

United way accepts bitcoin donations



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Coinbase announced a partnership with United Way Worldwide, the world's largest privately held non-profit, to begin accepting bitcoin for donations via Coinbase's merchant tools.

In a matter of days, United Way Worldwide was able to add bitcoin as a donation method on its site and begin processing donations from donors anywhere in the world, instantly and for free.

Bitcoin is an especially attractive payment method because it allows individuals to donate knowing that 100% of the donation will go to the cause they support.

Coinbase is thrilled to enable the Bitcoin community to contribute to United Way's longstanding mission of mobilizing the caring power of communities across the world to advance the common good.

United Way seeks to improve education, help people achieve financial stability, and promote healthy lives through community initiatives and partnerships with major organizations such as General Electric, Exxon Mobile, and the NFL.

The global organization has more than 2.8 million volunteers, 9.7 million donors, and raises over \$5 billion a year.

For United Way, Coinbase attracts new donors who may not have donated in the past but are enticed to donate because of the convenience, opportunity to donate small amounts, and tax benefits that bitcoin provides.

Donating bitcoin to United Way Worldwide is the most seamless way for an individual to donate.

Coinbase users can donate with two clicks, and anyone with a bitcoin wallet can donate by scanning a QR code or sending funds to a United Way bitcoin address without providing personally identifiable information or payment credentials:

Bitcoin is simple to donate small amounts, and the lack of transaction fees makes receiving micro-donations (\$1.00 or below) economically feasible.

United Way Worldwide is the latest and largest non-profit to use bitcoin. Visit the United Way Bitcoin FAQ to learn more.