

# How a local nonprofit supports a community in crisis with crypto philanthropy – gains **new major donors**



## THE CHALLENGE

When SAAFdn first contemplated adding crypto into their development strategy, there was some degree of internal pushback. Setting up a crypto giving platform seemed daunting and complicated. And even internal stakeholders who owned crypto weren't aware that their currency could be gifted, let alone that there can be huge tax benefits.

But when gun violence struck the town of Uvalde, Texas, the organization jumped into action. They knew that, in the wake of an unimaginable crisis, donors needed every available option to contribute. SAAFdn engaged FreeWill's Crypto for Charity to help.

San Antonio Area Foundation (SAAFdn) responds quickly to tragedy in Uvalde, Texas – raises \$25,000 and gains buy-in from the board for innovative forms of giving.



Our experience made a crypto believer of our board.

**Laura Giacomoni**  
Philanthropic Advisor for  
Donor Services

## THE OPPORTUNITY

Crypto gifts have distinct benefits for charity over credit card donations. The fees are often lower and donors tend to give more given the extra tax savings. The average crypto gift is 70x larger than the average cash gift, and there is growing evidence that the crypto community, made largely of Millennial and Gen Z owners, is more generous and eager to make a difference.

## THE SOLUTION

San Antonio Area Foundation and FreeWill partnered together to respond to the Uvalde Crisis quickly. Just days after they reached out to FreeWill, SAAFdn's Crypto for Charity page was set up to accept crypto philanthropy dedicated to emergency funds supporting the Uvalde Community. Soon after, the organization raised \$25,000, from a new major donor, several states away. The donated Bitcoin was liquidated into cash by FreeWill's affiliated nonprofit, FreeWill Impact Fund, and the net proceeds were distributed to SAAFdn. The liquidated funds were immediately available to support the victims' families as well as educational programs, mental health services, and other humanitarian relief in Uvalde.

After their fast and successful implementation, SAAFdn gained stakeholder buy-in to tap into crypto generosity. Now the organization is working diligently to fold crypto into their overall development strategy. They plan to continue meeting supporters where they are, while educating their community to the benefits of crypto giving.

## RESULTS

1

week to implement

\$25K

raised from new major donor



FreeWill's Crypto for Charity exceeded our expectations. When researching various providers, we ultimately picked Crypto for Charity because it was very accessible, easy to understand, and fair. It was the right fit for us especially when you combine the trust and expertise with FreeWill.

**Laura Giacomoni**  
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### About SAAFdn

- \$1 billion in assets
- Lean fundraising staff of 5
- Never previously benefited from crypto