







## COMMUNITY LINK FOUNDATION INTENTION STATEMENT





At its most basic level, Community Link Foundation intends to provide a dependable, long-term revenue source to participating non-profit organizations so that they can give greater service to their communities. This is to be achieved through an innovative credit/debit card program, which will facilitate new partnerships for giving between individual consumers and participating business organizations.

CLF is inspired by the principle that the act of giving creates healthier, more productive human relationships and communities. Today, many individuals are restricted in their capacity to give by philanthropic models that limit their contributions. CLF seeks to restore to individuals both the desire and the ability to give to their communities as a natural part of the process of their everyday spending and to significantly augment their donations through matching funds.

This venture holds the promise of genuine social innovation in several areas, including:

-  Radically enhancing the capacity of all spenders to participate more freely and fully in charitable giving
-  Modeling, on a large scale, for-profit businesses donating a percentage of gross proceeds to non-profit causes
-  Supporting and holding participating non-profits and businesses to higher standards of performance and social responsibility
-  Fostering and supporting community-based projects for positive social change.

At the deepest level, CLF seeks to create a new type of marketplace—one that places human caring and creativity at the center of economic transactions and fosters the development of new social capabilities. CLF will do this by:

-  Designing means by which donors can become more intimately involved with the organizations they support
-  Fostering genuine dialogue at the community level on the health of society and promoting local change initiatives
-  Developing a Foundation School of leadership and organizational development, in the service of broad-based social transformation
-  Supporting and facilitating innovative research on major social issues, in such fields as education, democracy, environmental preservation, basic human services, and the arts.

