

How amfAR responded to donor needs with **crypto**



THE OPPORTUNITY

amfAR's mission is to end the global AIDS epidemic by funding innovative research and programs in HIV prevention, treatment, and advocacy. Since its founding in 1985, the organization has awarded more than \$617 million in research grants and their work has led to countless lives saved across the globe.

When international donors approached the organization asking about different ways to give, Joe Ferrara and Karen Cress, amfAR's Director of Philanthropy and Special Projects Manager respectively, were eager to say yes and offered crypto as a solution. amfAR, despite their global impact, runs a lean fundraising team, with development staff wearing multiple hats. Joe and Karen recognized that they needed a partner who could handle the end-to-end donation process and IRS compliance, support crypto for their large-scale events, as well as share expertise on crypto marketing and strategy.

amfAR wanted to give their donors more ways to support their life-saving mission — and crypto proved immediately successful.

RESULTS

2

weeks to implement

\$175K

raised

THE IMPACT

FreeWill's Crypto for Charity works flexibly to meet amfAR's needs around events, and is responsive to amfAR's marketing and strategic needs. "We appreciate the relationship building between our organization and FreeWill. This worked for us better than the off-the-shelf crypto giving platforms who are less involved in working with clients," says Karen.

With some help from Crypto for Charity and a big push from amfAR, the special events team was set up to benefit from crypto philanthropy just in time for their biggest fundraising event of the year, the annual Cinema Against AIDS gala during the Cannes Film Festival – a high-profile international event that brings in tens of millions of dollars every year and funds innovative programs, like their most recently funded research on how [long-term antiretroviral treatment could provide a cure](#).

By directing donors to amfAR's custom Crypto for Charity page, the team was able to further their cause and raised nearly \$175,000 from just one event. amfAR hopes to continue this trend for the remaining events planned during the giving season, and expand their crypto strategy to other campaigns.

"With FreeWill, we hope to standardize crypto into our campaign cadence, and continue leading innovative work for AIDS research." Joseph Ferrara isn't the only one excited about embedding crypto into amfAR's giving strategy: "We've had donors come to us, which is how the whole thing started. We're thrilled with the success we've had with crypto donations through our special events and look forward to incorporating crypto into our broader philanthropy programs. With FreeWill, we hope to standardize crypto into our campaign cadence, and continue leading innovative work for AIDS research."



With FreeWill, we hope to standardize crypto into our campaign cadence, and continue leading innovative work for AIDS research.

Joseph Ferrara
Director of Philanthropy

About amfAR

- \$38.6M in net assets
- Lean development staff of 16
- Refreshed their crypto strategy with FreeWill