

CommUnity - A Proposed Supplementary Income Stream for CAN

[CommUnity](#) is a new fund generating platform bringing together three key groups:

[Community Members](#) - Everyday people who use their eftpos/debit card/credit card for purchasing goods and services.

[Community Merchants](#) - Businesses that are interested in increasing their corporate sponsorship impact, and increasing customer loyalty.

[Community Groups](#) - Non-profits, charities, schools, sports clubs, food banks, animal shelters, etc. that are seeking additional funding.

How does it work?

Community Members nominate three Community Groups that they would like to support.

It costs Community Groups nothing to register.

The general flow of funds:

1. A Community Member (e.g. Bob) needs to make a purchase
2. Bob buys milk at a Community Merchant (e.g. his local dairy) with his eftpos/debit card/credit card
3. A percentage of the transaction is passed on to the Community Group of his choice (CAN), distributed by the CommUnity platform.

Investment required: None. Time required for setup, approximately one hour.

Risks identified: None

Suggested action: CAN signs up as a Community Group on the CommUnity platform in order to gain an extra revenue stream.

Supplementary efforts:

To increase the impact of the revenue gained, it would be beneficial to encourage cycle-friendly businesses, and businesses that we have relationships with, to sign up as a Community Merchant. There is an annual fee for these businesses (scaled as per size), and they are given the choice of the percentage of purchases to be distributed to Community Groups.

Equally to increase the impact of the revenue gained, it would be beneficial to encourage CAN members to join up as a Community Member and to select CAN as their nominated Community Group. It is free for members to register and for revenue to be distributed to their nominated Community Groups.