

CHALLENGES AND OPPORTUNITIES: TRENDS AND INNOVATIONS IMPACTING FUNDRAISING WORLDWIDE

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President Daryl Upsall International



CONSULTING | RECRUITMENT

April 2023

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dobré ráno *Buenas días* **vitajte**

**BON
JOUR**

szívesen látott bem-vindo 환영받는, 인기 있는
Welcome She:kon
Bienvenue vítaný welkom
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välkommen
Chào mung benvenuto

добрий ранок
dobryy ranok

Huānyíng

Wóshdée

keshhiLoloma

Yá'át'ééh



We have worked with non-profits across more than 80 markets and in all stages of fundraising programme development and undertaken 742 successful searches, for more than 260 organizations, across 129 locations worldwide!

Our clients include:



PRE COVID - INDIVIDUAL GIVING GROWING IN MOST MARKETS

Main channels

- ✓ FACE TO FACE
 - ✓ DIGITAL
 - ✓ DRTV
 - ✓ LEGACY/BEQUEST
 - ✓ PEER TO PEER/COMMUNITY
- MIDDLE DONORS
- ↓ DIRECT MAIL



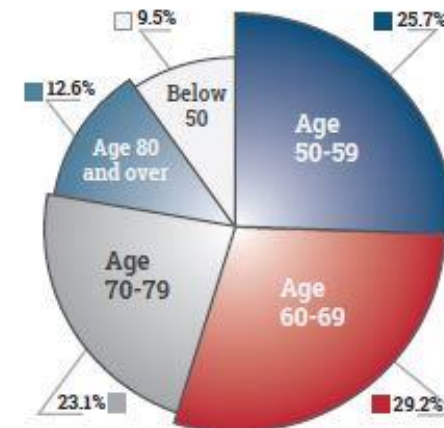
PRE COVID - LEADERSHIP GIVING

- ✓ FOUNDATIONS
- ✓ MAJOR DONORS/HNWI
- ✓ DONOR ADVISED FUNDS

↓ CORPORATIONS DONATIONS



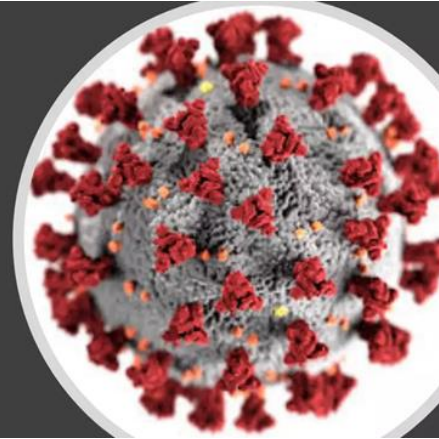
Age Distribution of UHNW Philanthropists



...AND THEN CAME COVID-19

Everything has changed...or has it?

COVID-19 fundraising briefing: Corporate, philanthropy and trusts



COVID-19: Four Ways to Regenerate Fundraising Momentum

Putting in work now is vital to your nonprofit's long-term success

F2F
Face2Face Congress

FACING THE FUTURE

#GLOBALF2FSUMMIT

05 NOVEMBER 2020



VIRTUAL EVENT * #GLOBALF2FSUMMIT * WWW.F2F-FUNDRAISING.COM

COVID-19 Response Series:

FUNDRAISING IN YOUR NEW NORMAL

Featuring:

blackbaud

Accordant

Thompson
Associates
Values-Based Estate Planning

ADVANCEMENT RESOURCES
drive meaningful philanthropy

A scenic view of a mountain valley. The foreground is a lush green forest of tall evergreen trees. The middle ground shows a valley with green slopes and a rocky stream bed. In the background, there are rugged, rocky mountain peaks under a blue sky with light clouds.

**The only thing we have to
fear is fear itself.**

Franklin D. Roosevelt

EVERY CHALLENGE PRESENTS NEW OPPORTUNITIES FOR INNOVATION



=



COVID-19 AND THE ART OF "PIVOTING"

PIVOT

"A change in strategy without a change in vision." ~ Eric Ries

COVID-19 TRENDS

Challenging for many = an opportunity for others:

- Pivot/switch investment from face to face to digital, telephone, DRTV
- Spotlight on the unrestricted and operational reserves policies for non-profits
- Flexibility to invest in growth.
- Opportunity to scale via mergers and acquisitions



COVID-19 TRENDS

Many major international non-profit organisations (INPOs) grew income over 20% in 2020 -2021 as a consequence of COVID-19

They have ramped up fundraising, especially in:

- Digital/social media;
- DRTV, donor loyalty and conversion of one-off to monthly gifts
- Upgrading monthly donors
- Investing heavily in legacy marketing...at last
- Flipping in-person fundraising events to virtual/online



BE PREPARED

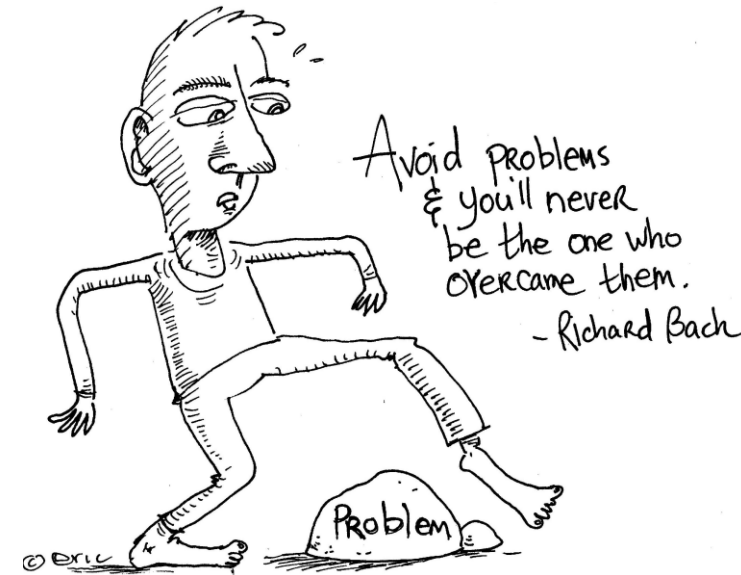
IT'S NOT
JUST FOR SCOUTS



KEY FINDINGS FOR THE FUTURE:

Pivoting through COVID-19 and future crisis

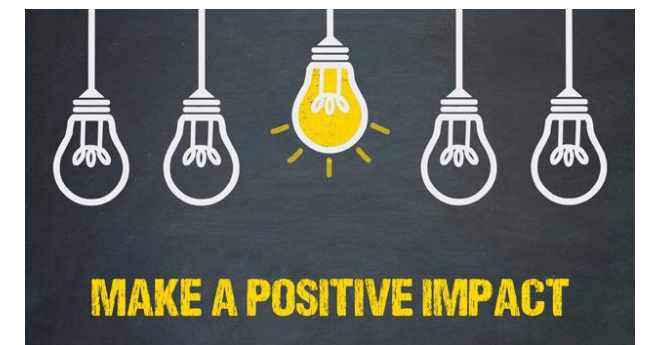
- Do not hide from the problem
- Act fast and decisively – starting with the Board
- Stick to your mission
- Business continuity – systems ready in the cloud
- Flexible fundraising
- Trial and Test



KEY FINDINGS FOR THE FUTURE:

Regular, committed, sustainer giving more important than ever in a crisis...ramp it up now!

- Donors First - recognise and listen to your donors, give supporter choice
- Focus on your committed donors...build loyalty more than ever
- Supporter Choice
- Communicate your IMPACT!
- Digital - Ramp up all forms of social/digital





GLOBAL GIVING TRENDS

CAF WORLD GIVING INDEX 2022



World Giving Index 2022

A global view of giving trends

Provides insight into the scope and nature of giving around the world by examining three aspects of giving behaviour. The questions at the heart of the report are:

- Have you done any of the following in the past month?
- Helped a stranger, or someone you didn't know who needed help?
- Donated money to a charity?
- Volunteered your time to an organisation

CAF WORLD GIVING INDEX 2022 – KEY FINDINGS



The infographic is divided into four quadrants. The top-left quadrant features a photo of a man and a child working together, with a purple overlay containing a magnifying glass icon and the text 'Key findings'. The top-right quadrant has an orange background with an icon of two people and text about helping strangers. The bottom-left quadrant has a purple background with a heart icon and text about Indonesia's generosity. The bottom-right quadrant has a purple background with a bar chart icon and text about high-income countries. A large photo of hands stacked together is at the bottom.

Key findings

MORE THAN THREE BILLION PEOPLE HELPED SOMEONE THEY DIDN'T KNOW IN 2021

More people than ever (62%) reported that they helped a stranger last year, which is the highest score recorded since 2009. The need created by the pandemic, and the subsequent feelings of community and solidarity, were likely behind this upward trend. Except for the United States, the countries in the top 10 for helping a stranger are all located in Africa and South and Central America.

INDONESIA IS THE MOST GENEROUS COUNTRY IN THE WORLD FOR THE FIFTH YEAR IN A ROW

Indonesia tops the World Giving Index for a fifth year with a score of 68%. The country has the highest rates of donating and volunteering in the world. During 2021, more than eight in ten people donated money and more than six in ten (63%) volunteered time.

PARTICIPATION AND GIVING IN HIGH-INCOME COUNTRIES HAVE BOUNCED BACK TO HISTORIC LEVELS

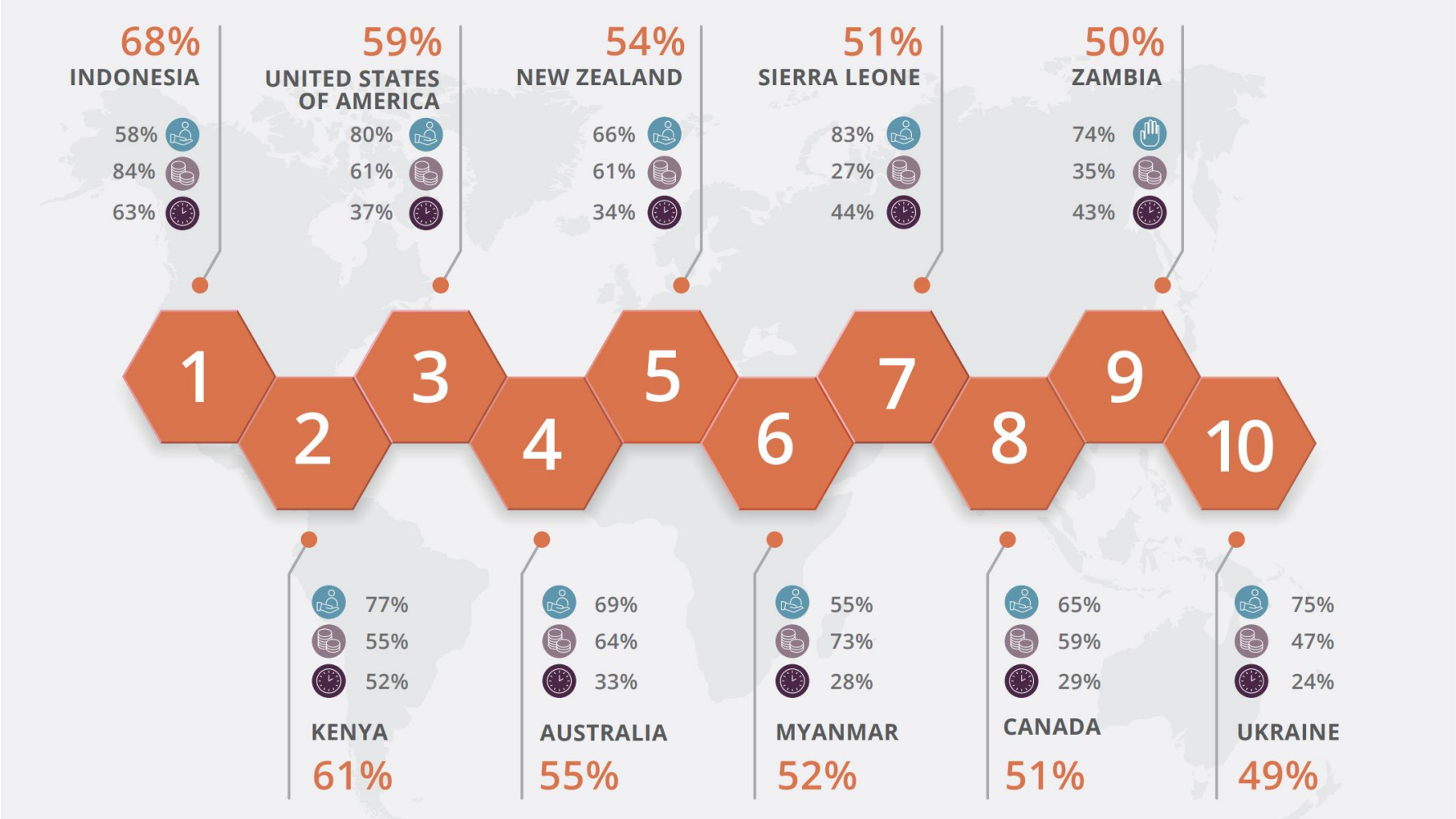
Many high-income countries saw a steep decline in scores in 2018 which continued and even accelerated during the first year of the pandemic. But during 2021, this trend was largely reversed with some of those countries now returning to the top 10, albeit some with lower Index scores. However, low- and middle-income countries tended to see increased scores during the first year of the pandemic, with further rises in 2021, most notably for volunteering and helping a stranger.

MORE PEOPLE THAN EVER DONATED MONEY IN 2021

Despite a global pandemic and the economic hardship experienced by many communities worldwide, people continued to donate money to charity. In high-income economies, the rate of donations sharply increased by 10%. With the exception of Indonesia and Myanmar - which have strong traditions of religious giving - high-income countries made up the top 10 for this measure.

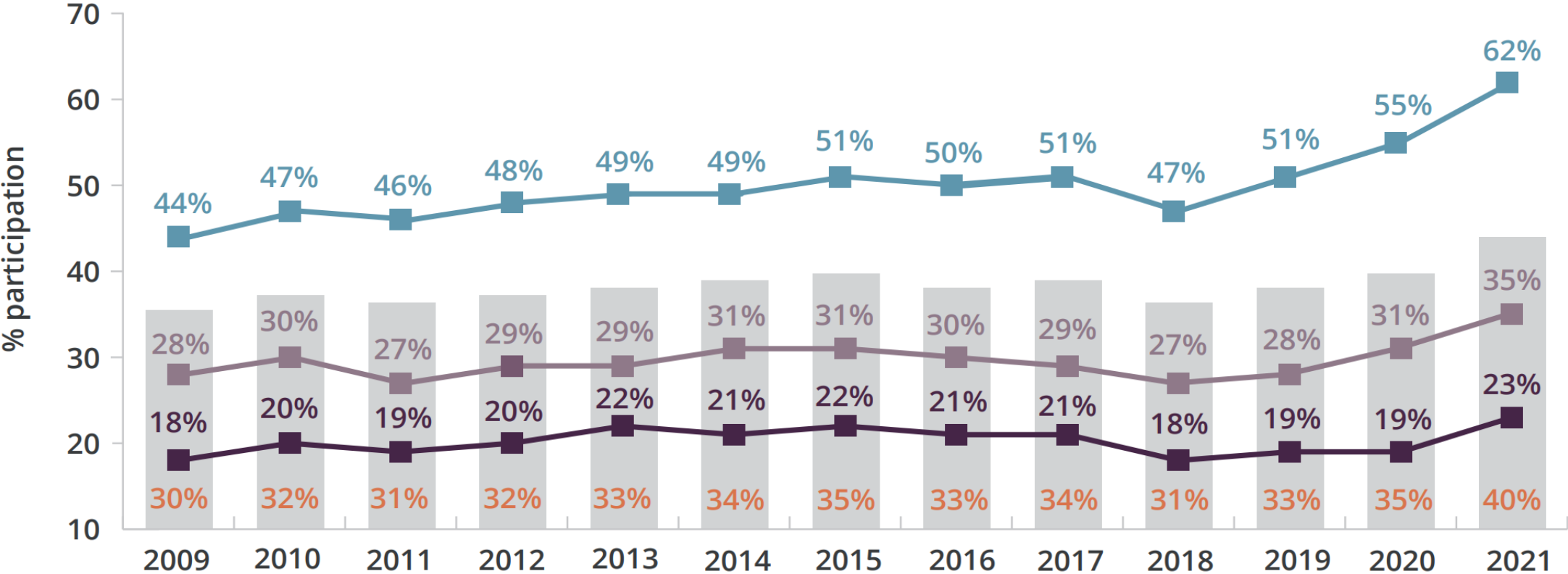
- More than three billion people (63%) helped someone they didn't know in 2021
- More people than ever donated money in 2021
- Participation and giving in high income countries have bounced back to historic levels
- Indonesia is the most generous country in the world for the fifth year in a row

CAF OVERALL TOP 10 COUNTRIES 2022




CAF WORLD GIVING INDEX 2022 – INCREASE IN ALL ACTIVITIES

- Global WGI Score
- Helping a stranger
- Donating money
- Volunteering time



CAF WORLD GIVING INDEX 2022 – TOP 10 IN VOLUNTEERING AND DONATING MONEY

 VOLUNTEERED TIME COUNTRY AND RANKING		PEOPLE (%)
Indonesia	1	63%
Kenya	2	52%
Sierra Leone	3	44%
Zambia	4	43%
Tajikistan	5	43%
Philippines	6	39%
United States of America	7	37%
Sri Lanka	8	37%
Jamaica	9	36%
Dominican Republic	10	36%

 DONATING MONEY COUNTRY AND RANKING		PEOPLE (%)
Indonesia	1	84%
Myanmar	2	73%
Netherlands	3	68%
Iceland	4	67%
United Kingdom	5	65%
Australia	6	64%
Malta	7	64%
Thailand	8	62%
United States of America	9	61%
New Zealand	10	61%

USA PHILANTHROPY & FUNDRAISING TRENDS

GIVING USA 2022 REPORT



\$484.85 billion

In 2021, Americans gave \$484.85 billion to charity, a 4.0% increase over 2020.
Adjusted for inflation, total giving remained relatively flat, with -0.7% growth.

GIVING USA 2022 REPORT – WHO GAVE & WHERE TO

Where did the generosity come from? Contributions by source By percentage of the total

67% \$326.87 billion

Giving by Individuals

↑ increased 4.9% over 2020

19% \$90.88 billion

Giving by Foundations

↑ increased 3.4% over 2020

9% \$46.01 billion

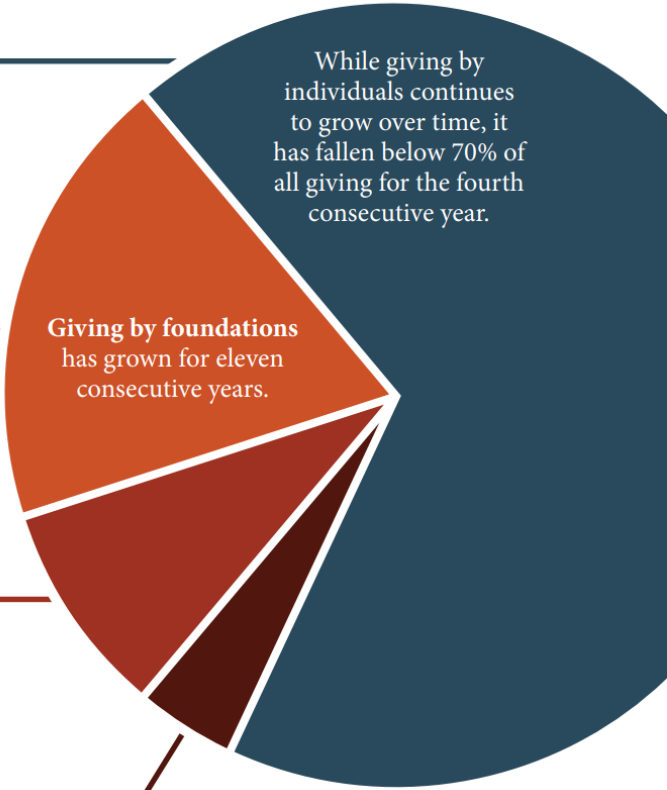
Giving by Bequest

↓ decreased 7.3% over 2020

4% \$21.08 billion

Giving by Corporations

↑ increased 23.8% over 2020

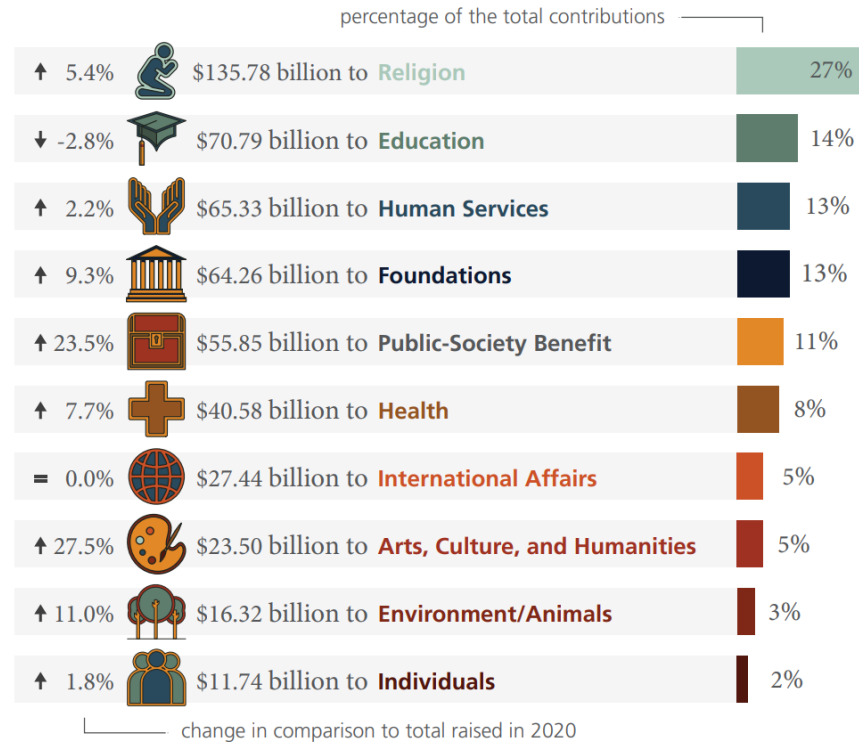


*All figures on this infographic are reported in current dollars unless otherwise noted.

GIVING USA 2022 REPORT – WHO GAVE & WHAT TO

Where did the charitable dollars go?

Contributions by destination



Donor-advised funds are among the fastest growing forms of giving. Learn more in the new chapter on Donor-Advised Funds.



Giving to public-society benefit organizations increased 23.5% in 2021, and is steadily growing larger as a share of total giving over time.



Several subsectors that struggled in 2020, such as giving to health and arts, culture, and humanities, experienced recoveries in 2021.



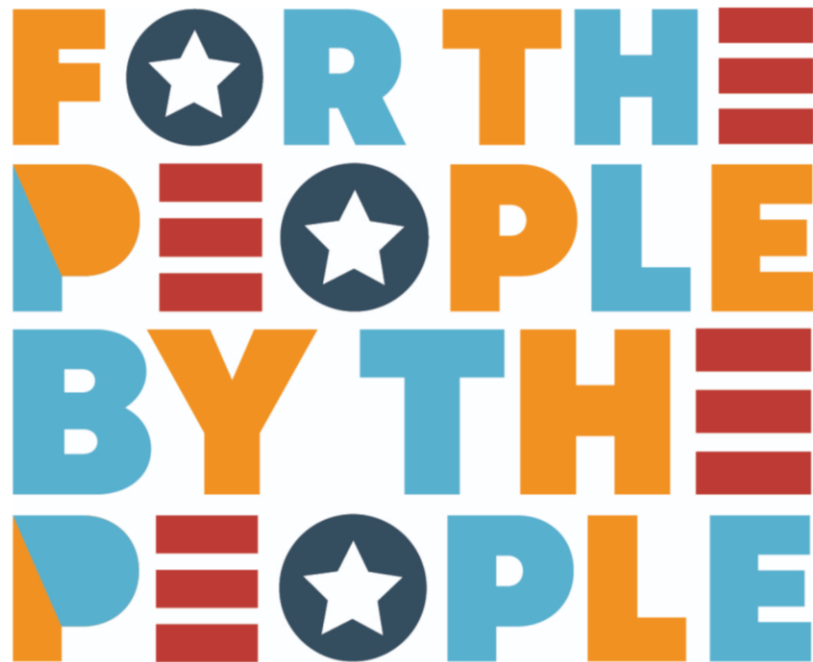
Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.



USA PEER TO PEER FUNDRAISING TRENDS

REVENUE GREW 3.5% AMONG TOP THIRTY USA PEER-TO-PEER FUNDRAISING PROGRAMS IN 2021

First time study shows collective increase among top campaigns since 2008



2023

P2P Professional Forum Conference

 February 22 - 24, 2023

 Marriott Marquis - Washington, DC

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REVENUE GREW 3.5% AMONG TOP THIRTY USA PEER-TO-PEER FUNDRAISING PROGRAMS IN 2021

First time study shows collective increase among top campaigns since 2008

- The \$922 million dollar revenue figure reflected growth from the previous year's efforts for the first time since 2008 (when it hit a high of \$1.76 billion.)
- That was a particularly welcome contrast to 2020 when the pandemic wreaked such havoc on the field that it resulted in a collective 33.5% revenue drop compared to pre-COVID-19 levels.

THE TOP TEN US PROGRAMS BY GROSS REVENUE IN 2021 WERE

1. Heart Walk, American Heart Association: down 4.2%
2. Walk to End Alzheimer's, Alzheimer's Association: up 29.7%
3. Light The Night Walk, The Leukemia & Lymphoma Society: up 16.7%
4. Pan-Mass Challenge, Pan-Mass Challenge:, up 38%
5. Relay for Life, American Cancer Society: down 10%
6. Kids Heart Challenge, American Heart Association: down 24%
7. Bike MS, National MS Society: up 24%
8. Making Strides Against Breast Cancer, American Cancer Society up 36.2%
9. JDRF One Walk, JDRF, down 44.5%
10. Dance Marathon, Children's Miracle Network Hospitals, down 19.5%

Source: Peer-to-Peer Professional Forum www.peertopeerforum.com

2021 USA PEER-TO-PEER FUNDRAISING TOP 10 BY INCOME

Source: Peer-to-Peer Professional Forum www.peertopeerforum.com

Organization Name	Event Name	Founded	2021 Gross	2020 Gross	Absolute Change
American Heart Association	Heart Walk	1993	\$97,616,588	\$101,883,066	(\$4,266,478)
Alzheimer's Association	Walk to End Alzheimers	1989	\$87,483,024	\$67,464,118	\$20,018,906
The Leukemia & Lymphoma Society	Light the Night	1999	\$70,000,000	\$60,000,000	\$10,000,000
Pan-Mass Challenge	Pan-Mass Challenge	1980	\$68,000,000	\$50,000,000	\$18,000,000
American Cancer Society	Relay for Life	1985	\$60,000,000	\$66,700,000	(\$6,700,000)
American Heart Association	Kids Heart Challenge	1979	\$49,844,011	\$65,603,423	(\$15,759,412)
National MS Society	Bike MS	1988	\$44,218,461	\$35,673,035	\$8,545,426
American Cancer Society	Making Strides Against Breast Cancer	1993	\$35,400,000	\$26,000,000	\$9,400,000

USA DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH



- “Digital-First Peer-to-Peer Fundraising Study” focused on programs whose efforts were not grounded in traditional, physical peer-to-peer fundraising efforts such as walks and rides.
- “Digital-first” efforts leverage tools such as social media and livestream video to inspire donations from people connected with program participants.

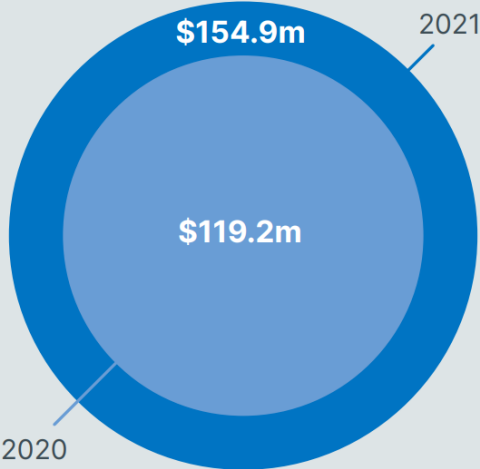
DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

- Over \$154 million was generated for charity in 2021 by “digital-centric” peer-to-peer fundraising,
- A 30% increase in income over 2020, according to data from 44 nonprofits
- Participation in these programs grew 132% from 2020 to 2021 (note: some programs launched in 2021 and not all participants raised money.)
- The number of donors to digital-first efforts grew 29% (among the 86% of organizations who provided this data.)

USA 2022 DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

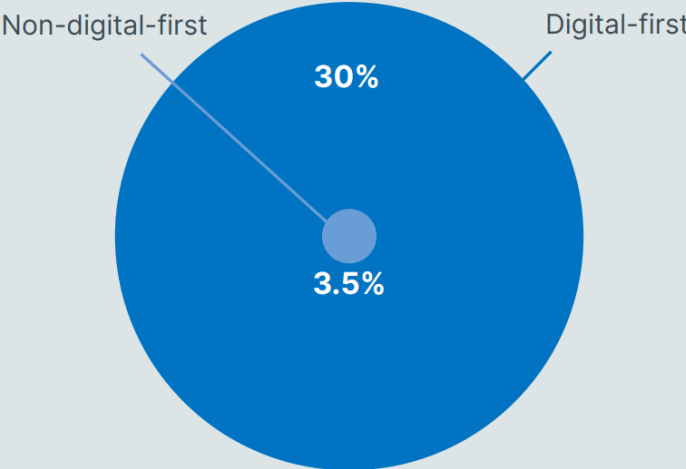
Key Findings

Digital-first Program Revenue YoY



44 nonprofits generated \$154.9 million from digital-first peer-to-peer fundraising programs in 2021, up 30% from \$119.2 million in 2020.

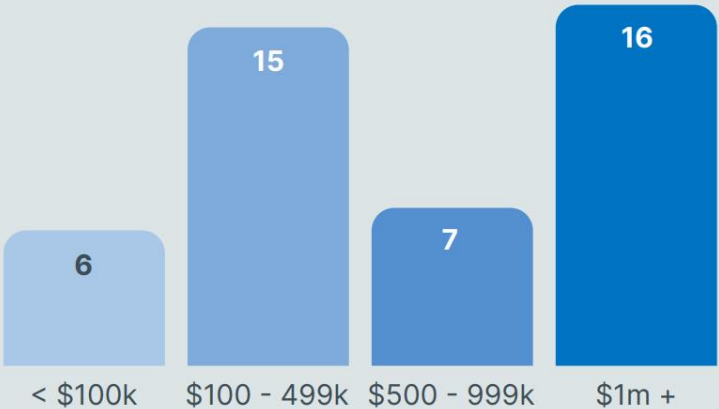
Digital-first vs Non-digital-first Growth YoY



That 30% revenue increase is nearly 9x the collective rate registered by the primarily physical and hybrid programs measured by this year’s separate Peer-to-Peer Fundraising Thirty study which showed a 3.5% rise from 2020 to 2021.

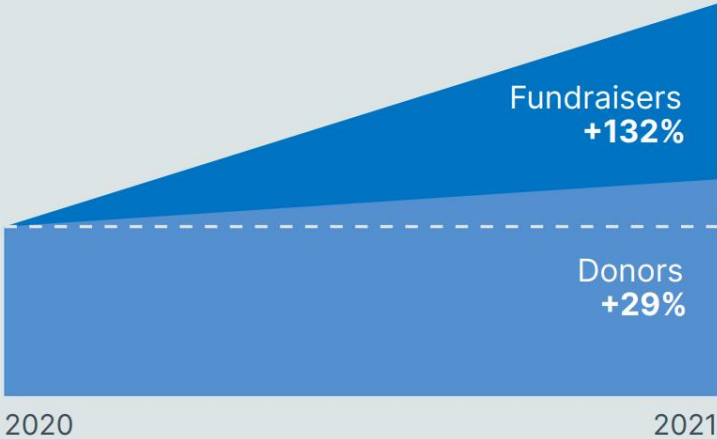
DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

Digital-first Programs by Amount Raised



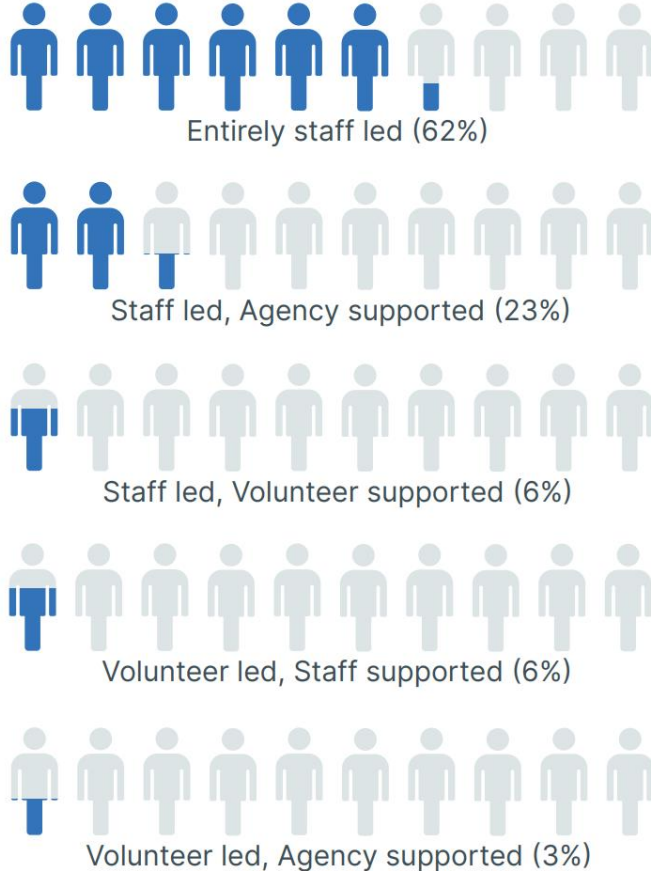
Sixteen programs reported raising \$1,000,000 or more from digital-first peer-to-peer fundraising; seven reported \$500,000 to \$999,999; 15 reported \$100,000 to \$499,999, and six reported under \$100,000 in revenue.

Participation & Donor Growth

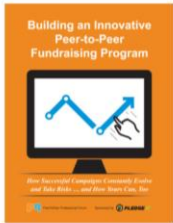


Participation in these programs grew 132% from 2020 to 2021 (note: some programs launched in 2021 and not all participants raised money). The number of donors to digital-first efforts grew 29% (among the 86% of organizations who provided this data).

Staff vs Agency vs Volunteers



RESOURCES - P2P FUNDRAISING GUIDES & RESEARCH



Building an Innovative P2P Fundraising Program

Successful peer-to-peer fundraising campaigns constantly evolve and take risks. Learn what takes to build a culture of innovation within your organization and explore real-life examples groundbreaking approaches to peer-to-peer.



Do-It-Yourself Fundraising: Its Promise and Perils

DIY fundraising offers nonprofits amazing opportunities to empower their supporters to raise money on their behalf. But DIY campaigns also come with a number of potential pitfalls that can limit their success. This free whitepaper provides a roadmap for avoiding these obstacles and charting a course to DIY fundraising success.



The Essential Guide to Peer-to-Peer Fundraising

Key Lessons from the Peer-to-Peer Professional Forum

Learn the critical strategies and tactics you'll need to unlock the secrets to successful peer-to-peer fundraising. This e-book distills a decade's worth of lessons and insights from the Peer-to-Peer Professional Forum, the field's preeminent source of information about and for peer-to-peer fundraisers. Don't wait to gain the knowledge you need to raise more money and build stronger connections with your supporters.



The Big List of Peer-to-Peer Fundraising

It's amazing what people will do to raise money for their favorite charities. Check out our list of nearly 120 ideas that can help your charity build its next peer-to-peer fundraising campaign. It's likely you will find something that will inspire your supporters to raise money on your charity's behalf.

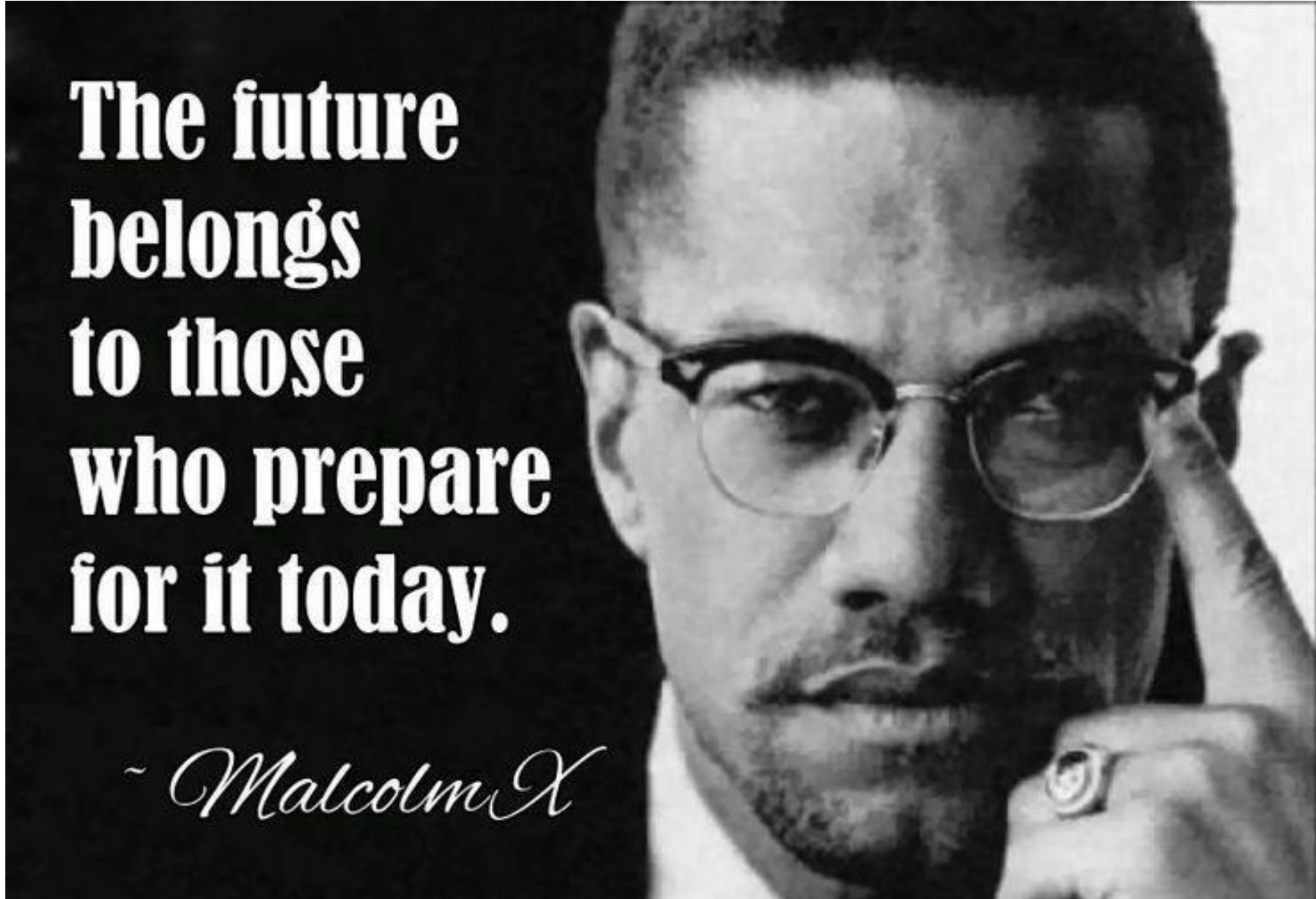
Source: Peer-to-Peer Professional Forum
www.peertopeerforum.com



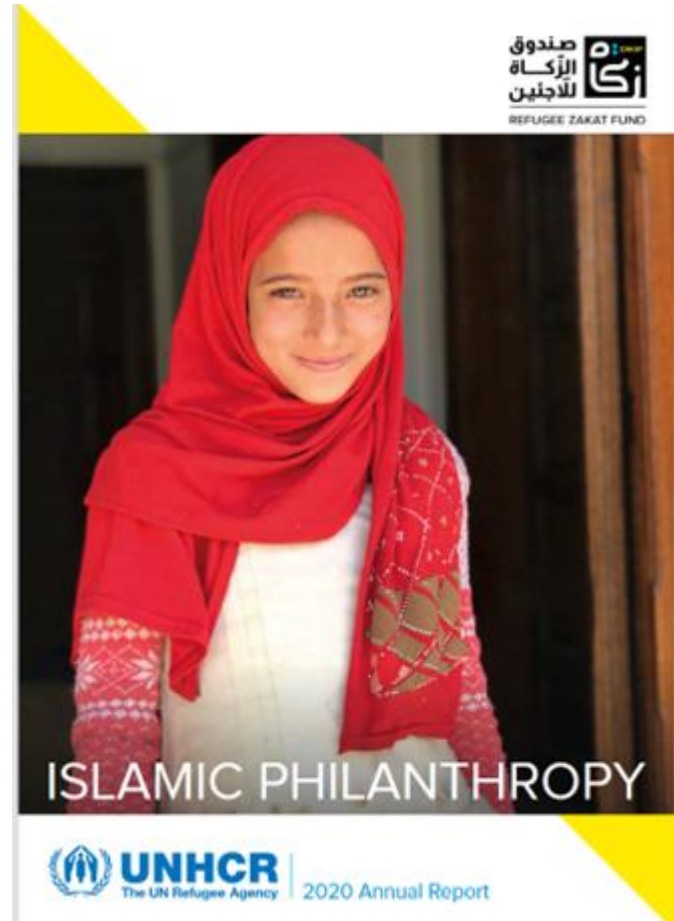
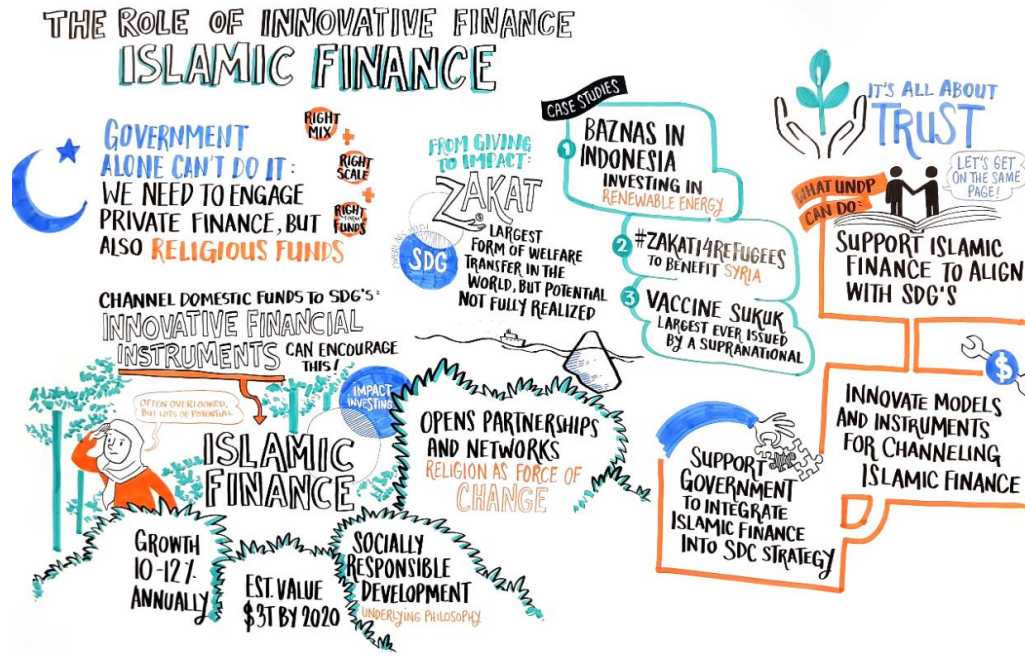
FUNDRAISING INNOVATION & TRENDS



THE FUTURE IS NOW

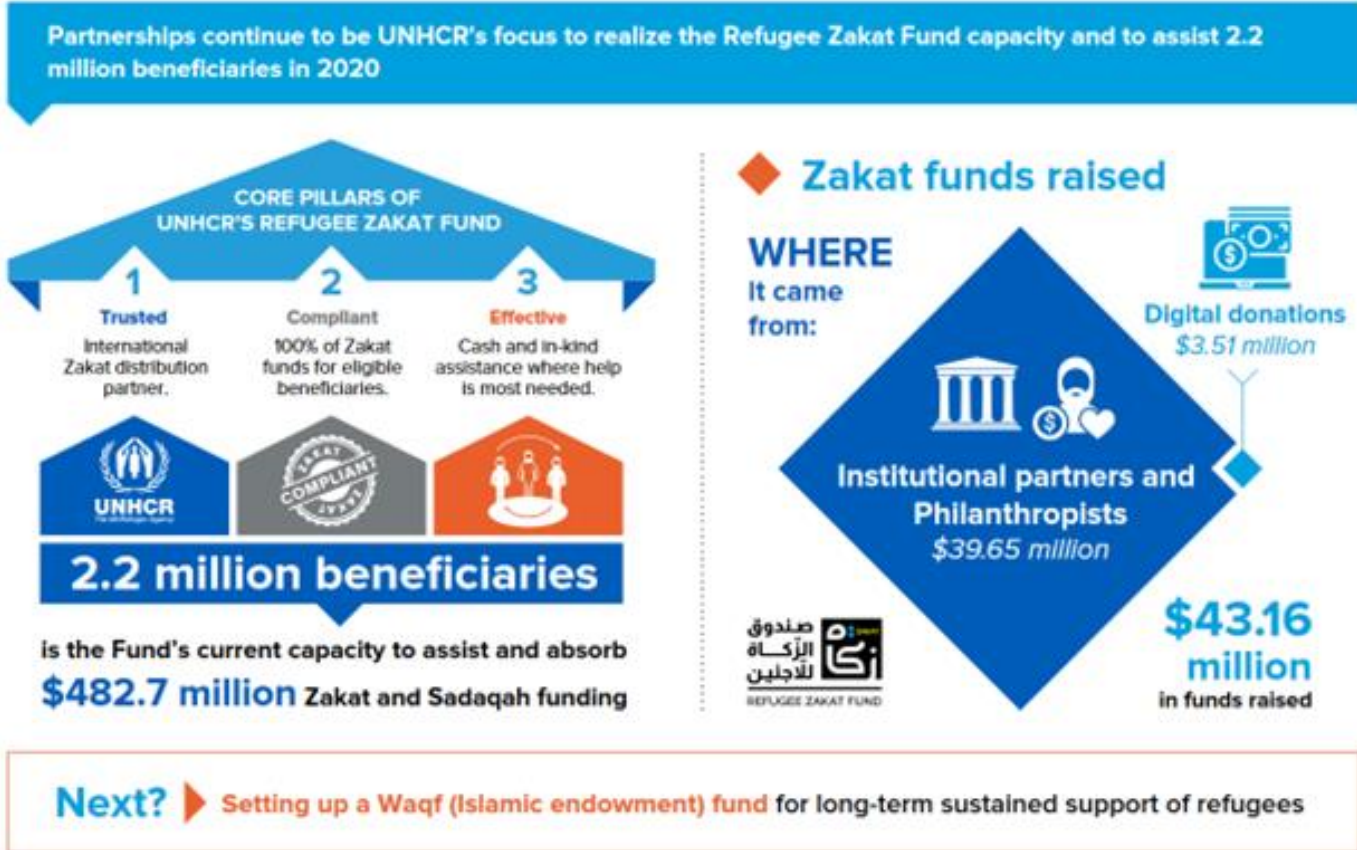
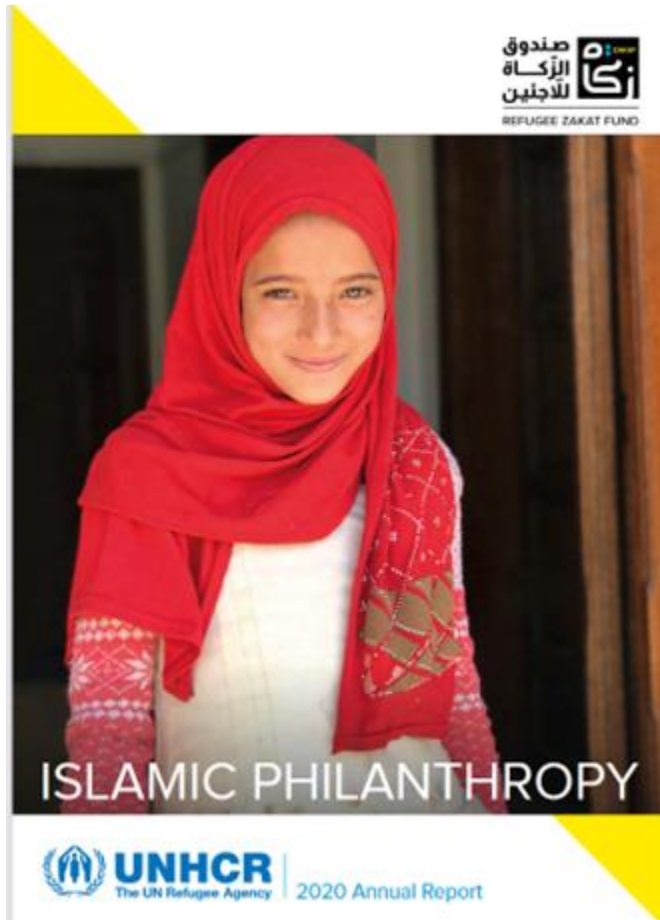


ISLAMIC PHILANTHROPY AND FINANCE



ISLAMIC PHILANTHROPY AND FINANCE

UNHCR Refugee Zakat Fund – Raised \$43 million in 2020



RISE OF THE MEGA DONOR

MacKenzie Scott's Philanthropy is bigger and faster than all before her...\$14 Billion so far to over 16,000 nonprofits

MacKenzie Scott launches giving website, details charitable process

December 16, 2022

Philanthropist and [Giving Pledge](#) signatory [MacKenzie Scott](#) has launched a philanthropy-related website and announced the name of her charitable giving organization: [Yield Giving](#).

In launching the website, Scott has outlined for the first time her charitable giving [process](#) of more than \$14 billion to over 1,600 nonprofits, [GeekWire](#) reports. Each [grantee organization](#) so far is listed on the site with the amount she awarded. The site also features the [essays](#) that Scott has published in the past about her gifts. In addition, it notes that Scott plans to tweak her giving process in the future to offer an "open-call process to introduce an additional pathway for information about organizations to reach us."

The organization name alludes to Scott's laid-back giving mentality—most of her donations are unrestricted grants. "Established by MacKenzie Scott to share a financial fortune created through the effort of countless people," the website states, "Yield is named after a belief in adding value by giving up control."



Gifts Process Essays

Yield

GIVING

yield: (verb) 1. to increase 2. to give up control

Established by MacKenzie Scott to share a financial fortune created through the effort of countless people, Yield is named after a belief in adding value by giving up control. To date, our network of staff and advisors has yielded over \$14,000,000,000 to 1,600+ non-profit teams to use as they see fit for the benefit of others.

Information has been shared publicly in this series of essays.

[Giving Pledge](#)

[116 Organizations Driving Change](#)

[384 Ways to Help](#)

[Seeding by Ceding](#)

[No Dollar Signs This Time](#)

[Helping Any of Us Can Help Us All](#)

Of and By

[Bridges and Barriers](#)

Additional details are provided here with the hope that they might further extend the reach of these gifts.

WHO IS FUNDING YOUR FUNDRAISING ?

You need BIG FUNDS to invest in fundraising growth...

English Français Español | Visit UNICEF Global | High contrast


unicef  for every child

Executive Board

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NEWS

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 Document

World Bank instrument to facilitate sustained investment in private sector fundraising

E/ICEF/2021/AB/L.1/Add.2



Available in: English [Français](#) [Español](#)

About

UNICEF is pleased to provide the Executive Board with this document that outlines a financial instrument being developed to facilitate a sustained level of investment in private sector fundraising. The financial instrument will entail an arrangement between the World Bank and UNICEF to raise additional financing for investment in private sector fundraising, leveraging the services and expertise of the World Bank in the financial markets. The instrument will also help UNICEF to respond to the impacts of the coronavirus disease 2019 (COVID-19) pandemic.

Download document

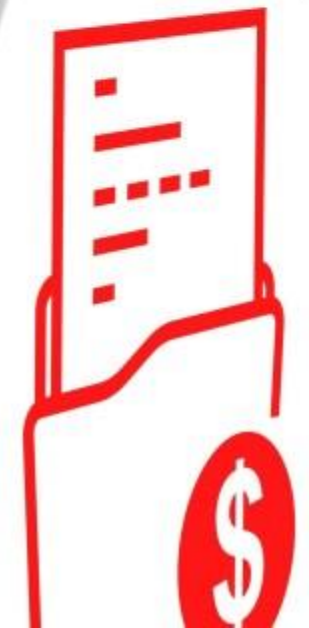
Available options ▾

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DIGITAL FIRST



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CROWDFUNDING FOR NONPROFITS

Is it right for your
organization?

PEER TO PEER FUNDRAISING – DIRECT ACTION BY THE PUBLIC

Ideas to get you started

There are lots of ways to make good things happen



Help people in need

Provide direct support to an individual, family or community by paying medical expenses or offering financial aid.

Start fundraising



Take action in an emergency

Raise funds in response to a natural disaster or humanitarian crisis. Make a difference in minutes.

Start fundraising



Take part in a charity event

Choose from hundreds of official events including marathons, bike rides, Dryathlons and bake offs...

Start fundraising



Celebrate an occasion

Mark a special event like a birthday, wedding or final exam by asking friends for donations rather than gifts.

Start fundraising

DONATING TO PEER TO PEER FUNDRAISING



Daryl's birthday fundraiser for Elton John AIDS Foundation

Fundraiser for Elton John AIDS Foundation by Daryl Upsall · 🌐

[Invite](#) [Share](#) [...](#)

 Thank you for your donation!
You donated €100 to this fundraiser [Following](#)

1 week left
Help Daryl reach his birthday goal!
€627 of €10,000 raised 📊

Fundraiser progress
This fundraiser raised €627. You're on your way!

11 donated	1.9K invited	1 shared
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<https://www.facebook.com/photo/?fbid=10158965558002913&set=p.10158965558002913>

FACEBOOK FUNDRAISING

Collect donations

Inspire others

Fees and eligibility

Resources and next steps

Charitable giving

Raise money and awareness for your cause on Facebook.

To make it easier for you and your community to raise money on Facebook, we've built free tools to help you collect donations and enable supporters to fundraise for your charity.

Charities using Facebook's payment platform to process donations pay no fee – 100% of the donations go to the charity.

[Sign up for charitable giving tools](#)



FACEBOOK PERSONAL FUNDRAISERS

The screenshot shows a Facebook fundraiser page. At the top, there's a navigation bar with the Facebook logo, a search bar, and icons for home, notifications, video, marketplace, and profile. The profile name 'Daryl' is visible. Below the navigation bar is a large image of two ships on the ocean, both labeled 'OPEN ARMS'. The text 'Volvemos al mar.' is overlaid on the image. Below the image is the fundraiser title 'Daryl's 60th birthday fundraiser for Proactiva Open Arms' and the text 'Fundraiser for Proactiva Open Arms by Daryl Upsall'. There are buttons for 'Donate', 'Share', and a menu icon. A notification from Daryl says 'Thank you for your donation! You donated €100 to this fundraiser' with a 'Following' button. At the bottom, there are two summary cards: 'Fundraiser has ended' with a progress bar showing '€1,946 of €2,400 raised' and 'Fundraiser progress' showing 'This fundraiser raised €1,946 and reached 81% of the goal. You're on your way!' with statistics: 56 donated, 952 invited, and 4 shared.

Volvemos al mar.

Daryl's 60th birthday fundraiser for Proactiva Open Arms

Fundraiser for Proactiva Open Arms by Daryl Upsall •

Donate Share ...

Thank you for your donation!
You donated €100 to this fundraiser

Following

Fundraiser has ended
Thanks to everyone who donated!

€1,946 of €2,400 raised ⓘ

You, Derek Humphries and 54 others donated.

Fundraiser progress
This fundraiser raised €1,946 and reached 81% of the goal. You're on your way!

56 donated	952 invited	4 shared
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130

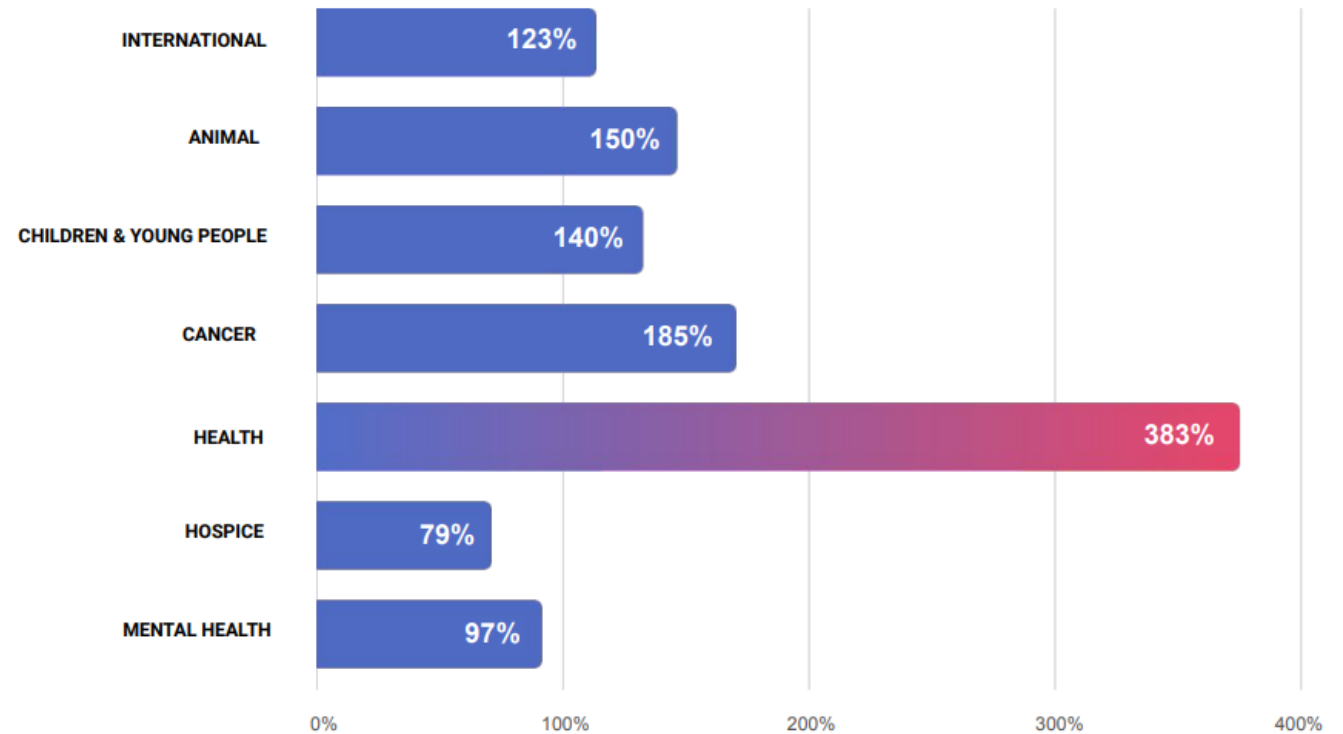
FACEBOOK FUNDRAISING INCOME GREW BY OVER 50% IN 2021

givepanel

07

Facebook Fundraising
income grew by over 50%

Average Growth Rate by Charity Type (2020 to 2021)

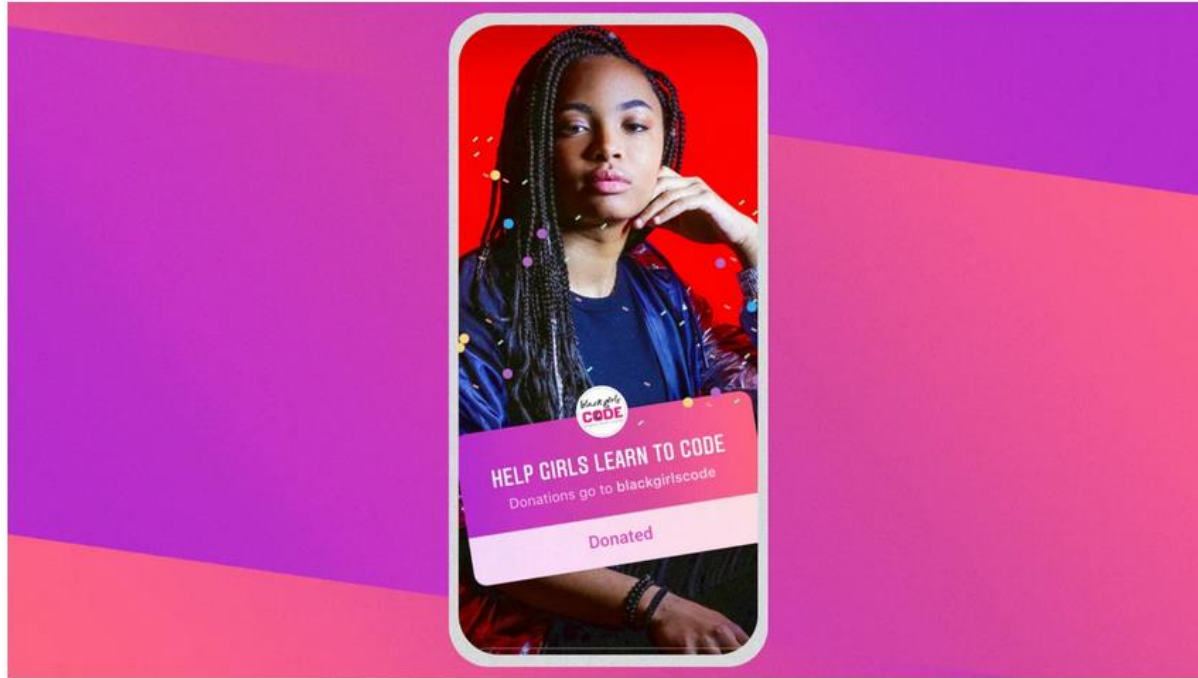


- Overall, the total raised by the data set grew by 51% from 2020 to 2021. 15% of organizations had less income in 2021 compared to 2022, but overall average growth rates for each charity type

INSTAGRAM FUNDRAISING

Instagram just made it much easier for influencers to help drive charitable giving

A new design lets you give with a click instead of clicking on the link in their bio. It also keeps you from leaving Instagram.



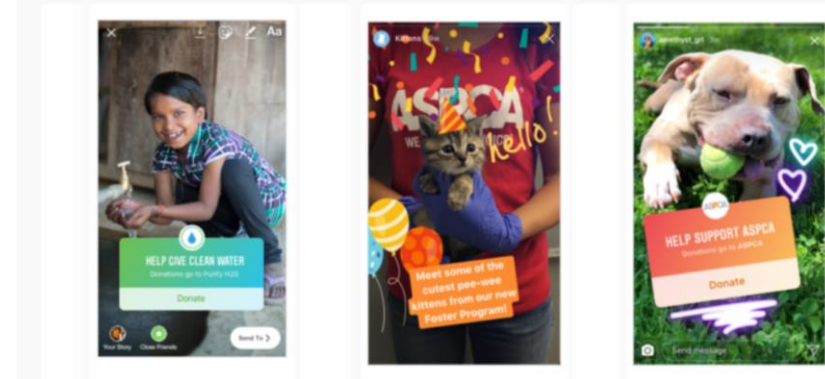
Digital Fundraising / Instagram launches donation stickers for charities

Instagram launches donation stickers for charities

The donation sticker allows charities and their supporters to set up 24-hour fundraisers Instagram Stories.

Guest Writer | 30th Jul 19

Digital Fundraising



WHATSAPP FUNDRAISING

WhatsApp for Fundraising and Crowdfunding

WhatsApp used for:

- Supporter community building
- Channel for crowdfunding campaigns
- Major donor WhatsApp Affinity Groups
- Middle donor campaigns
- Channel for crowdfunding campaigns
- Digital storytelling



WHATSAPP GROUP FUNDRAISING

200 brothers find £100 in 10 days!

New Target: **£20,000**

New Deadline: **31st Jan 2022**

Target: **£10,000**

100 brothers
100 pounds

Markaz Abdullah Ibn al-Mubarak
IbnMubarak.com @MrkzIbnMubarak

The graphic features a green background with white text. It includes a smartphone image showing a WhatsApp group chat with a target of £10,000. The text highlights a new target of £20,000 and a new deadline of 31st Jan 2022. Social media handles for Markaz Abdullah Ibn al-Mubarak are provided at the bottom.



4 Ways to Boost Your Nonprofit's Digital Storytelling with WhatsApp

The graphic features a green speech bubble with a white telephone handset icon and three yellow lightning bolts, symbolizing digital communication and energy.

WHATSAPP FUNDRAISING

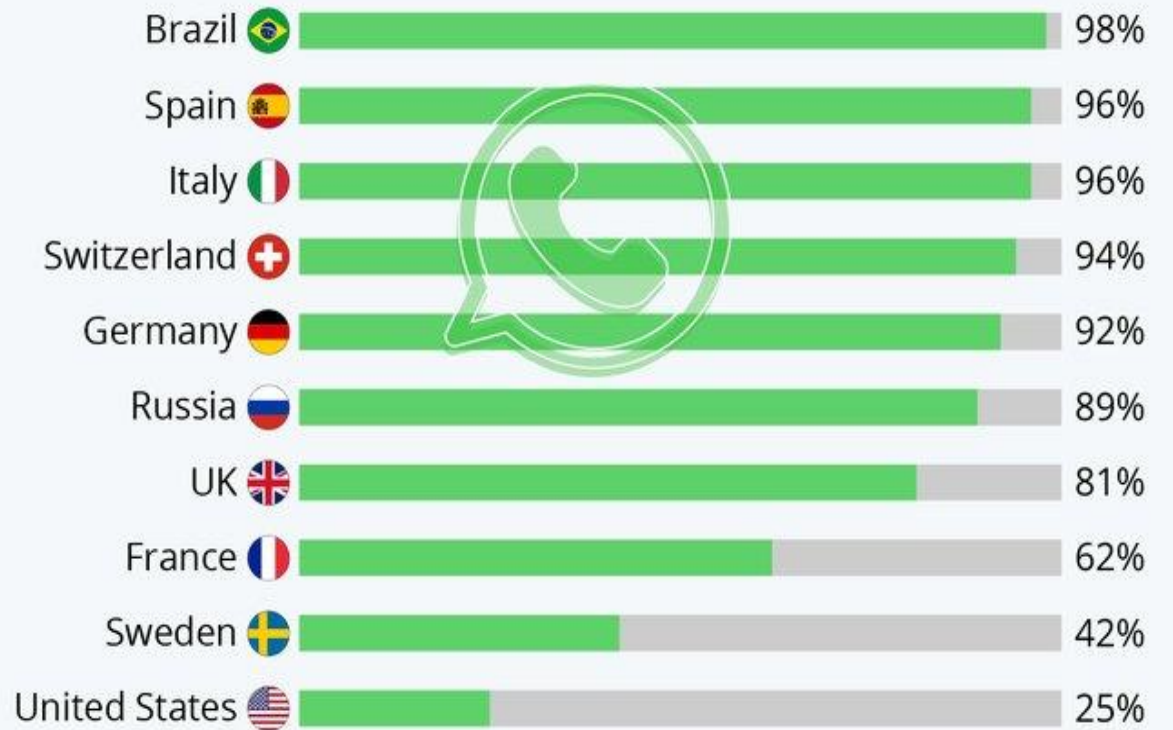
Spain is one of the world's biggest WhatsApp users.

So where is the fundraising?

USA and Canada still slow to take up WhatsApp, but are you ready for it?

WhatsApp?!

Share of survey respondents saying they regularly use WhatsApp



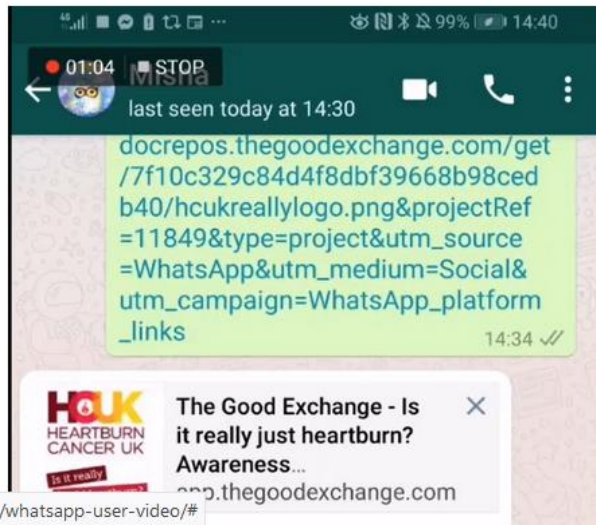
Based on surveys of 17,758 adults (18-64).

Conducted in three waves between February 2020 and March 2021.

Source: Statista Global Consumer Survey



HOW TO – USE WHATSAPP TO ASK PEOPLE TO DONATE TO A FUNDRAISING PROJECT ON THE GOOD EXCHANGE



So many people today use WhatsApp to communicate with their friends, family, colleagues etc.

Did you know that you can quickly and easily send a link to your fundraising project on The Good Exchange to WhatsApp groups and contacts with just a few taps on your 'phone?

The quick '[how-to](#)' video (and [short instructions](#) if you prefer a written version), show just how easy it is for anyone to create and send a WhatsApp message directly to their WhatsApp contacts and groups.

[Watch the Video](#)

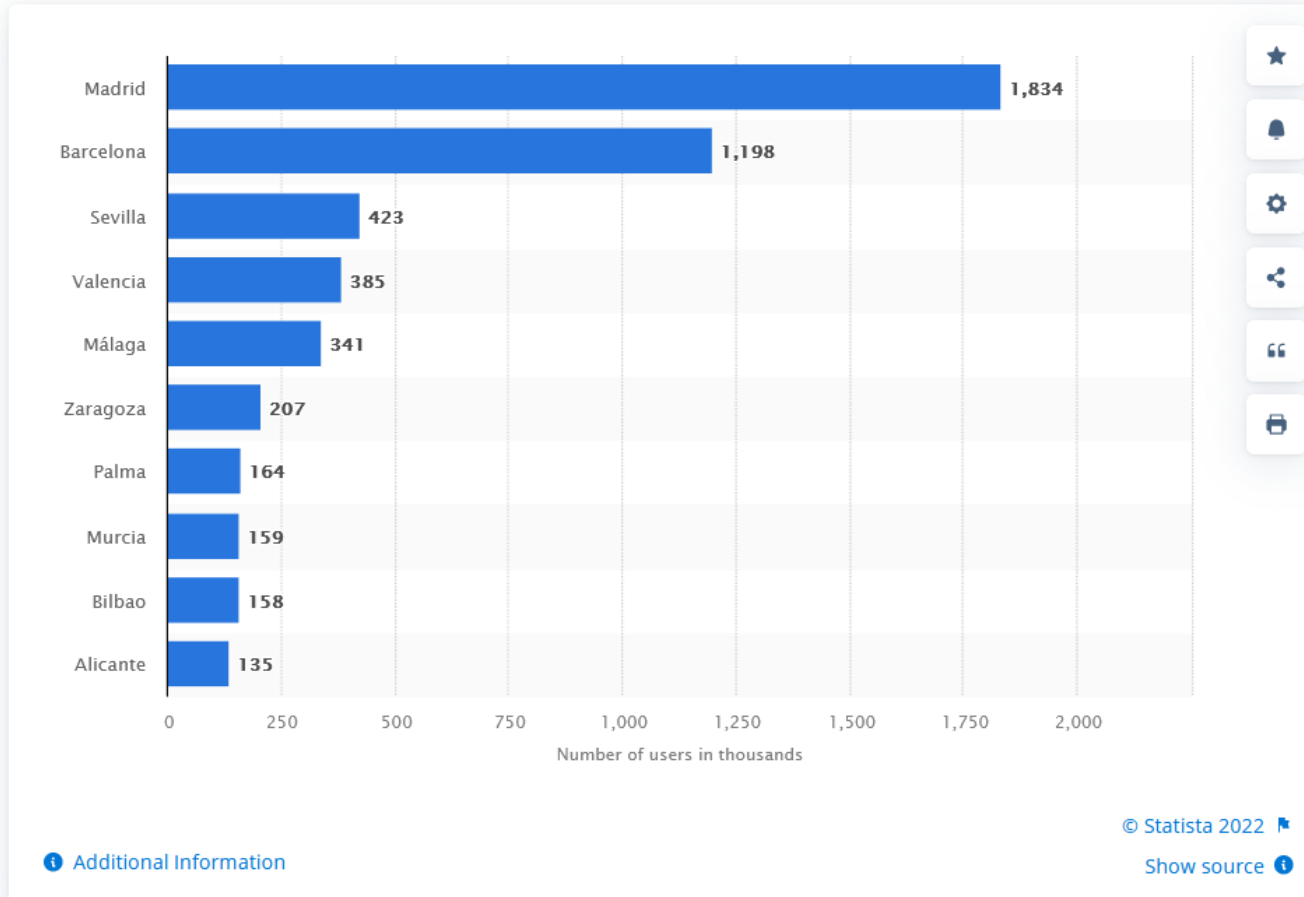
[Download the Instructions](#)

FUNDRAISING ON TIKTOK

Reaching out to Gen Z - If you are looking to target the younger generation TikTok is for you

Leading cities with most TikTok users in Spain in 2021

(in 1,000s)



NANA CRAWFORD - CRUZ ROJA UK

¿Cómo utilizar TikTok para crear nuevas audiencias y recaudar fondos?



DIGITAL FUNDRAISING
HUB
2021

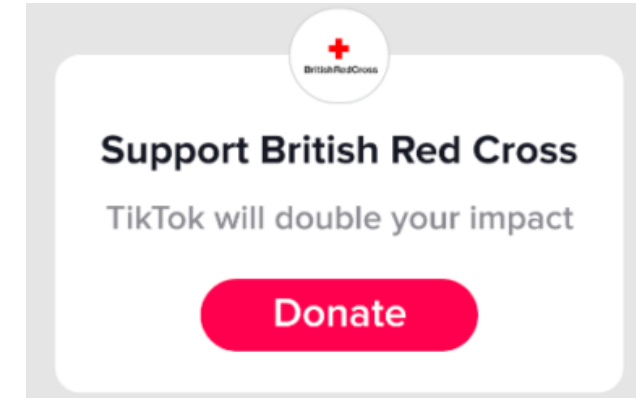
Jornadas de fundraising y marketing digital para ENL
6-7 DE OCTUBRE

FUNDRAISING WITH TIKTOK

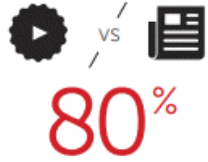
Reaching out to Gen Z - If you are looking to target the younger generation TikTok is for you

TikTok launches donation feature and \$10m match funding for charities

- British Red Cross use TikTok donation stickers to engage young supporters during COVID-19 and grown its TikTok profile to more than 416,000 followers



LIVE STREAM – THIS IS WHERE THE EYES ARE LOOKING



would rather watch live video from a brand than read a blog



watched more live video in 2016 than in 2015



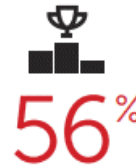
prefer live video from a brand to social posts



would prefer to watch video online if it meant more behind-the-scenes content



of audiences who watched a livestream purchased a ticket to a similar event



of most-watched live content is breaking news, with conferences and concerts tied in second place with 43%



of viewers say quality is the most important factor when watching a livestream



of audiences would pay for live video from a favorite team, speaker, or performer



Streamlabs
Charity Platform

#TEAMTREES | Make-A-Wish | Make a Difference
FEEDING AMERICA | americares | Direct Relief
World Vision | American Red Cross | American Heart Association

WHO IS FUNDRAISING VIA TV STREAMING CHANNELS?



AIRBNB – FUNDRAISING FOR UKRAINE



**DONATING TO UKRAINIANS
THROUGH AIRBNB**

KGW8

The Washington Post
Democracy Dies in Darkness

People are booking Airbnbs in war-torn Ukraine to donate directly to owners: ‘It was important for me to do something’

By Jaclyn Peiser
March 7, 2022 at 6:05 a.m. EST



AIRBNB – FUNDRAISING FOR UKRAINE

airbnb.org

Participa

Quiénes somos

Haz un donativo

Ayuda a ofrecer alojamiento a 100 000 personas que huyen de Ucrania

Comparte tu alojamiento gratis o con un descuento a través de Airbnb.org, o haz un donativo para que nuestra ayuda llegue aún más lejos.

Hospeda a refugiados



Els es una anfitriona en Roma que acogió a un joven refugiado a través de Airbnb.org.

DIGITAL WALLETS TAP OFFER MORE WAYS TO DONATE

MALALA FUND ABOUT MALALA'S STORY OUR WORK GIRLS' EDUCATION ASSEMBLY **DONATE**

"I believe we will see every girl in school in my lifetime."

Malala

Malala Fund breaks down the barriers preventing more than 130 million girls around the world from going to school.

Malala is fighting to give back to girls what poverty, war and discrimination tried to take away. Donate today to help us give all girls the opportunity to learn and lead.

READ MORE

One Time Monthly

\$ 60 USD

Donate with **G Pay**

or choose another payment method

Give in honour of someone



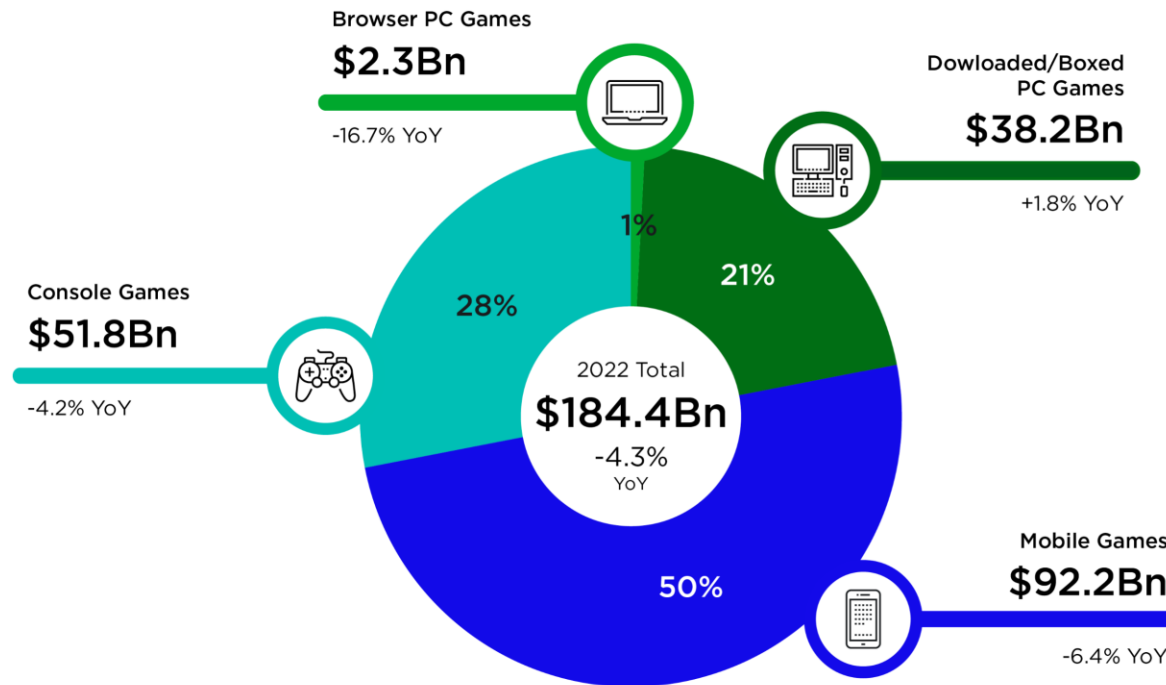
GAMERS AND FUNDRAISING. ARE YOU IN THE GAME?

Global games market income in 2022 = \$184 billion



2022 Global Games Market

Per Segment With Year-on-Year Growth Rates



\$92.2Bn

Mobile game revenues in 2022 will account for 50% of the global market

Our revenues encompass consumer spending on games: physical and digital full-game copies, in-game spending, and subscription services like Xbox Game Pass. Mobile revenues exclude advertising. Our estimates exclude taxes, secondhand trade or secondary markets, advertising revenues earned in and around games, console and peripheral hardware, B2B services, and the online gambling and betting industry.

Source: ©Newzoo | Global Games Market Report | November 2022
newzoo.com/globalgamesreport

GAMERS AND FUNDRAISING. ARE YOU IN THE GAME?

- Percentage of gamers aged 55-64 grew by 32% in two years
- How many are potential donors?

What Are Gaming Fundraisers and How Can They Raise Donations for Your Nonprofit?




Thousands of charities. See their stories.



 Stonewall Equality fights for gay, bi and trans (LGBT) people face discrimination, abuse, and violence because of who they are and who they love. Stonewall Equality fights for LGBT rights in the UK and around the world. [See more](#)



 As a puppy she was purchased from an online site but when she became very ill in February this year, her owners could not afford the vet bills and poor Beau was dropped off at an RSPCA centre. After [See more](#)



 The support received from AmazonSmile makes a difference to the 276,000 patients we treat each year. The money raised supports Play Therapy, providing patients with a range of activities. [See more](#)

Amazon closing AmazonSmile to focus its philanthropic giving to programmes with greater impact

Be part of something bigger

£14.2 million

donated to charity

“AmazonSmile represents a very small portion of the total charitable contributions made through our other programmes, which we estimate at more than £100 million in 2021.”

ARE YOU READY FOR CRYPTO DONATIONS?



- For Nonprofits ▾
- For Donors ▾
- Resources
- Partnerships ▾
- Campaigns
- About ▾

Accept Crypto

Donate Crypto

Start accepting crypto & get donations to your nonprofit matched up to \$3,750 [Learn more](#)

Accept Crypto Donations

Tap into the fastest growing donor demographic and start accepting Bitcoin, Ethereum and other cryptocurrency with automatic conversion to US Dollars and marketing support.

Accept Crypto

Donate Crypto

Donate Bitcoin, Ethereum and other cryptocurrencies to nonprofits, charities, schools, faith-based organizations and more and reduce tax-gain burdens.

Donate Crypto

Featured Campaigns



ARE YOU READY FOR CRYPTO DONATIONS?



The screenshot shows the top navigation bar of the Giving Block website. It includes the Giving Block logo (a cube icon) and the text "The Giving Block A SHIFT4 COMPANY". The navigation menu contains links for "For Nonprofits", "For Donors", "Resources", "Partnerships", "Campaigns", and "About". There are two prominent buttons: a yellow "Accept Crypto" button and a purple "Donate Crypto" button.

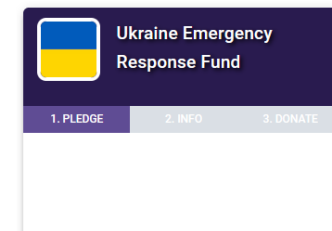
The main banner features a dark background with a glowing blue heart held by two hands. The text reads: "CARING WITH CRYPTO", "SHIFT4 x Giving Block", and "A Historic Nonprofit Crypto Fundraising Campaign". A yellow "Learn More" button is centered below the text.

Below the banner is a large yellow section with the text: "Ukraine Emergency Response Fund" and "Donate Cryptocurrency to Support Humanitarian Relief Efforts in Ukraine".

Make a crypto donation to the Ukraine Emergency Response Fund to support organizations that provide humanitarian aid in Ukraine.

Humanitarian Relief Organizations and International Nonprofits participating in this emergency response fund will receive an equal distribution of the fund. These organizations' missions include providing urgent medical care and humanitarian aid to children, individuals, families, and animals.

Donate using the widget on this page. To receive a tax receipt, be sure to enter your email address when



ARE YOU READY FOR CRYPTO DONATIONS? SOME ARE ALREADY!

→ Sign In



Save the Children.

Enter search term



Who We Are >

What We Do >

Ways to Help >

Shop Gift Catalog >

Sponsor a Child >

Donate

Home > Ways to Help > Ways to Give > Other Ways To Give > Donate Bitcoin and other Cryptocurrencies



#DonateCrypto, #HODLHOPE

DONATE CRYPTO NOW

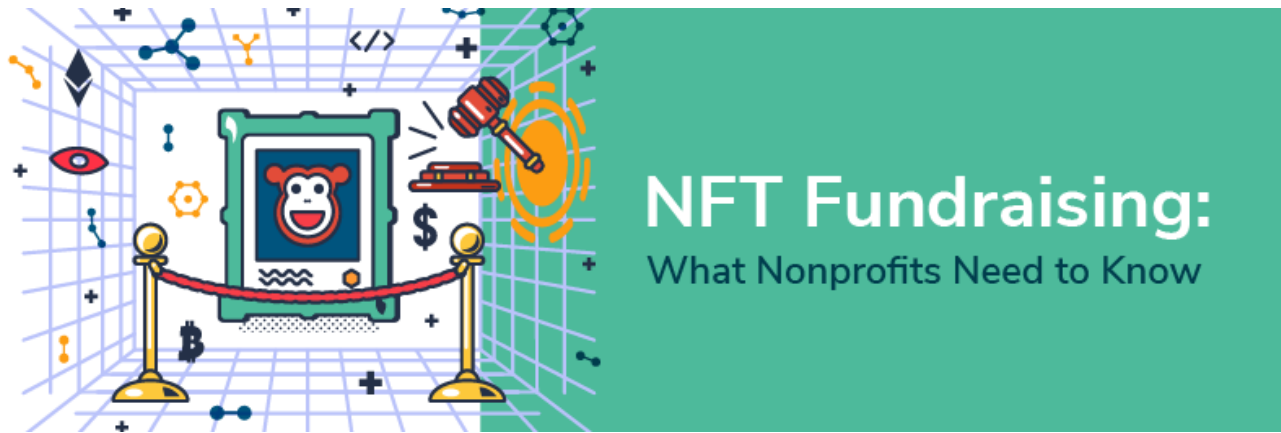
Why Donate Bitcoin, Ethereum, NFTs and other Cryptocurrencies to Charity

Save the Children believes in one simple principle and that is that all children have rights: the right to be healthy, educated and protected. We also believe that crypto can be a force for good. If you share our belief, join our global movement to HODL hope for children. By giving today, your cryptocurrency donation can make meaningful change for children, families and their communities across the world this holiday season.

Save the Children was the world's first INGO (international non-governmental organizations) to accept a [bitcoin](#) donation in 2013: in response to Typhoon Haiyan that struck Southeast Asia and devastated the Philippines.

Through our cryptocurrency fundraising collaboration with The Giving Block and our crypto wallet custodian, Gemini, we can accept multiple cryptocurrencies including but not limited to: Bitcoin (BTC), Ethereum (ETH) and other cryptocurrencies* including (in alpha order): 1inch (1INCH), Aave (AAVE), Alchemix (ALCX), Amp (AMP), Ankr Network (ANKR), ApeCoin (APE), AP13 (AP13), Audius (Audio), Axie Infinity (AXS), Balancer (BAL), Bancor Network Token (BNT), Basic Attention Token (BAT), Bitcoin Cash (BCH), BarnBridge (BOND), Compound (COMP), Curve DAO Token (CRV), Cube (CUBE), Civic (CVC), Dai (DAI), , Dogecoin (DOGE), DeFi Pulse Index (DPI), Dogelon Mars (FLOON), Fniin Coin (FNI), Fetch.ai

NON FUNGIBLE TOKENS...READY FOR THIS YET?




- ✓ Diversify your nonprofit's revenue streams by accepting donations in Bitcoin, Ethereum, and other cryptocurrencies
- ✓ Engage with a young, affluent donor base of crypto enthusiasts who tend to give more generously than cash donors
- ✓ Champion your cause using an innovative, cutting-edge technology that is becoming increasingly popular worldwide
- ✓ Collaborate with creators and major brands to elevate your organization's visibility and reach

NON FUNGIBLE TOKENS – CHILDREN OF HEROES, UKRAINE

3x4

Sign up

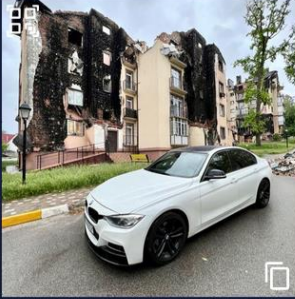
Support a case



Rebuild the destroyed house for Katrusia with Children of Heroes

Collected \$912.14 out of \$10k

Before the war, eight-year-old Katya enjoyed her carefree life – she was fond of photography and dreamed of entering a modeling school. But on February 24, her life became black and white. During the offensive of the Russian occupiers on the city of Bucha, the family was left without its main support – the husband and father. Katia's father was killed by a rocket attack in his own house, which became completely destroyed. Olena, Katia's mother, was left alone with two children. In addition, the woman has been struggling with cancer disease for 17 years. "I hoped that cancer is the worst thing that can happen in anyone's life,




vlad.dovhan

0.06 \$78.19

The hero city – Irpin

Open artwork ↗ buy NFT




Vitaliy Raskalov

0.048 \$62.55

View from Pivdennyi bridge

Open artwork ↗ buy NFT



Pray4Ukraine

0.054 \$70.37

Не буди в мені Княгиню Ольгу

Open artwork ↗ buy NFT

INNOVATION IS NOT FREE....INVEST IN IT

*“All fundraising atrophies over time. The key is to **invest not just in innovation but in inspiration.***

You can copy the innovators, but if you do it without genuine inspiration you’ll fail.”



Ken Burnett FCIOF,
Fundraising guru



A green rectangular sign with rounded corners and a white border is mounted on two wooden posts. The sign features the text "Welcome To The Future" in white, bold, sans-serif font. The background is a bright blue sky filled with scattered white, fluffy clouds.

Welcome To
The Future

P

POLITICAL

E

ECONOMIC

S

SOCIAL

T

TECHNOLOGICAL

E

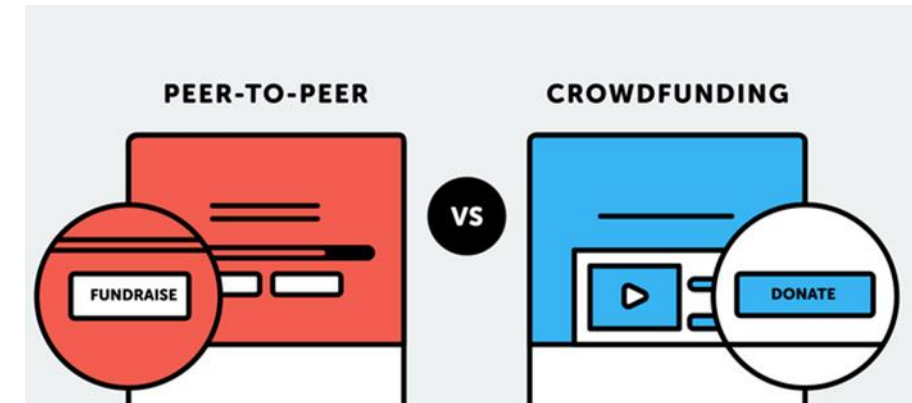
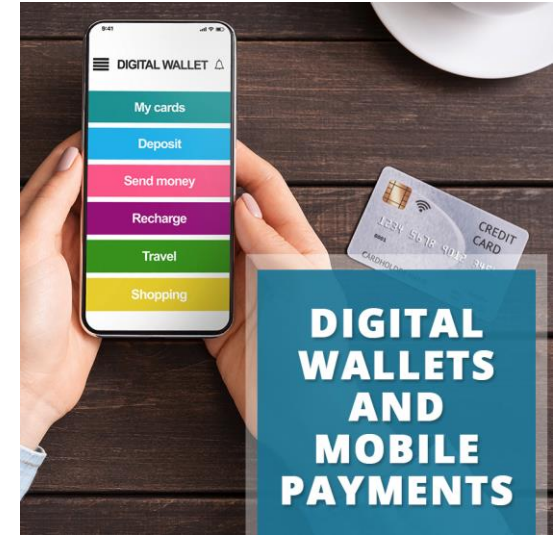
ENVIRONMENTAL

L

LEGAL

FUNDRAISING TECH TRENDS

- ✓ Digital Wallets
- ✓ Crypto
- ✓ Non Fungible Tokens (NFT)
- ✓ Peer Driven Giving
- ✓ More Media Apps for Donations
- ✓ Live Stream Events
- ✓ Embedded Video Content
- ✓ Gaming



FUNDRAISING TECH TRENDS

- ✓ Social Media Tools and Integration
- ✓ Next Generation Virtual Reality
- ✓ Behavioural Science Targeting
- ✓ Artificial Intelligence
- ✓ Marketing Automation
- ✓ Acquisition Intelligence
- ✓ Voice Intelligence Technology
- ✓ Chatbots
- ✓ Data/Behaviour Driven Donor Retention



ARE THESE OUR BIGGEST FUTURE CHALLENGES?

And what can we do about them?



ARE THESE OUR BIGGEST FUTURE CHALLENGES?

And what can we do about them?



© Kristian Buus / Greenpeace

ARE THESE OUR BIGGEST FUTURE CHALLENGES?

And what can we do about them?



ARE THESE OUR BIGGEST FUTURE CHALLENGES?

And what can we do about them?



Here's why the Silicon Valley Bank crash has made a recession much more likely in 2023

12 Jennifer Sor
March 19, 2023 · 4 min read



Spencer Platt/Getty Images

- The Silicon Valley Bank implosion has raised the odds for a US recession.
- That's because fears of a bank crisis could distract the Fed from its goal of lowering inflation.
- "I don't really see a pass through the next 12 months without getting a recession," a



Silicon Valley Bank was fastest collapse in nearly 30 years, says Andrew Bailey - but Bank of England Governor insists recent turmoil is 'not like' the 2008 financial crash

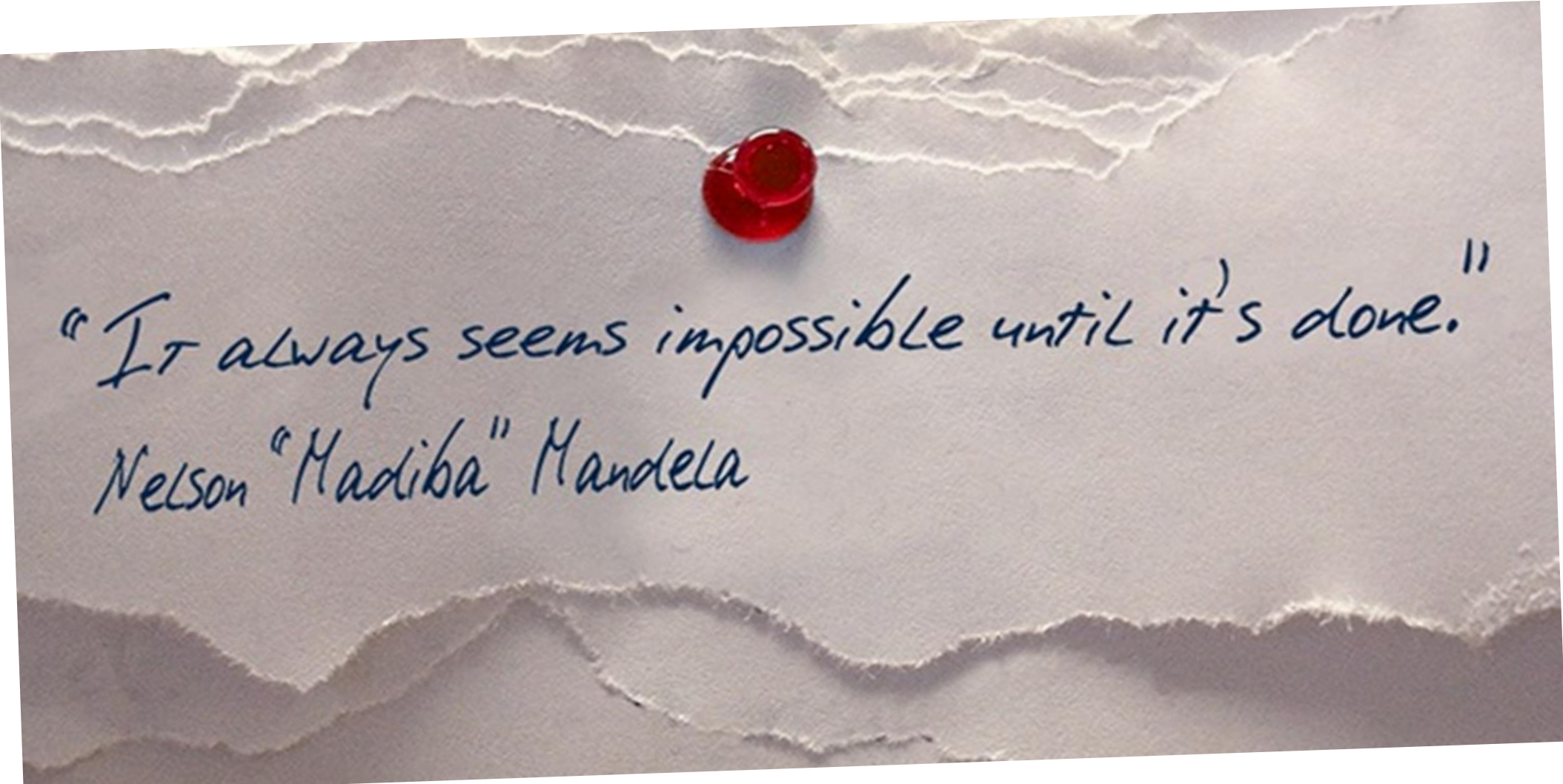
- Andrew Bailey says UK banking system 'in a strong position' amid turmoil
- Bank of England Governor speaks to MPs about SVB and Credit Suisse



**THE FUTURE
DEPENDS ON WHAT
YOU DO TODAY.**

- MAHATMA GANDHI





"It always seems impossible until it's done."
Nelson "Madiba" Mandela



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SUPPORTING THE NON-PROFIT COMMUNITY WORLDWIDE

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