



# iRise NFT

DECENTRALIZED PHILANTHROPY FOR THE NEXT GENERATION

2023 Slide Deck

# Introduction

Krisandra Kneer MS MPH is a self-taught digital artist and social justice activist utilizing her creative talents to shift public perception of social issues.

With a background in public health and experience as a medical student in the United States, she creates artwork that centers around the eyes of society's most stigmatized individuals, encouraging viewers to embrace a more humanistic perspective while considering the life experiences of others.

She is also the founder of iRise NFT, a first of its kind non-profit foundation built on #web3.0 technology that aims to modernize philanthropy and streamline support to marginalized communities.

This slide deck provides a summary of iRise's vision for creating a better future for all.



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 [LinkedIn Profile](#)

# The Problem

Despite shifting social dynamics in philanthropic giving, the traditional non-profit sector has struggled to embrace the values of millennials and gen-z

## Older Generations

(Silent Generation/Baby Boomers)

- More likely to give to larger institutions including cultural institutions such as museums, orchestras, or theaters
- Often have a strong tradition of religious giving
- Prioritize giving to established, well-known charities with a track record of impact
- Value causes that hold a personal connection to them or their loved ones
- More likely to participate in organized fundraising events such as charity walks or galas
- Place higher value on tax benefits of charitable giving
- Prefer cash/check donations

Causes: Education, Health, Religion

## Younger Generations

(Millennials/Gen-Z)

- More skeptical of traditional nonprofits
- Prefer smaller, grassroots initiatives
- Value transparency, impact, diversity and representation in organizations
- More likely to conduct due diligence prior to supporting an organization
- More focused on social justice and systemic change
- Stronger desire to actively engage and more likely to volunteer
- More likely to participate in peer to peer and social media based fundraising efforts
- Prefer online donations

Causes: Racial justice, Climate Change and LGBTQ+ Rights

Younger generations necessitate a new model to engage in charitable giving and philanthropy

## The Solution

# iRise NFT

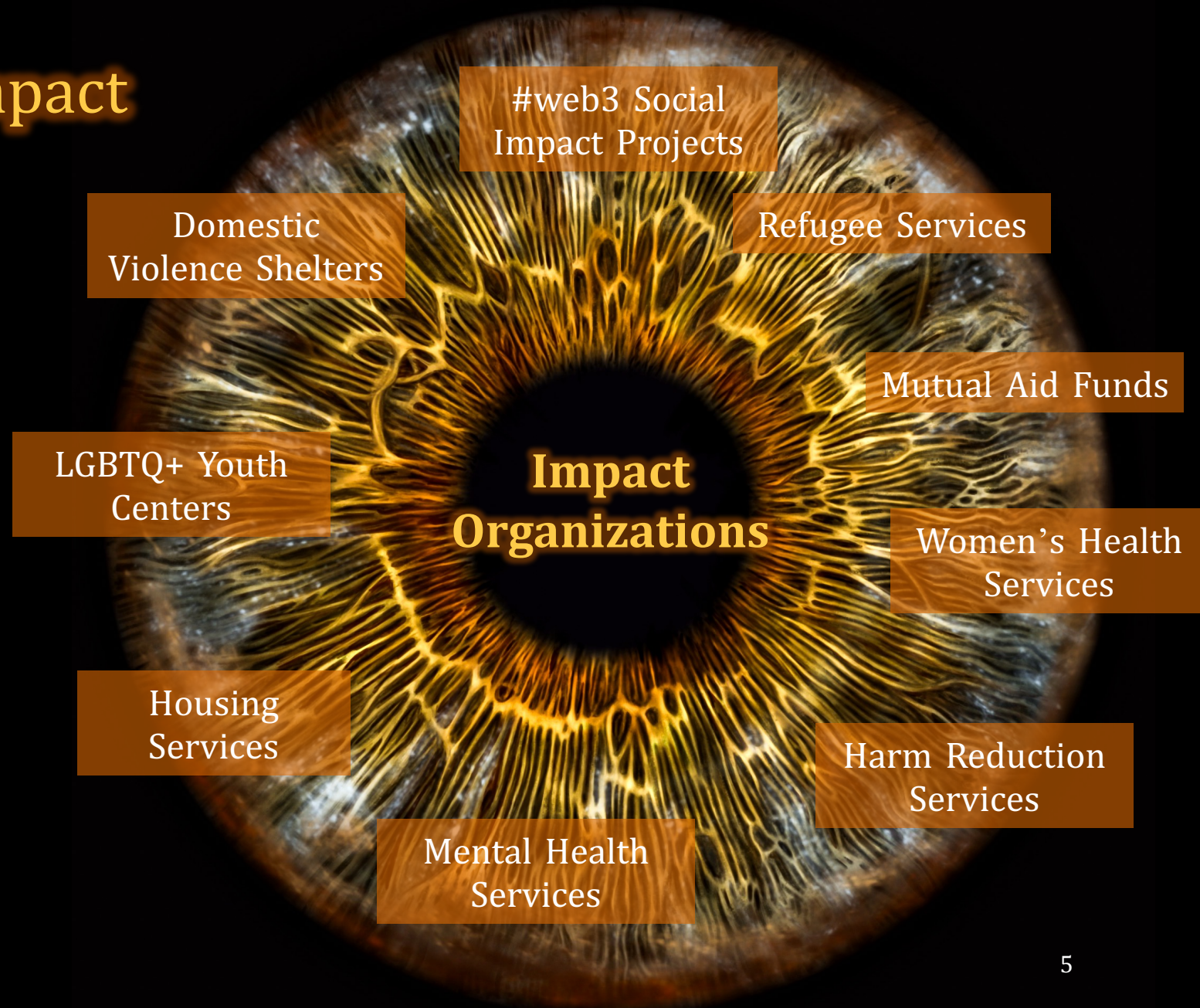
- ❖ A impact driven decentralized model for philanthropy in the #web3 space
- ❖ Modernized for the future of finance
- ❖ Built by the next generation for the next generation

# Prioritizing Equity & Impact

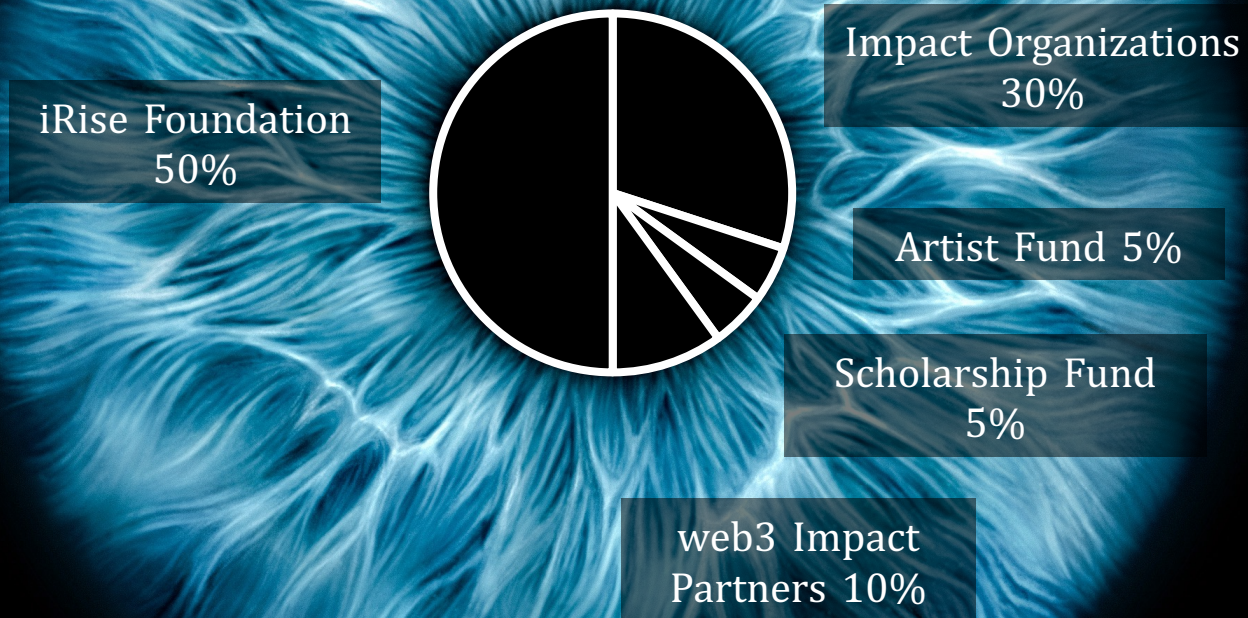
Leading with intentional intersectionality, iRise as a foundation will extend philanthropic donations across sectors to combat social issues holistically in a decentralized manner.

## Our Mission:

- Promote equity from the ground up by providing monetary support to grassroots organizations actively combating disparities seen across BIPOC, LGBTQ+, and low-wealth communities
- Fill the gaps of the institutional systems and increase accessibility to resources for societies most marginalized & stigmatized populations
- Amplify the voices of community stakeholders actively working to combat social issues through sustainable, scalable solutions with measurable impact



## Planned Allocation of 2024 NFT sales



## Decentralized Giving

Embracing the power of web3 presents a plethora of unique opportunities to revolutionize the charitable sector and modernize philanthropic giving through the use of blockchain technology.

Instead of relying on conventional fundraising methods, iRise is pioneering a new approach by acquiring donations through the sale of annual NFT collections. These NFTs are equipped with smart contracts that automatically disburse funds with each transaction.

Prior to collection release, iRise will onboard all recipient impact organizations to the web3 ecosystem through our student internship program.

### Benefits of building in web3:

- Transparency via blockchain public ledger
- Support numerous social issues and nonprofit organizations simultaneously
- Community centric mindset/opportunities for collaboration with other web3 impact projects
- Ability to establish a NFT holder community and offer perks/incentives to supporters of our mission

# Built by the next generation for the next generation

The selection and onboarding of impact organizations as donation recipients will be completed through the iRise student internship program under the supervision of iRise founder Krisandra Kneer.

## Program Structure:

- 4 highly motivated college/grad students pursuing careers in social impact related fields
- 1<sup>st</sup> cohort: Spring Semester 2024 (Jan-May)
- 12hrs/week time commitment (Compensated)

## Internship Activities:

- Research, due diligence and evaluation of potential impact organizations
- Selection and on-boarding of impact organizations to generative collection smart contract
- On-going mentorship and capacity building activities within the #web3 changemaker community
- Coordination of event programming with impact organizations to elevate their missions across #web3 and social media platforms

Potential for  
long-term career  
growth within  
iRise

Meaningful  
engagement with  
community  
stakeholders

Professional exposure  
to the fields of social  
justice, public health,  
fintech

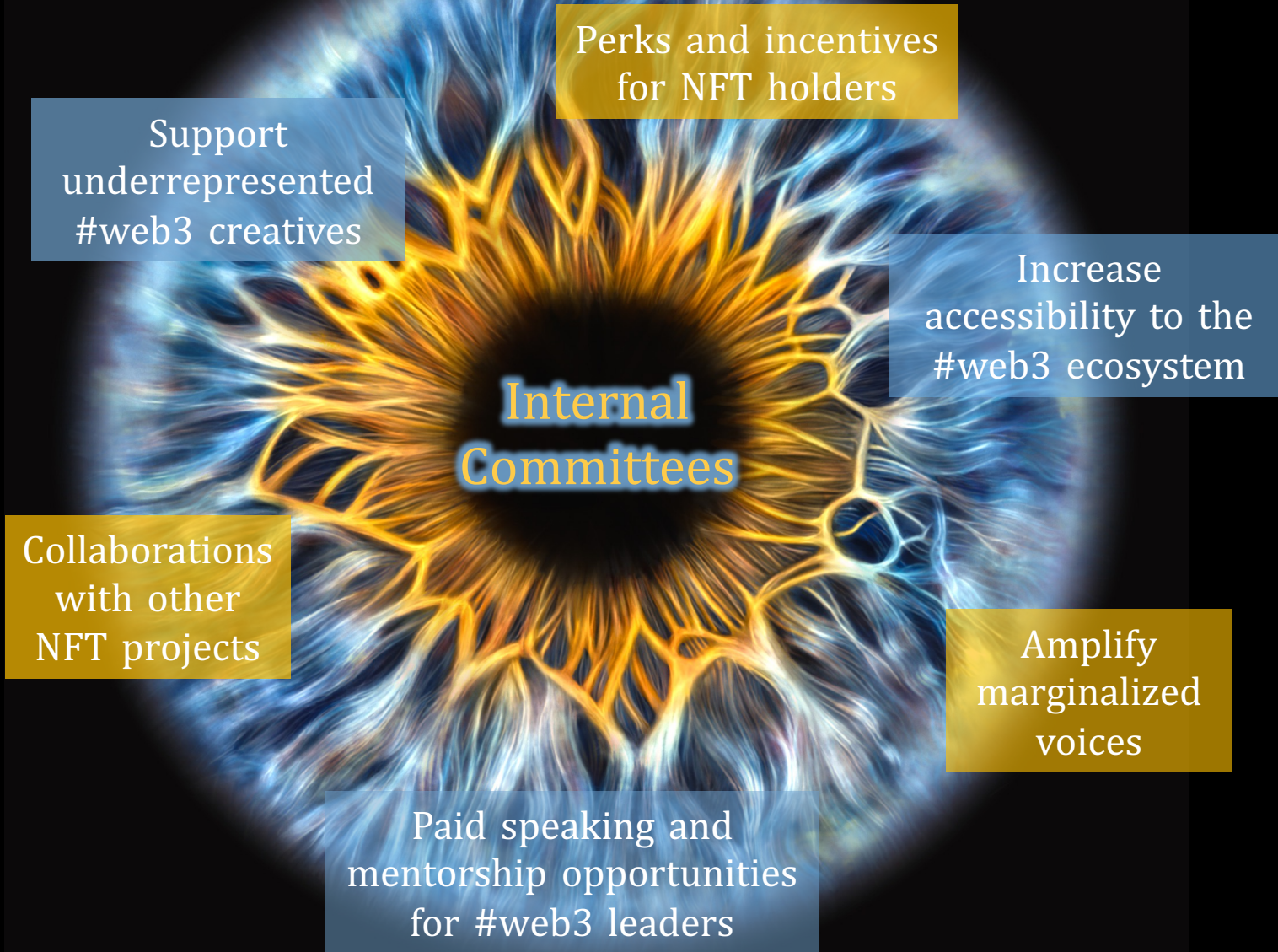
Mentorship &  
Leadership  
capacity building

Compensated  
for time and  
efforts

Budget  
management  
experience

**Student  
Internship  
Program**

Clear expectations  
of work flow &  
deliverables



# Sustainable Growth

Utilizing the funds allocated from the 2024 Collection mint, we will expand meaningful engagement opportunities to the larger web3 community through the formation of compensated committee positions:

## Artist Amplification Committee

- Mission: support the work of underrepresented creatives in the web3 space

## Scholarship Committee:

- Mission: improve accessibility of the web3 space to marginalized communities through educational initiatives and trainings

## Community Engagement Committee:

- Mission: foster collaborative opportunities between iRise and the larger web3 changemaker community

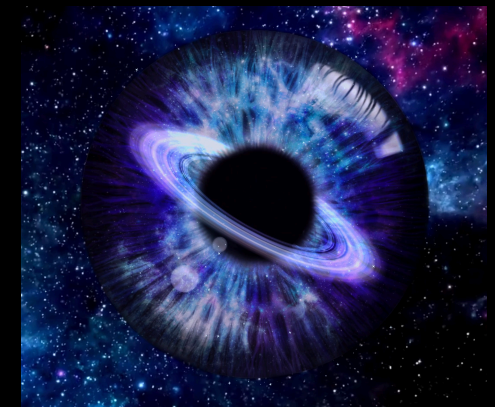
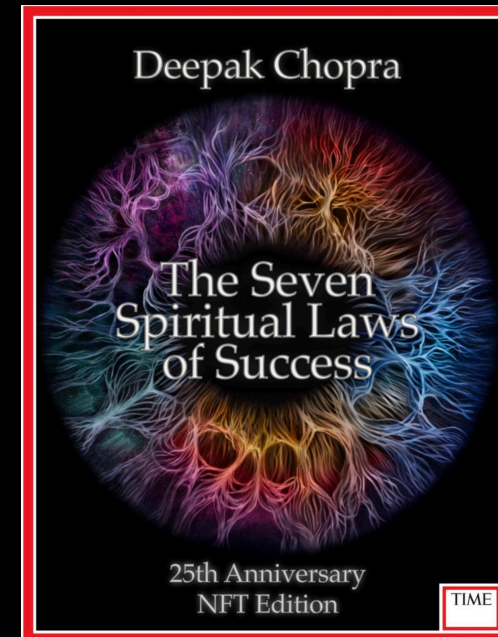
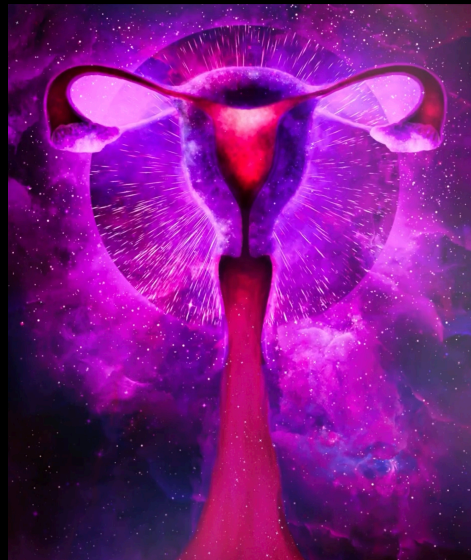
## Event Planning Committee:

- Mission: amplify the message of iRise and work of impact partners through coordination of virtual and IRL events



# Where we've been: 2022/Y1 Highlights

- ✓ Established [@iRise NFT](#) as a recognizable brand in the #web3 twitter space
- ✓ Released the iRise Galaxy Series
  - ✓ Raised \$2500 in donations for grassroots mental health initiatives
- ✓ Contributed as an artist to several #web3 community events including:
  - ✓ #100womeninNFTs
  - ✓ #OnedropNFTs
  - ✓ [@MysticSisNFT](#) Monthly Showcase
  - ✓ #WomeninTech Artist Showcase
  - ✓ [@womenxmeta](#) AllyX Black History Month Capacity Building Challenge
- ✓ Attended web3 NFTNYC networking events including [Blockchain for Social Good](#)
- ✓ Invited and on-boarded as an artist to the [@TIMEPieces](#) community of creatives
  - ✓ Contributed artwork to the [Deepak Chopra Seven Collection](#)



# Where we're going: 2023-2024 Timeline

2023 Y2



- SheFi Season 8 Cohort
- Collaborations with web3 impact partners
- 1/1 art collection drop
- Grant application writing to secure funding for phase 2



- EWOR Fellowship 🙌
- Internship Curriculum Development
- Intern interviews & Selection
- On-board CMO & web3 developer

2023 Q1-Q2

Phase 1-Brand Expansion

2023 Q3-Q4

Phase 2-Internship Development

2024 Y3



- Internship Programming
  - On-boarding of impact organizations for generative collection
- Preliminary Committee planning and development
- Pre-Drop Marketing Campaign

Generative Collection Drop



- Team expansion
- Committee formation
- Programming to support & amplify underrepresented voices
- Expansion of perks and benefits for iRise NFT holders

2024 Q1-Q2

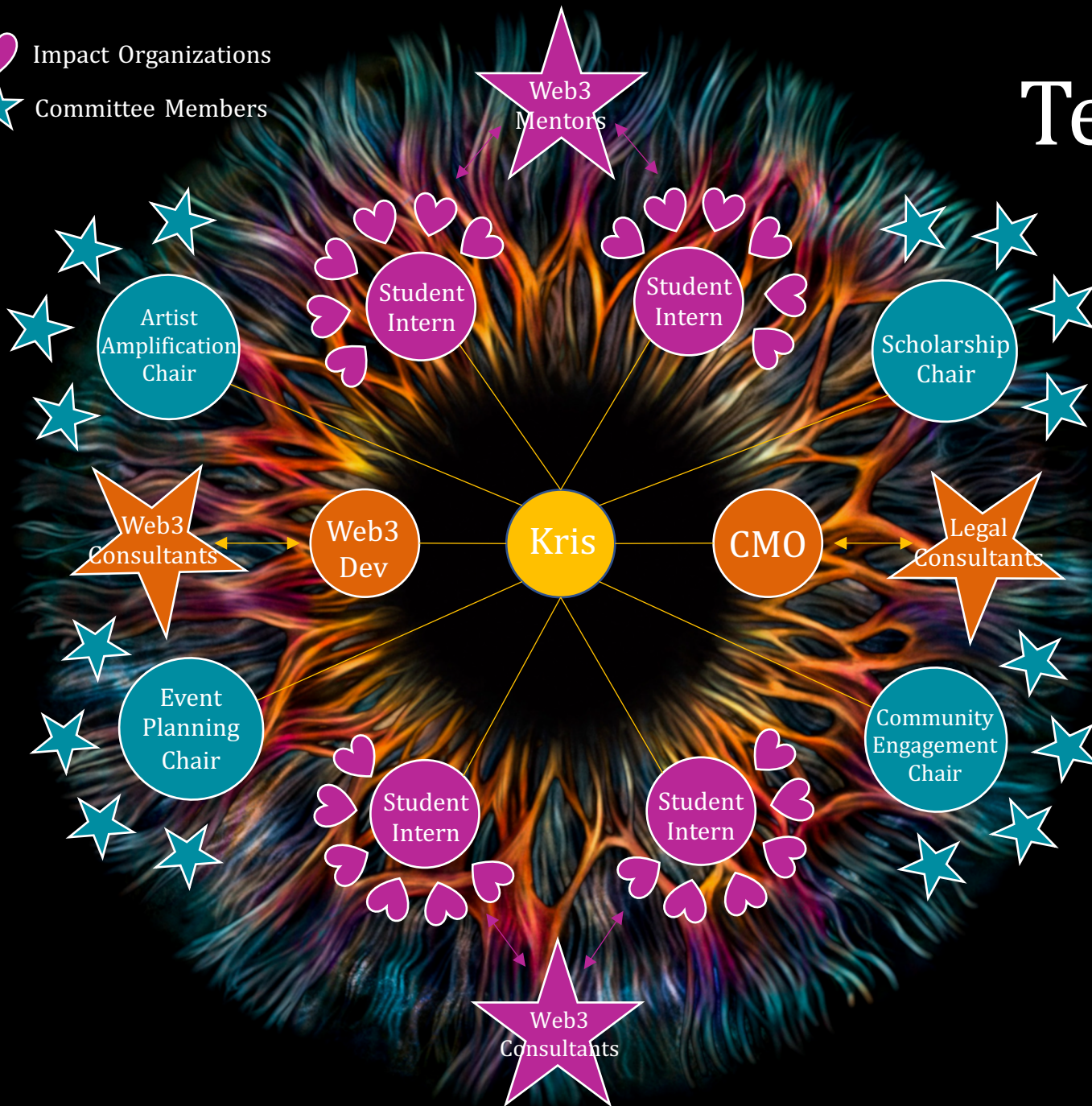
Phase 3-Pre Drop Internship

2024 Q3-Q4

Phase 4-Post Drop Committees

- ♥ Impact Organizations
- ★ Committee Members

# Team Expansion Plan



**2023 Q1-Q2**

Phase 1-Brand Expansion

**2023 Q3-Q4**

Phase 2-Internship Development

**2024 Q1-Q2**

Phase 3-Pre Drop Internship

**2024 Q3-Q4**

Phase 4-Post Drop Committees



# #irisewerise

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