

Why Philanthropy Should Be Front of Mind When Starting A Project...

By G.D Anderson

G.D Anderson is the Founder and CEO of The Cova Project, a registered Australian charity that provides menstrual cups and menstrual health education to girls across the globe. She is also the Founder of Honey Badges NFT.

Allow me to take my charity CEO hat off and pop my project marketing cap on for this article because we're going to dive into the deep end of why charity partnerships are useful for the long term success of your project.

Firstly, charitable partnerships are just that, partnerships and partnerships can have massive cross promotional benefits. Big charities can carry the same brand recognition as big businesses. If you were able to pair your budding NFT project with Amazon, that would be a big move. To a degree, partnering with UNICEF to provide 10% of your mint or even a flat fee donation does the same.

Now of course, like any partnership, mutual agreement is essential. You want the connection to be meaningful and authentic, so teaming up with a charity that doesn't have time to acknowledge the partnership or doesn't let you use their logo in your marketing, is not beneficial. The good news is there are millions of charities out there, in need of funding to achieve important missions and finding one that aligns with your philanthropic goals, as well as your promotional needs, is easy!



At The Cova Project (the charity I run) we are desperately seeking new streams of revenue. Covid has been tough and with event cancellations and a shift in the spending habits of donors, small charities are struggling.

When I first found myself in the NFT space, I reached out to lots of projects. I noticed they were all working with the same group of large charities and that these charities did not have the capacity to give back to the project in a meaningful way. See, the NFT space is fast paced and ferocious. Content is King and the ability to provide meaningful, value-add access to your philanthropic partners goes a long way with your audience.

I made it clear that partnering with The Cova Project came with regular access to the CEO (me) via Twitter Spaces, public Zoom calls, any platform the project wanted to showcase the donation that had been made (with the support of their community) was on the table. All these extra events and content pieces were available to be used by the project, adding extra value.

Charity partnerships also show credibility. All successful partnerships require planning and business acumen and displaying a strong and positive relationship with a partner, that stands to do enormous good with your support, definitely increases buy-in from your supporters.

All in all, charity partnerships are a win-win. Your project can draw incredible value, build reputation and credibility and the charity ends up with extra funds and exposure to support their mission and beneficiaries. From both sides, I really can't encourage people enough to explore charitable partnerships and do good in the NFT space!