



Who?

The Community Link Foundation (CLF) is a unique 501(c)3 organization that will create sustainable resources for nonprofit partners through the purchasing power of the community. Rather than operating off of an endowment fund, this one-of-a-kind program is self-sustaining through the daily operations of establishing relationships and designing fundraising programs around community needs. CLF is comprised of educators, philanthropists, and business leaders devoted to helping children.

What?

Community Link has designed a purchasing rewards program around credit and debit cards with unique features;

- It has developed a patented system that allows any organization or individual to participate through their collective purchasing power
- It produces purchasing rewards from banks, businesses or marketers that are directed to specific charitable causes supported by the card holder
- Community Link has received an IRS Private Letter Ruling providing a tax deduction for rewards that are directed towards 501(c)3 organizations

Elan Card Services (a division of US Bank) has allowed CLF to build a rewards program around their "One Card", the largest, most experienced and respected business purchasing card (P-card) program in the country. We anticipate a 1% average rebate/reward from Elan (based on purchasing volume). CLF will work with retailers and vendors to increase rewards up to 3% and higher. Rewards programs are common in the consumer market - CLF is a completely unique program based on P-card purchasing.



When?

Community Link originally launched and tested a consumer credit card program in Ann Arbor, MI specifically designed around a scholarship program, with support from local businesses. Elan and CLF forged a partnership in late 2010 and P-cards are currently being issued as of the 2nd quarter of 2011. CLF is developing a consumer credit and debit card program with plans to launch in late 2012.

Where?

Community Link is operating in Jackson, MI, establishing a scholarship fund to provide universal access to higher education for all qualifying high school graduates. Local organizations are utilizing their collective purchasing power to help provide the education needed for a twenty-first century workforce. CLF has also been establishing relationships in numerous Tennessee communities to design similar programs. We have partnerships in the development stages in Memphis with leaders in the areas of education, business, foundations, and government who support this funding model of universal access and increased preparedness for higher education for all Memphis students. CLF has partnered with the Johnson Center for Philanthropy at Grand Valley State University (Grand Rapids, MI) for research and development.