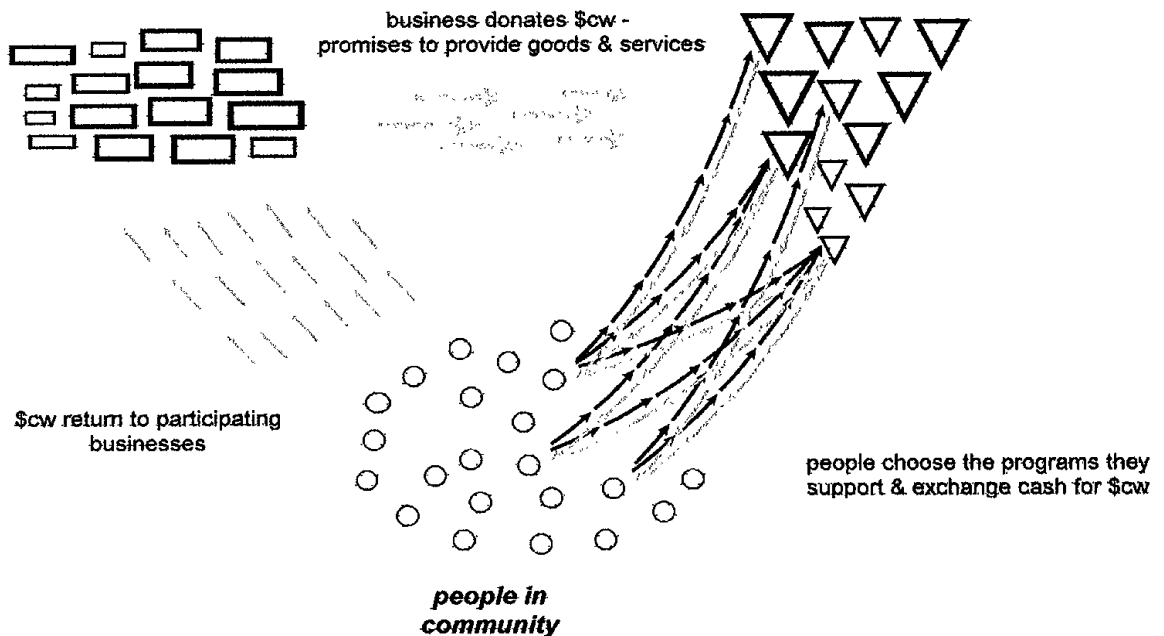


Raising funds the community way

Community way is a new approach to locally based fund-raising. Donations in community way (cw\$) connect community service organizations, business, and people. Each gains from the recirculation of the money, and nobody loses cash. The goal of the first phase of the program is to raise \$2 million in the Vancouver region... new money that will stay in the community.

**business in
community**

**community projects
and programs**



- businesses donate cw\$, not cash or products, to support organizations, programs, and projects of their choice, undertaking to accept cw\$ in part payment (usually between 15% and 50%) of a sale.
- people finance the projects they want to support by exchanging cash for cw\$, 1 for 1, which they then use in any participating stores, restaurants, etc.

Why community way works

For business, this is a simple and cash-free way to help the community, increase sales, develop the local economy, and secure customer recognition and loyalty.

Since the cw\$ is as good as cash with participating business, people can help without hurting, and by shopping local they are voting for the community they want.

Community way works much like the common practice of auctioning or reselling donated goods and services, but this program is more flexible, revenues are more predictable, and the community service organizations raise more dollars at less cost.