Wellbeing & what purpose charity plays in NFT Projects

By Jane Curtis

There's a lot of unhealthy practices in the Web3.0 space, hours or days spent on screens - FOMOing and FUD (see our vocab cheatsheet to learn these terms) - practices that aren't fun or sustainable. And as you and I are actively creating this space and contributing to it we can influence the direction it takes. Be the change you want to see and all that!

Writing this reminded me of that scene in Disney's Soul (if you've not seen it - seek it out pronto, it's a beautiful film with a really important message) with the trader who is a lost soul and mutters "make a trade, make a trade, make a trade" in a trance over and over again. It's a terrifying prospect and not the ecosystem I want to be in nor contribute to. We can all call out the BS & be the louder voice for a healthier and more sustainable space.

Ask yourself WHY you came into this space? What's your reason? If it's to make money long term, diversifying into projects that have an altruistic element will not only help you feel like you're doing good, (it feels good to do good, to give and be generous), but you're also helping make the space more equal, more diverse, more healthy.
Good mental health and wellbeing makes good business sense. Burnout and living your life constantly regretting your decisions does not.

Or put another way, what would you rather; You've made some money and you feel utterly exhausted, disappointed and fear losing it all or; You've made some money and you feel strong and uplifted and that will influence your investments and how you interact with others and it transforms the makeup of the space and we all are happier, healthier and wealthier?

So whether you're purely in the space as an investor, or an art collector, a founder of a project or a newbie, or a combination of some or all of those; identify what your higher purpose is.

Personally, I want to do my bit to make the world more healthy and harmonious. I want to be involved in projects that can infiltrate the ecosystem with goodness, which break down barriers and challenge outdated, prejudiced ways of doing things. A place that provides equity for more equal outcomes. And I want to make money. And these things can and will exist hand in hand because we are the creators of this space and we can make it happen.

In case you're still on the fence about supporting philanthropic projects or weaving charitable giving into your NFT project… Here are some benefits which may sway you:

① **Good publicity/marketing**

② **Great for staff wellbeing**

③ **Increases revenue**

④ **Access to training via the charity**

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① Good publicity/marketing

It makes for good publicity/marketing.
The project will be drawing interest from its own community and the charity will be pulling in potentially interested parties by doing its own marketing so both the charity and the project benefit. Additionally, when a project and charity work together it can become a story in its own right so that the media will cover it, thus generating even more publicity.

③ Increases revenue

It's good for business and making more money. According to one 2015 study, millennials spend 70% more on brands that support causes they care about. The Charities Aid Foundation also found that 51% of British adults are more likely to buy a product or use a service if a company donated to charitable causes. Berlin Cameron found 38% of women buy into NFT projects because there is a charitable element included...

② Great for staff wellbeing

It's great for staff wellbeing. When a project couples up with a charity, it's really beneficial for the wellbeing of its staff as they are given a common purpose to come together, bond over something other than work, raise money and engage with a good cause. Looking beyond generating profit to build a more generous, positive workplace environment. It fosters a happier and more productive culture and improves your chances of retaining your current workforce and attracting new staff. All this good stuff contributes to a more successful space – a happy, enthusiastic and productive team who believe in you as a project.

④ Access to training via the charity

It gives the project access to training and utility via the charity. For example, Campaign Against Living Miserably (CALM) provides corporate partners with mental health training. This helps to reinforce the fact that corporate giving is a mutually beneficial relationship.