

Endaoment uses USDC to pioneer a new digital fundraising model



Endaoment is a 501(c)(3) tax-exempt public charity that encourages and manages the charitable giving of digital assets and provides a wide range of philanthropic financial services. Its Donor-Advised Funds and Community Field-of-Interest Funds are powered entirely by smart contracts on the Ethereum blockchain, making it easy for cryptocurrency holders to donate their coins and for organizations to apply for grants. It's a new kind of community foundation, with values and functionality aligned with and rooted in, crypto.

“We send most of our funds to organizations that aren't familiar with digital currency. When they see how easy it is to receive USDC and put it to work in the real world, they are blown away and want to know more.”

— *Bill Ottoman, CEO, Minds*

THE OPPORTUNITY

Connecting crypto donors with worthy organizations

The crypto community has largely focused on building new economic infrastructure based on its values of financial inclusion, collaboration, and efficiency. Those same values are also shaping the community's approach to giving back. Robbie Heeger, who founded Endaoment in 2019, is at the center of this movement. Inspired by the Donor-Advised Fund model offered by many traditional financial institutions, Heeger established a blockchain-native version that eliminates the paperwork, disbursement delays, and many of the costs while improving audit trails and visibility of fund movements.

To turn this vision into reality, Heeger needed infrastructure to bridge the gap between the blockchain world and the traditional banking system. After evaluating the landscape, he chose to build Endaoment with Circle's Payouts API and USDC.

THE SOLUTION

Lower costs, faster payouts and easier compliance

To date, Endaoment has raised more than \$10 million from donors and paid out more than \$7 million to hundreds of verified organizations that have applied for grants. USDC is transparent, stable, and trusted by donors and recipients, making it a powerful way to transfer value over the internet.

USDC also helps by significantly reducing costs, simplifying processes, and increasing transparency. Raising funds and sending donations on an open-source blockchain gives unprecedented clarity to Endaoment's audit trail and helps staff do more with less. Since its overhead expenses are so much lower, Endaoment can pass more of its donations directly to recipients.



Endaoment

Endaoment uses USD Coin (USDC) to pioneer a new digital fundraising model

“USDC is enabling a brand new form of online giving that’s just not possible with checks and ACH,” Heeger notes. “It’s helping us capitalize on the altruism that pervades the entire digital asset ecosystem. We’ve raised and paid out millions of dollars to foundations committed to doing great things.”

Circle is also central to Heeger’s global ambitions for Endaoment. The infrastructure works around the world, and in addition to Ethereum is interoperable across Algorand, Flow, Hedera, Solana, and Stellar, with additional integrations planned.



CIRCLE

At Circle, we’re helping banks and financial firms make the move to digital dollars by removing the complexity, managing the risks, and accelerating the speed to market. For banks that want to join the “money movement” from traditional to digital, it’s the right time to get started.

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