



MATTER ANNOUNCES ACCEPTANCE OF CRYPTOCURRENCY DONATIONS

MINNEAPOLIS (May 20, 2020) – Minnesota-based global NGO MATTER announced today the capability to accept cryptocurrency as a new way for people to donate to MATTER’s work in healthcare access, activating healthy eating for children and families, regenerative agriculture, and student-centered education.

With the rise in crypto philanthropy, MATTER determined now was the time to get involved in making it easy for donors preferring this method of giving. Since cryptocurrency provides a universal method of making donations, it presented a strong match for MATTER, who actively works in countries around the world.

Joe Newhouse, VP of Strategy, Innovation and Creative for MATTER commented, “We are always looking for ways to share our mission with new audiences. Accepting cryptocurrency helps us connect with even more people that can help to kickstart big ideas to change the world.”

In order to donate to MATTER using cryptocurrency, donors visit the MATTER website cryptocurrency donation page at <https://www.matter.ngo/donatecrypto/>. Using the donation widget, donors fill out the donation amount and use a unique wallet address or QR code to complete the transaction. Donating cryptocurrency like Bitcoin to 501(c)3 nonprofit organizations is tax deductible in the United States, helping donors potentially reduce their tax obligations while supporting organizations whose missions they care deeply about.

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About MATTER

MATTER, a Minnesota-based global NGO, brings together the best companies, experts, problem solvers, dreamers and above all, doers, to kickstart big ideas that can change the world. This collaborative movement has inspired solutions in health access, activating healthy eating for children and families, regenerative agriculture, and student-centered education, collectively impacting more than 14 million lives. MATTER's guiding belief is encapsulated in the simple yet powerful expression, YOU MATTER. Learn more at www.matter.ngo.