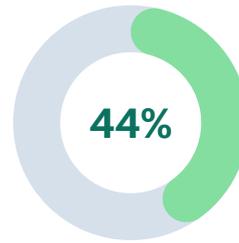


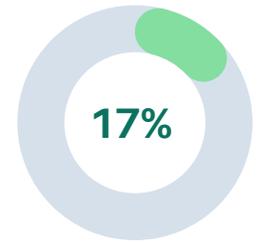
Crypto matters to voters.

With a large percentage of voters across the US owning or considering owning cryptocurrency, vocalized support and action in favor of the technology can make or break the outcome of an election.

Candidates of all affiliations have the unique opportunity to appeal to the new desirable bloc of crypto voters — a group in which a third of its crypto holders are people of color, not overwhelmingly from one party or another.*



of voters across the US own or are considering owning digital assets.*



of voters already own crypto. *This subset alone is enough to swing a tight race.**

*Per 2022 Poll by GMI PAC

Why are disenfranchised communities gravitating to cryptocurrency?

The decentralized structure of crypto reclaims the trust of communities historically shut out of traditional finance (e.g., home, equity ownership) by providing access to generational wealth building for people who lack insider Wall Street connections. Given its openness and accessibility, communities of color believe in and own crypto at much higher rates.

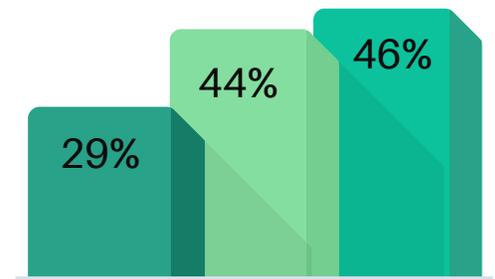
How does crypto ownership compare to other assets?

	Crypto Ownership*	Home Ownership**	Equity Ownership**
Black	18%	45%	34%
Hispanic	21%	48%	24%
White	13%	74%	61%

*Per 2021 Pew Research Center American Trends Panel Survey.

**Per 2019 Federal Reserve Board Survey of Consumer Finances

Do consumers believe crypto is more accessible than traditional financial services?



● White ● Hispanic ● Black

*Per Plaid Survey Mentioned in TNY Magazine

Connect with your voters and empower financial freedom.

By learning about cryptocurrency and supporting financial inclusion, representatives can form meaningful connections with communities that have historically been victims of predatory practices in legacy finance. Furthermore, candidates of all affiliations can play an active role in assessing the financial needs of marginalized constituencies embracing inclusive financial technologies.

About Foundry

Headquartered in Rochester, NY, Foundry leverages its institutional expertise, capital, and market intelligence to empower participants within the crypto ecosystem by providing the tools they need to build tomorrow's decentralized infrastructure. For more information, please visit foundrydigital.com.