:Daffy 2024 Year in Review

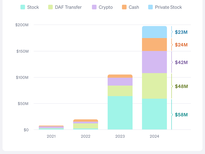
DAFs Are Growing Fast
Daffy is Growing 4.4x *Faster*

Daffy Donations Soar 31%!

	INDUSTRY (CAGR)[1]	DAFFY (Y/Y)
# of DAF Accounts	23.3%	104%
Charitable Assets	16%	151%
Contributions	13.1%	88%
Donations	18.7%	311%

Contributions

$198M in Contributions



Market Gains Became Gains for Good

MEMBER SINCE 2022

I set funds aside in Daffy to be invested in 2022, which was a very low time for the S&P, and **even after giving $22,000 over two years, I still have $17,000 left, even though I only invested $32,000.**

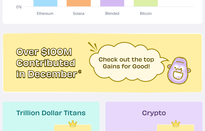
Pranav Garg

23.3% S&P 500 Index growth (average return in 2024)*

119% Bitcoin growth (average return in 2024)*

$37.1M Appreciation made on giving contributions made in 2024

Crypto Booms In 2024[6]



Over $100M Contributed In December[4]

Trillion Dollar Titans

Google $109.1M ··· Apple $1,187.4.2

Crypto

Ethereum $103.4M ··· Bitcoin $24,408.815

Stock

Pawnee $599.7M ··· Robinhood $3,940.532

Index Funds

Vanguard S&P 500 ETF $114.4T ··· Vanguard Total Bond Market ETF $1,360.588

$50 Million

Estimated potential tax savings by Daffy members in 2024[7]

Donations

Daffy Members Gave More In 2024

$40M+ in donations

558% how much members collectively exceeded their giving goal by

6.7K+ charities supported

311% increase over 2023

38% Daffy's donation payout rate is **1.9x higher** than the industry average[1]

...And They Gave More Often

43% of donations are recurring and growing **1.6x faster** than one-time donations.

354 the highest number of donations sent by a single Daffy member.

Community

The Donor-Advised Fund for You™

MEMBER SINCE 2023

Other donor-advised funds usually have to be very high net worth, and that's good too, but **this is for everyone.**

Christopher Ray

55% of members have a balance of $1,000 or less

Daffy proves that you don't need to be a millionaire to give.

$100 Median donation

$6.1K Median stock contribution

$1.6K Median crypto contribution

$1.5M Largest donation

$5.8M Largest stock contribution

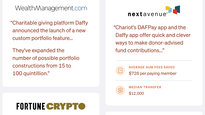
$7.7M Largest crypto contribution

2.4% of members have a balance of $250K or more

But we're grateful for our larger donors too.

Innovations

Building New Ways to Give



2024 Key Highlights

WealthManagement.com

"Charitable giving platform Daffy announced the launch of a new custom portfolio feature...

They've expanded the number of possible portfolio constructions from 15 to 100 quintillion."

FORTUNE CRYPTO

"As crypto fortunes swell, Robinhood announces tie-up with charity platform Daffy"

ALM THINK ADVISOR

"Daffy integration simplifies donor-advised fund granting for Betterment users."

FIRST MONTH GIVER CONTRIBUTIONS
Nearly $400K

nextavenue

"Charon's DAFPay app and the Daffy app offer quick and clever ways to make donor-advised fund contributions..."

AVERAGE AUM FEES SAVED
$729 per paying member

MEDIAN TRANSFER
$12,000

FAST COMPANY

"Millions of Americans hold private stock as part of their compensation. This new Daffy program gives employees easier options."

TOTAL PRIVATE STOCK RECEIVED
$23.3M

TOP CONTRIBUTING COMPANY
Figma

Footnotes

*The National Philanthropy Trust, The 2024 DAF Report. https://www.donorsfund.com/daf-report-2024/

The National Philanthropy Trust, "The 2023 DAF Report: Trends and Insights in Donor Advised Funds."

The National Philanthropy Trust, The 2023 DAF Report. https://www.donorsfund.com/daf-report-2023/

[1] Fidelity Charitable, Giving Marketplace: Profile of U.S. Foundations Serving the Nonprofit Sector, 2024. https://www.fidelitycharitable.org/

[2] Fidelity Charitable, Giving Marketplace: The Rise of Donor-Advised Funds, Research Spotlight, 2023. https://www.fidelitycharitable.org/

[3] The Vanguard Charitable Endowment Program, 2005 Annual Report.

[4] CNBC, S&P 500 posts 15th gain for 2024 as stocks close out a strong year, Jan. 2025. https://www.cnbc.com/2025/01/02/stocks-to-close-out-a-strong-year-with-a-gain-on-last-trading-day-of-2024.html

Bitcoin growth (average return for crypto assets in 2024) was based on the Dec. 31, 2023 to Dec. 31, 2024 prices on Yahoo! Finance. The "Blended" portfolio is assumed to be a 67% Bitcoin, 33% Ethereum portfolio.

[5] The comparisons of Trillion Dollar Titans, Crypto, stocks, and index funds cover the duration of the "Gains for Good" campaign, December 2024 to January 2025.

[6] The calculation is based on a marginal federal income tax rate of 37.0%. To claim a charitable deduction, you must itemize your deductions.