



# FIA Conference 2023

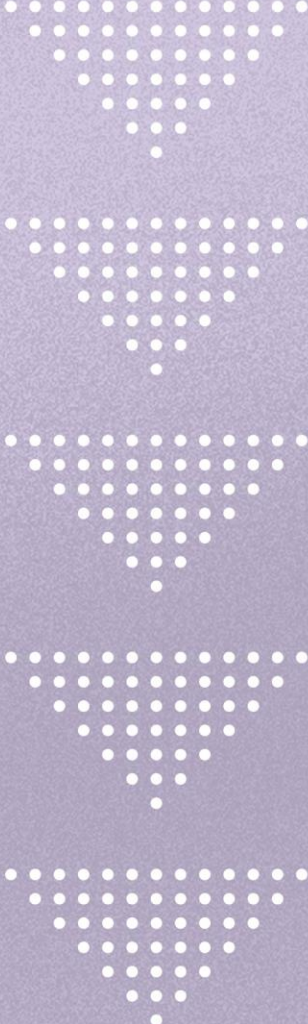
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# Embedding Crypto Philanthropy In Your Charitable Giving Strategy

EMERGING ISSUES & GLOBAL TRENDS  
JASON RUFFELL SMITH & MICHAEL EARLEY  
MARLIN COMMUNICATIONS & THE GIVING B

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# Acknowledgement of Country

In the spirit of reconciliation, I would like to acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. I wish to pay my respects to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

# Your Panelists



**Jason Ruffell Smith**  
Digital Director

***marlin***



**Michael Earley**  
Head of Strategic Initiatives



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# What is cryptocurrency?



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# Is there really a dog coin?

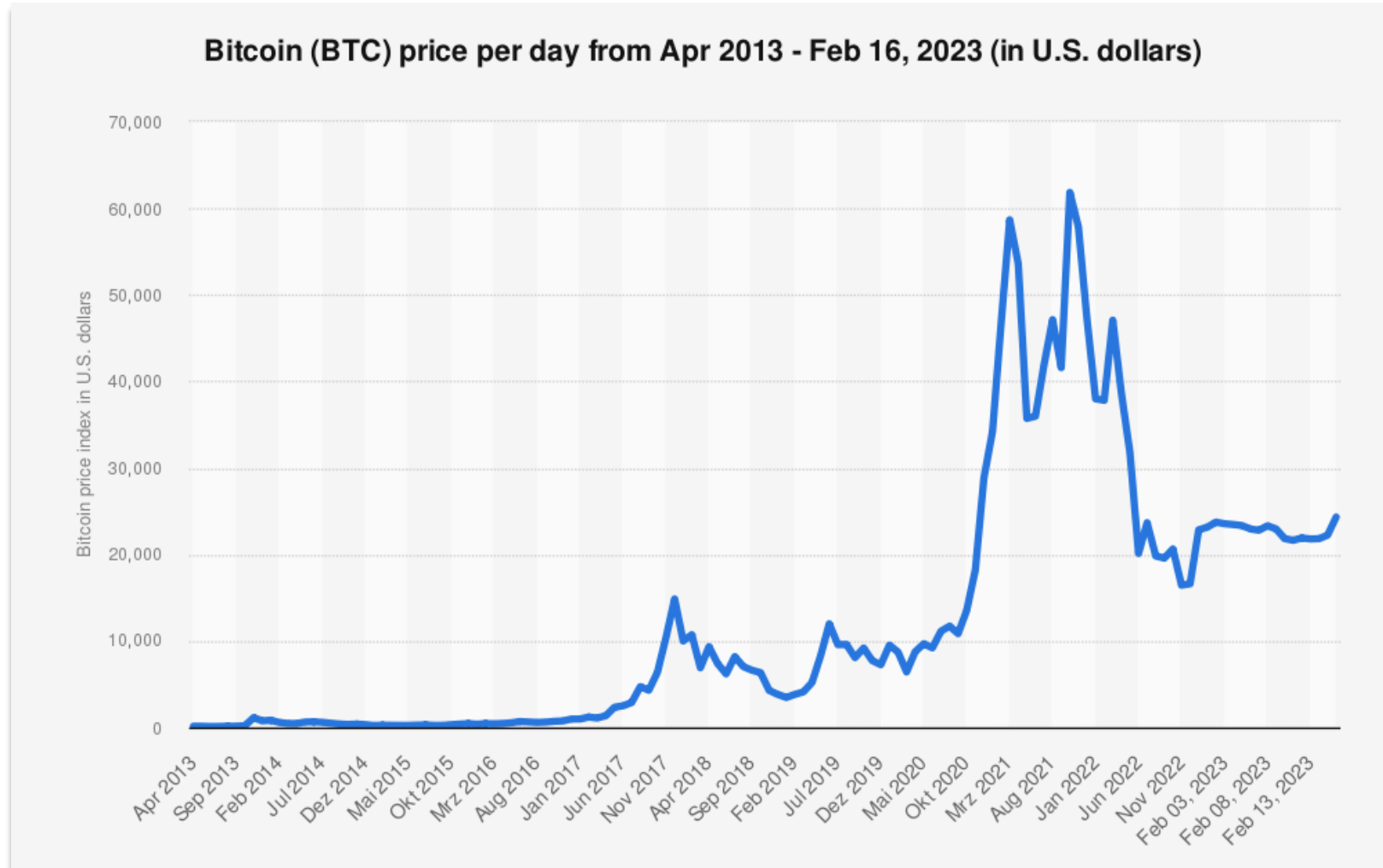


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# What is happening in the crypto market?



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# What are NFTs and Smart Contracts?

## How does a SMART CONTRACT WORK?



### Pre-Defined Contract

Terms and conditions are agreed by all the parties involved.



### Events

Execution of the contract is triggered by an event.



### Execution

The smart contract is executed automatically.



### Settlement

All the settlements are executed quickly and efficiently.



# What are NFTs and Smart Contracts?

**Smart Contracts:** A smart contract is a self-executing program that automates the actions required in an agreement or contract. Once completed, the transactions are trackable and irreversible. Smart contracts permit trusted transactions and agreements to be carried out among disparate, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism.

**NFTs (i.e. Monkey JPEGs):** Non-fungible tokens, often referred to as NFTs, are blockchain-based tokens that each represent a unique asset like a piece of art, digital content, or media. An NFT can be thought of as an irrevocable digital certificate of ownership and authenticity for a given asset, whether digital or physical.

# Why do charities accept cryptocurrency?



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# What does a cryptocurrency donation look like?



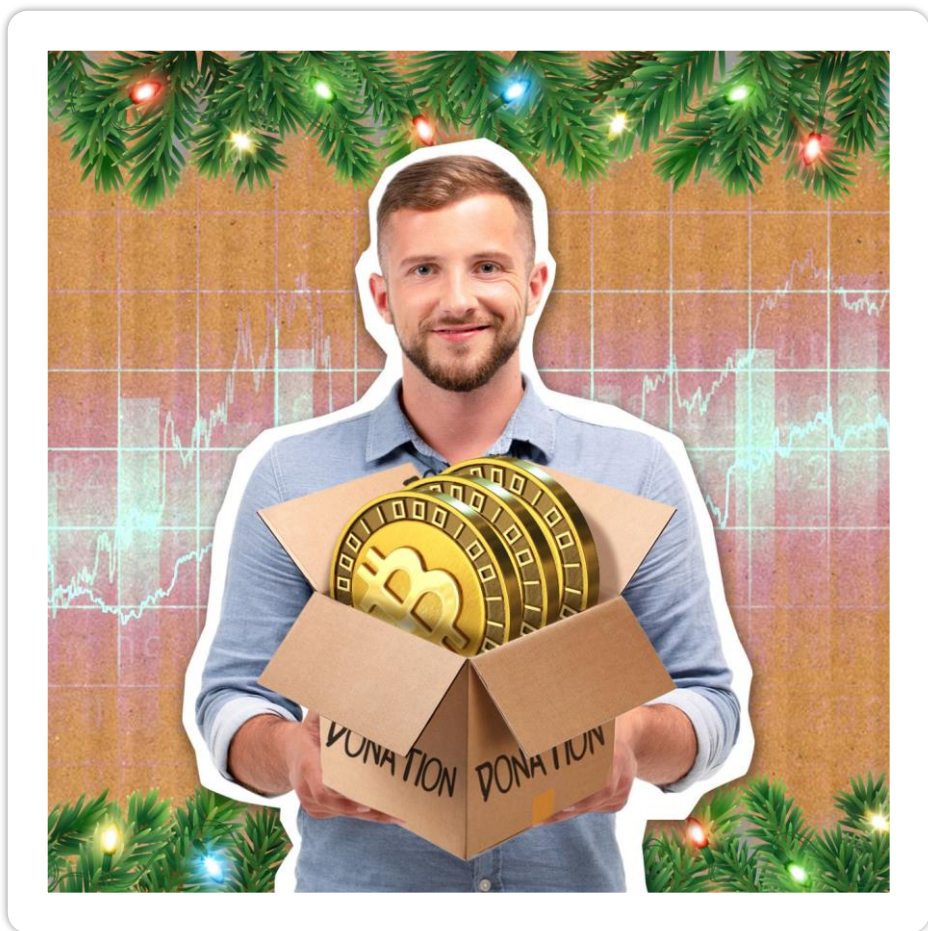
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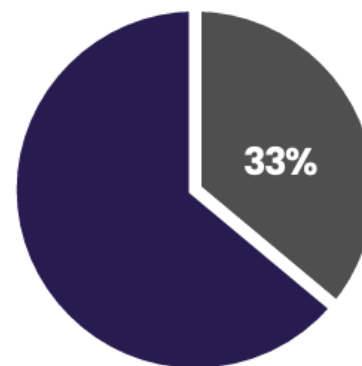
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# What are the donor demographics?

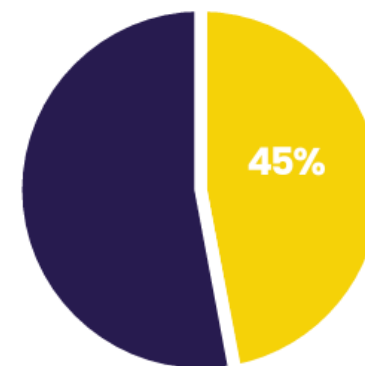


Traditional Investor



\$1,000

Crypto Users



\$1,000

45% of crypto users donate at least \$1,000 to charity each year, compared to only 33% of the general investor population.

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# How are cryptocurrency donations treated in Australia?



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# How has Movember implemented cryptocurrency?



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# Movember case study discussion

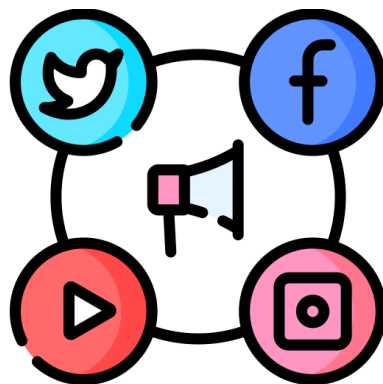


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# What should nonprofits consider when planning to accept crypto donations?



**Technology**



**Marketing**

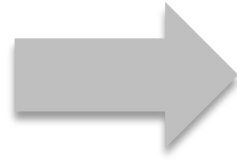


**Business Processes**



**Risk Management**

# Communicating the impact of crypto major giving



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# What does the future of crypto look like for non-profits?



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**Some final thoughts...**



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# Thank you

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