give at least \$1,000 per year to charitable causes.
- 83% of Millennial millionaires own cryptocurrency. More than 50% of that group have half of their portfolio invested in crypto assets, and nearly a third have at least 75% in crypto.

There's no doubt that Crypto Philanthropy/crypto fundraising (and the number of crypto users) is on the rise. In 2021 alone, over \$300 million dollars worth of cryptocurrencies were donated to nonprofit organizations. And with its tax incentives and young, enthusiastic, growing donor base, cryptocurrency has quickly become the fastest-growing donation on the market. Tapping into this generous and crypto-friendly donor base is a great way for your nonprofit to diversify and grow its revenue streams!

Learn more about The Giving Block's all-in-one nonprofit crypto fundraising solution.

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## Endnotes

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