

# Why Should Non Profits Care About Web3 and NFTs?

An interview with Jane Curtis  
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*We talk a lot about collaboration and not competition in the charity sector but web3 takes that to a new level. A rising tide lifts all boats.*

**Jane Curtis**

## **What's your background and experience in the charity sector?**

I have worked in the UK charity sector, as a fundraiser in a variety of national and international organisations, since 2000. I have raised 10's of millions of pounds in income via events and corporate and community fundraising streams. Two years ago, after setting myself up as self-employed, I launched a membership community for fundraisers who were seeking peer support and personal development opportunities in the wake of the pandemic. I also mentor and coach fundraisers one to one and work with charities in a consultancy and project management capacity.

## **When did you get into Web 3/Blockchain?**

I first got into Crypto about a year ago. I bought some Bitcoin and Ethereum and started listening to podcasts and reading up on the various cryptocurrencies. I didn't get into NFTs and Web3 until early February 2022. But as everyone says, a month in Web3 feels like a year in real life, it is such a fast moving space.

## **Why did you get into it?**

I had been working on my money mindset for a year or so and realised I had a pretty warped relationship with money (thanks charity sector!). I started working with an awesome business coach who had just started dabbling in the Web3/NFT space and kept telling me how much potential they saw in fundraising and NFTs they suggested I attend the BFF 'WTF is an NFT?' Webinar back in February which I did and I joined Discord and bought my first NFT soon after. I can't think of a time when I felt as motivated and excited to dive into something new. For me, this space combines all the energy, motivation and limitless potential of entrepreneurship but with the added bonus of a huge diverse team of awesome humans to confide in, learn from, and collaborate with.





**What first made you think about the potential for web3 and the charity sector to cross over?**

I have felt frustrated for some time by the pace of change in the charity sector. A lot of organisations churn out the same fundraising mechanisms year in year out and then wonder why numbers are dropping off. Personally, I feel like many charities are not at all future proofed. The pandemic brought a lot of these issues to the surface, which was confronting to many who thought they were secure. Many of the organisations who ended up bringing in good amounts of income during covid were not the household names, but rather the organisations who were most agile, who adopted remote ways of working, moved activity online, listened to and involved their supporters and beneficiaries in the decisions they were making and weren't afraid to trial new things quickly. Those behaviours underpin what Web3 is all about in my opinion.

**What do you think is the most interesting potential for the charity sector in web 3?**

There's something really exciting about recruiting a whole new generation of philanthropists via Web3. There are people who won't have ever been involved in charity...

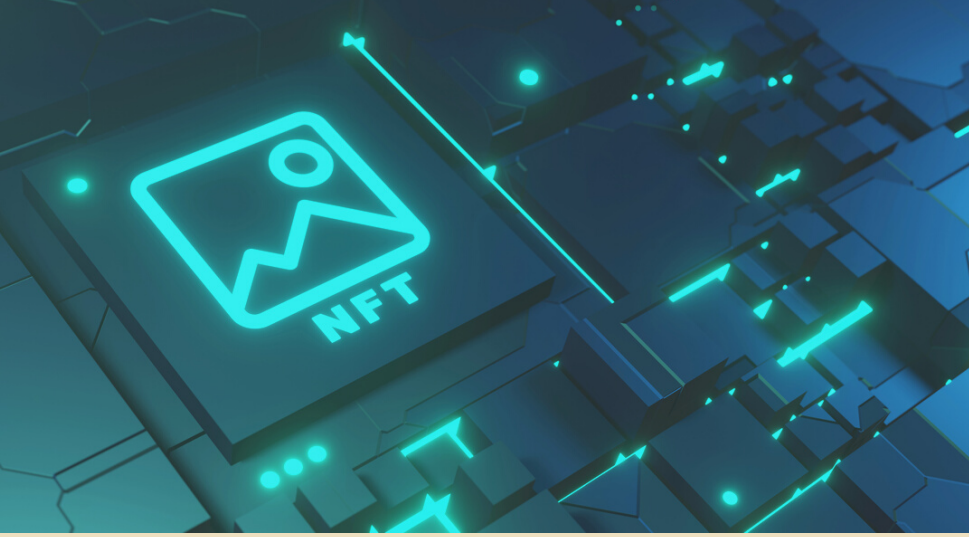
events, volunteering or workplace giving before, not because they don't care, but because those charities don't speak to them, or don't offer activity that they would want to get involved in and don't, in their view, make a tangible difference or impact to the cause. There is a lot of mistrust around the charity sector (which is growing) and a lot of the power still sits at the top with out of touch boards and leadership teams. Web3 and blockchain technology could make a lot of that decision making more transparent and build on the basis that everyone has a valuable voice and experience to share.

I also really love the idea that NFT projects, such as the Honey Badges, combine philanthropy at their core with beautiful collectible and valuable art pieces, a kick ass community who want to do more and opportunities to work within the DAO to really be a part of the change they want to see in the world.

It opens up amazing future ways of working, breaks down many of the barriers that exist, encourages diversity of voices and experiences, and allows people to build personal wealth too if they want, which we shouldn't be ashamed of doing. I see the potential for collectors to learn about charity and the importance of being involved in philanthropy, possibly for the first time, through buying these NFTs. And for that experience to radically challenge...

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...their perception of what charity giving and supporting not for profit organisations is like! Entry into a cool membership, a passport to future opportunities, and access to an engaged network of global community awesomeness plus you get to support and contribute to really topical, relevant and impactful projects. Further downstream that will flow into their other work, and to friends and family and it's a lovely virtuous circle of giving and receiving, introduced to them via Web3 and NFTs which just becomes the norm in time.



### **What do you wish people understood about web3?**

This is an opportunity to rewrite the story, we are being given a fresh start to take everything we learnt in Web2, lift the best bits from that, the online communities, the accessibility of the internet, the opportunities to learn, but leave the shitty exploitative and extractive elements of it behind. It's levelling the playing field.

I also wish people understood that it's happening now and it will impact every single one of us in time. So if you want to be a part of building it and ensure you have a voice, jump in! Now is the time! Also it's not all Crypto Bros and Tech head Gamers. It's normal everyday people, excited about learning something new, that is FULL of opportunity. And we have good fun and don't take ourselves too seriously. Charity can become very serious at times (sometimes necessarily), but I have found this space is a lovely counterbalance to that.

### **Would you encourage charities to explore web3?**

Absolutely. It is already very interesting seeing the benefits that early adopters are reaping. There are case studies of charities benefitting from hundreds of thousands of pounds/dollars in Crypto because they were in the right place at the right time (e.g. engaging on a thread in Twitter) ....

and were set up to accept it. As more charities jump on board it will be interesting to see how those donations increase and become more sophisticated. Most charities who are in the space have just dipped their toe in to accept crypto donations but there is so much more potential. I think we'll see more and more activists setting up DAOs to champion and fund change and if traditional charities aren't ready or willing to change how they organise they could find themselves overtaken by these new start ups.

### **What is the future of this intersection in your opinion?**

Web3 will change business models forever. It will allow for the consumer or supporter to be centre stage; a real part of the community not just a marketing stunt. There is opportunity for community activation and giving people their voice back, empowering people to live their lives and live their purpose in a way we haven't before.

What value supporters and volunteers get in return for their participation in a project and what that looks like over time - what loyalty programmes could look like, so individuals want to remain supporting a charity long term. It cuts costs of recruiting new supporters, it builds long term engagement and it will raise more money.

Currently charities try to put supporters and beneficiaries at the centre but so often end up not doing that because of chasing funds and short term wins. But the beauty is Web3 and smart contracts and IP could end up being very lucrative for charities which could replace some of that short term thinking.

We talk a lot about collaboration not competition in the charity sector but web3 takes that to a new level. Sharing the sort of data that only Facebook and Youtube currently has access to, to help other underrepresented groups and causes is so exciting and has infinite potential. A rising tide lifts all boats.

