



**FOR IMMEDIATE RELEASE**

**Contact:** Deidre Strohm, Vice President  
of Development, Step Up

**Phone:** 310-696-4510 x2200

**Email:** dstrohm@stepuponsecond.org

## **STEP UP NOW ACCEPTS CRYPTOCURRENCY DONATIONS**

*For the forward thinking donor*

**[Los Angeles, CA July, 18, 2018]** Step Up is pleased to announce it is now accepting cryptocurrencies via its website (<https://www.stepuponsecond.org/make-a-cryptocurrency-donation/>). Supporters and cryptocurrency enthusiasts can now donate using Bitcoin, Bitcoin Cash, Ethereum, and Litecoin!

Cryptocoin donations help Step Up foster lives of hope, wellness, and respect to the more than 2,500 individuals experiencing long-term homelessness and mental health conditions it serves each year.

Supporters donating cryptocurrencies directly to Step Up can off-set capital gains. This model includes two significant benefits, to both the donor and the individuals Step Up serves:

- Your tax deduction will be equal to the fair market value of the donated cryptocurrency (as determined by a qualified appraisal).
- Your gift to Step Up will be larger because instead of paying capital gains taxes, as a 501(c)(3) charity, Step Up will receive the full value of your contribution!

“Step Up is excited to be at the forefront of ensuring donors have the opportunity to partner with our work in the way most convenient for them,” explains Chief Development Officer Carolyn Baker. “Whether a donor chooses to transfer stocks, designate a gift through a donor advised fund, or donate cryptocurrency, Step Up is prepared to meet our donors where they are and

receive gifts in the form most convenient to them to allow donors to reach their philanthropic goals.”

### **ABOUT STEP UP**

Step Up is a nationally recognized provider of permanent supportive housing, vocational opportunities, and client–preferred supportive services for individuals experiencing mental health conditions and long-term homelessness. A 501 c(3) nonprofit organization based in Santa Monica, CA, Step Up employs a staff of 200 and serves the Southern California communities of Los Angeles, Orange, Riverside, and San Bernardino Counties, Atlanta, GA, and Seminole County, Florida. More information is available at [www.stepuponsecond.org](http://www.stepuponsecond.org).

###

For more information on cryptocurrency donations, please call Deidre Strohm, VP of Development, at 310-696-4510 x2200, or email [dstrohm@stepuponsecond.org](mailto:dstrohm@stepuponsecond.org).