

Charity Coin: Blockchain-Powered Fundraising

Transforming nonprofit fundraising through transparency, gamification, and perpetual raffle entries

By The Black History Foundation



Meet the Team

"We're mission-driven and technically ready"



Theresa Kennedy, MBA

Ethical AI Advocate, Cultural Preservation
Innovator



Michael Evans

Visionary, Financial Engineer, Nonprofit Strategist



Watson Lewis-Rodriguez

Frontend Blockchain Developer, Solidity + Solana
Dev



Frank Dierolf

Senior Backend Blockchain Developer



Trevor Parks

Blockchain Engineer



The Problem

Donor Fatigue

Traditional fundraising
outdated, limited
engagement

Lack of Transparency

Donors can't verify fund
allocation

Stagnant Growth

50/50 raffles remain offline, opaque

 **Donate**

Every \$1 you donate =
1 \$TBHF charity coin



Donate for a
Chance to Win

How Charity Coin Works



Donate

Transaction recorded on-chain

Receive Coins

Perpetual raffle entries issued

Track Allocation

Transparent fund distribution

Win Prizes

Lifetime participation opportunities

Blockchain Transparency

Donation Recording

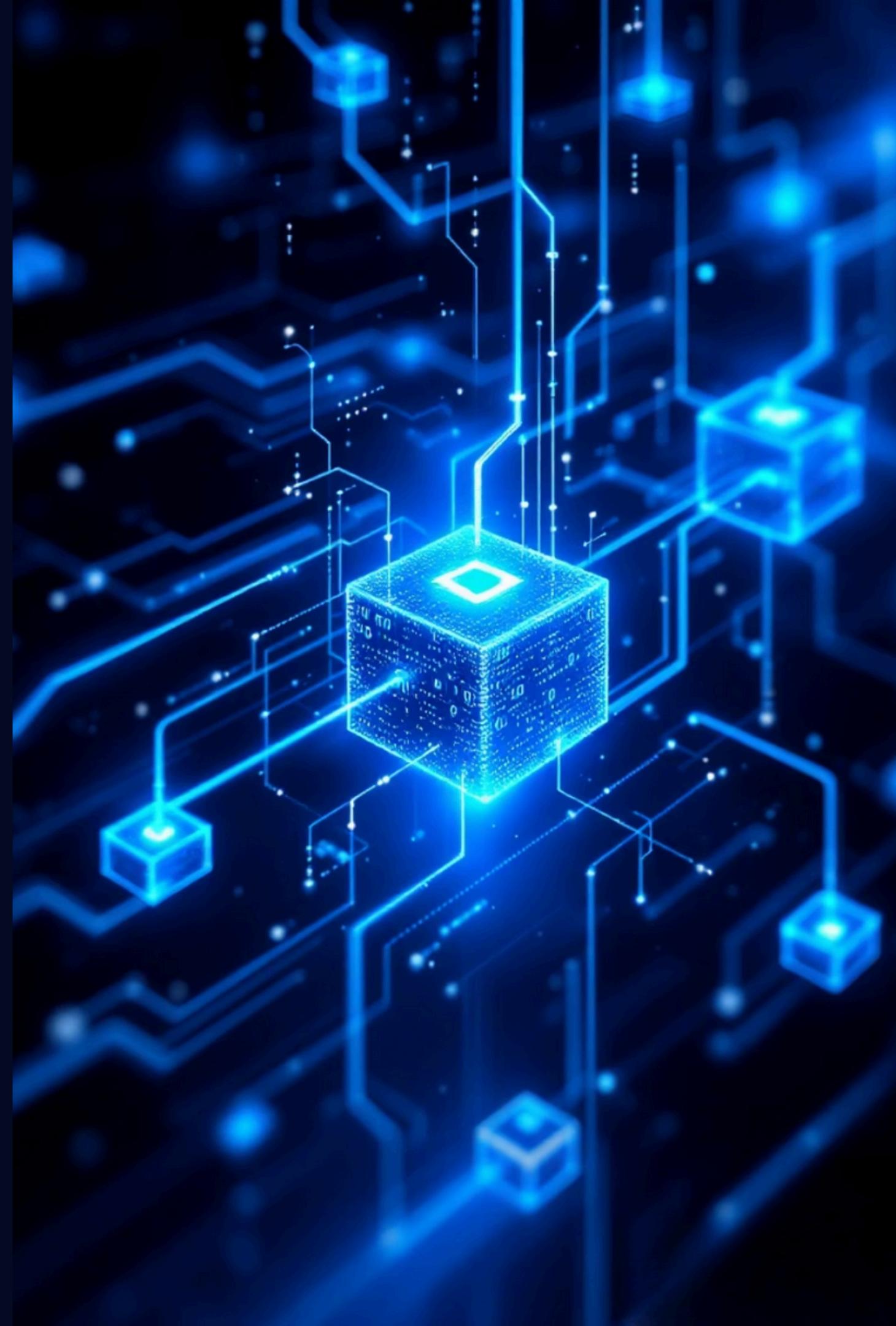
Every contribution immutably tracked on-chain

Coin Issuance

Transparent token distribution to donors

Fund Allocation

Clear split between nonprofit and prize pool





Unique Selling Proposition

Charity Coin is the only blockchain-powered fundraising platform that turns every donation into a lifetime opportunity—combining perpetual raffle entries, radical transparency, and legal compliance to help nonprofits raise more, inspire trust, and build lasting donor relationships. By democratizing access to impactful giving, we empower everyday donors to participate, win, and make a difference—no matter the size of their contribution.



Market Opportunity

\$356B

Total Market

U.S. individual donations

\$89B

Digital Segment

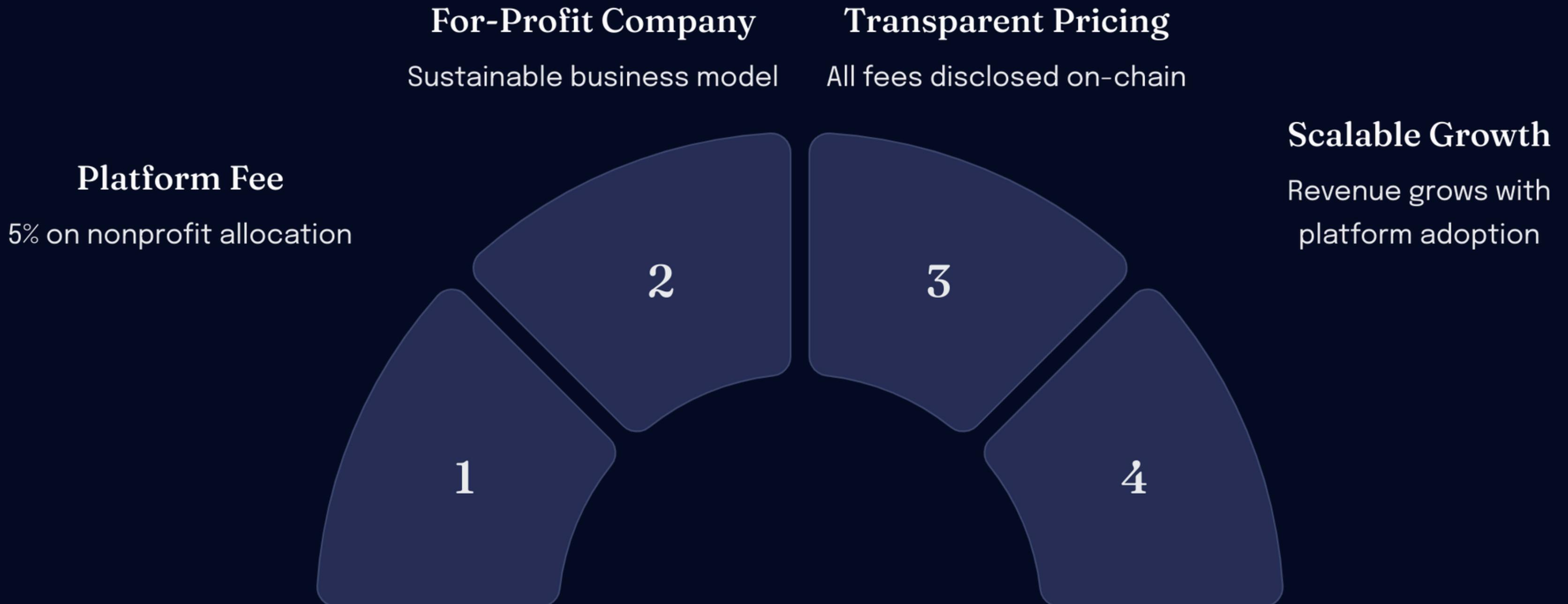
Serviceable addressable market

\$1.25M

Year 1 Revenue

Conservative projection

Revenue Model



Legal Compliance

50/50 Raffles

Legal in many jurisdictions when operated by qualified nonprofits

Compliant structure ensures regulatory adherence

Initial legal review by our blockchain attorneys has determined the process for insuring legally compliance online 50/50 raffle using blockchain.

We will explore patenting the business process associated with this process.

Smart Contracts

Automated enforcement of allocation rules

Reduces risk of misuse or manipulation



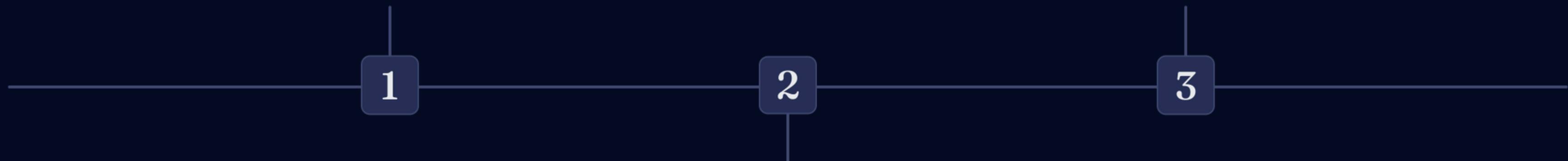
Traction & Partnership

Contract Audits

Completed raffle logic audits

Q3 Roadmap

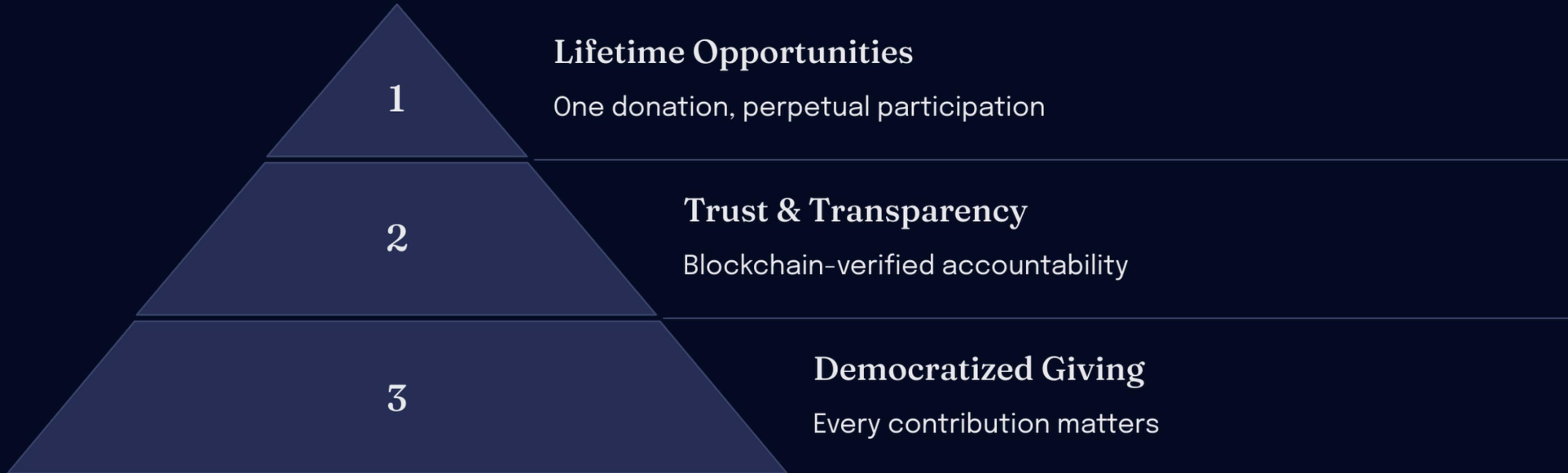
MVP launch and security audit



First Partner

The Black History Foundation

The Future of Fundraising



Charity Coin transforms passive donors into active participants, creating a transparent, scalable Web3 engine for charitable impact.

Fundraising Opportunity

\$55K

Pre-Seed Round

Funding our MVP and first nonprofit partnership

\$500K

Seed Round

Following with product-market validation

\$3M

Valuation Cap

SAFE investment with 20% discount

Your investment powers three critical milestones: completing our MVP, running our first compliant charity raffle, and gathering real donor engagement metrics.

Early believers gain ground-floor access to blockchain's disruption of the \$500B+ fundraising market.

Connect With Us

Join our mission to revolutionize nonprofit fundraising through blockchain technology.

Charity Coin Project: **charitycoin.tbhfdn.org**

The Black History Foundation: **www.tbhfdn.org**

Contact: Theresa Kennedy | **609.335.8594** | **theresa.kennedy@theblackhistoryfoundation.org**

Twitter: **@theresavkennedy** | **@tbhfdn**

Your investment today transforms charitable giving forever.

12-Month Burn Forecast

Charity Coin's annual operating plan reflects our commitment to sustainable growth while maintaining lean operations.

Category	Line Item	Monthly Cost (USD)	12-Month Total (USD)
Sales & Outreach	Sales Rep Commission + CRM Tools	4,000	48,000
Marketing	Content Creation + Paid Ads	4,000	48,000
Operations	Admin, Accounting, Platform Hosting	4,500	54,000
Customer Success	Onboarding & Support	1,500	18,000
Legal & Compliance	Security & Compliance (Audit, Legal, Tax)	3,500	42,000
Product Development	Ongoing development and maintenance	5,000	60,000
Miscellaneous	Buffer/Unexpected Costs	1,000	12,000
Total Operating Costs		22,500	270,000
MVP Development	Develop MVP over 6-8 weeks		53,000
Total Costs		22,500	323,000

Our \$22.5K monthly burn rate balances aggressive nonprofit acquisition with prudent financial management.

Competitive Analysis

Our competitive analysis reveals Charity Coin's unique position in the fundraising landscape.

Competitor	Type	Blockchain	Raffle
GoFundMe	Direct (Web2)	No	No
Classy	Direct (Web2)	No	No
Givebutter	Direct (Web2)	No	No
The Giving Block	Web3	Yes	No
Endaoment	Web3	Yes	No
RallyUp	Web2 Raffle	No	Yes
Charity Coin	Web3 Raffle	Yes	Yes (Perpetual)

Market Defensibility Strategy

We've developed a comprehensive defensibility strategy to protect Charity Coin's intellectual property and competitive advantage in the blockchain fundraising space.

Category	Item	Est. Cost (USD)
Legal Protections	Trademark Registration (US)	\$750
Legal Protections	Provisional Patent Filing (US)	\$3,000
Legal Protections	Smart Contract Audit & Trade Secret Consultation	\$5,000
Brand Defensibility	Professional Brand Guideline Development	\$2,500
Technical Barriers	Closed-source Module Licensing (Perpetual Raffle Logic)	\$4,000
Partnership Moats	Exclusive Nonprofit Partnership Agreements	\$2,000
Community Moats	Ambassador Program Development	\$3,500
Education / Content IP	Educational Video Series + Licensing	\$4,500
Total		\$25,250

Our multi-layered approach combines legal safeguards with strategic partnerships and community building to create lasting competitive advantages.