



Blackbaud Enables Cryptocurrency Donations for U.S. Nonprofits Through Its JustGiving Platform

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Hundreds of Thousands of U.S. Charities Can Now Receive Cryptocurrency Donations through JustGiving

CHARLESTON, S.C., Feb. 12, 2025 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the leading provider of software for powering social impact, today announced that it is enabling cryptocurrency donations to U.S. nonprofits through its [JustGiving](#) platform for peer-to-peer fundraising.

Cryptocurrency donations are already seamlessly integrated into all JustGiving fundraising pages in the U.K., and this feature is now extended to U.S. fundraising pages that are DAF-enabled to receive funds through [The Blackbaud Giving Fund](#). This will allow hundreds of thousands of U.S. charities to receive cryptocurrency as a giving method alongside more traditional methods.

"In recent years, there has been a surge in the use of cryptocurrencies, and we're continuing to innovate for our nonprofit customers to make sure they have access to the latest in payments technology and accelerated giving," said Jerry Needel, chief of product innovation, Blackbaud. "By making cryptocurrency donation seamless, we're enabling a way for cryptocurrency users to make tax-free donations and also opening up more donation opportunities for nonprofits looking to raise funds for their important causes."

To facilitate this new donation method, Blackbaud has partnered with [The Giving Block](#), a leading solution for cryptocurrency donations. "580 million people now use cryptocurrency around the world, and the market is worth over \$3 trillion," said Alex Wilson, co-founder of The Giving Block. "Charities need to tap into this new donor demographic. Our goal is to make accepting cryptocurrency donations just as easy as taking any other online donations, and that's exactly what this partnership is doing."

In 2024 alone, it is estimated that over \$1 billion in cryptocurrency was donated to nonprofits. Cryptocurrencies' tax advantages—such as capital gains tax relief—provide donors with a compelling reason to contribute, making it essential for charities to enable this form of giving.

Donors can now give in over [60 different forms of cryptocurrency](#) when making a donation to a U.S. or U.K. charity on the JustGiving platform. This includes all major cryptocurrency coins such as Bitcoin, Ethereum and Tether, as well as some of the most popular memecoins including Doge, Dogelon and Shiba. Cryptocurrency funds raised will be automatically and instantly converted to U.S. dollars before they are distributed, eliminating the need for the charity to worry about price volatility. DAF-enabled charities on the platform will receive the funds through The Blackbaud Giving Fund.

"We are very excited to be able to receive donations in cryptocurrency, which is an advantageous funding source for nonprofits," said Matt Nash, executive director, The Blackbaud Giving Fund. "Donors can receive tax benefits from donating an appreciated asset, while nonprofits, with the instant conversion to cash, can receive funds that can be used to support anything from daily operating expenses to long term investment. We're thrilled that this partnership between Blackbaud, The Blackbaud Giving Fund and The Giving Block is creating a seamless cryptocurrency donation experience."

JustGiving has enabled over \$9 billion to be raised for thousands of charities and good causes since it launched in 2000. Facilitating cryptocurrency donations is the latest innovation for JustGiving, following a move to integrate AI into the fundraising page creation process last year, which enables fundraisers to use the technology to help write their fundraising stories and appeals.

Nonprofits looking to set up fundraising campaigns on JustGiving can find more information [here](#). Individuals looking to support charities can search for causes, donate or set up fundraising pages [here](#).

About JustGiving

JustGiving is the world's most trusted platform for online giving. We help people raise money for the charities and people they care about the most. In 2000, JustGiving.com began with one simple goal – to enable charities to receive donations online from anywhere in the world. Fast forward 23 years and over \$9 billion has been raised for good causes in almost every single country in the world. JustGiving became part of Blackbaud in 2017.

About Blackbaud

[Blackbaud](#) (NASDAQ: BLKB) is the leading software provider exclusively dedicated to powering social impact. Serving the nonprofit and education sectors, companies committed to social responsibility and individual change makers, Blackbaud's essential software is built to accelerate impact in fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management. With millions of users and over \$100 billion raised, granted or managed through Blackbaud platforms every year, Blackbaud's solutions are unleashing the potential of the people and organizations who change the world. Blackbaud has been named to Newsweek's list of America's Most Responsible Companies, Quartz's list of Best Companies for Remote Workers, and Forbes' list of America's Best Employers. A remote-first company, Blackbaud has operations in the United States, Australia, Canada, Costa Rica, India and the United Kingdom, supporting users in 100+ countries. Learn more at [www.blackbaud.com](#) or follow us on [X/Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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Forward-looking Statements

Except for historical information, all of the statements, expectations and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties, including statements regarding expected benefits of products and product features. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks associated with management of growth; lengthy sales and implementation cycles; technological changes that make our products and services less competitive; and the other risk factors set forth from time to

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