

# COMMUNITY WAY

GOOD FOR BUSINESS. GOOD FOR COMMUNITY.

Raising a million dollars to support the development of safe, comfortable and affordable housing in the Comox Valley

We are confident that the Comox Valley, with an annual billion dollar economy, can easily divert .1% of that flow into community organizations and projects using a voluntary business loyalty program called "community way" (cw.lets.net).

Community way is a simple, cash free way for businesses to work together to increase sales while making significant contributions to our community simply by donating cw\$ to groups/projects of their choice. These new, business backed cw\$ continue to circulate, stimulating local employment and production. It doesn't cost businesses any Canadian dollars (cdn\$) to participate and there is no-one in the middle taking a slice of transactions.

We need a mix of 30 retail businesses to launch community way and we're half way there. We need another 15 to commit to an "I will if they will (iwitw)" agreement. Once 30 businesses have agreed to iwitw, we will return to register your account and complete the arrangements.

To reach our goal of 1 million dollars, we need about 500 businesses (20%) to participate, and with just 50 businesses (average of 2 staff per business) cw\$100,000 will have been raised. We expect people in the valley will buy those cw\$ with cdn\$ and spend them at participating businesses.

Please call/write for more information or to sign up.

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cw.lets.net

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## Participating Businesses

### Sure Copy

*Adil Amlani*

### Clayton Bromley Contracting

*Clayton Bromley*

### Diego's Mexican Restaurant

*Don Root*

### Valet Concierge

*Andrew J. Small*

### Eco-Centric Natural Clothing

*Kristi Walker*

### The Broken Spoke Coffee House

*Tomiko and Mike Collins*

### Cloud 21 Productions

*Rob Berkowitz*

### Herb N' Wear

*Danielle Goulet*

### Body Fuel Delivered

*Richard Nixon*

### Alternative Cycles

*Ross Hunt*

### Rusty Rooster

*Paola Lewis*

### Thyme on the Ocean

*Emil and Yoon*

### Cumberland Village Works

*Avigdor Schulman & Amy James*

### Avalanche Bar & Grill

*Devin & Rhodie Moldenhauer*

### Zocalo Café

*Jeremy Scott*

### Fluid Bar & Grill

*Brandon Guile*

### Cipre Design Consortium

*Dale Bishop*

### Green Spirit Acupuncture

*Michel Duhaime*

### Joe's Garage

*Milo Yakibchuk*

### Darkside Tanning

*Tammy & Sandra*

### Island Word

*Danny Zambilowicz*

### Cumberland Village Bakery

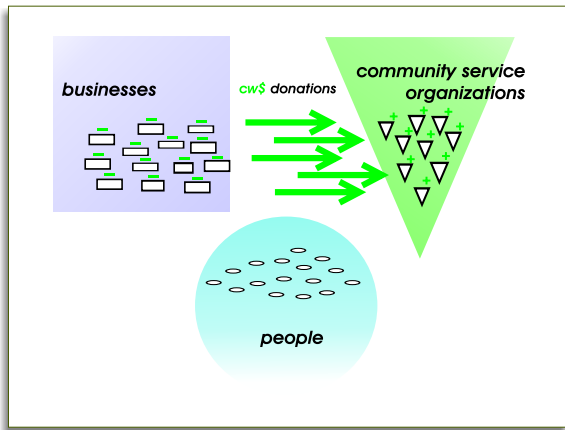
*David Murray*

### Backdoor Gallery

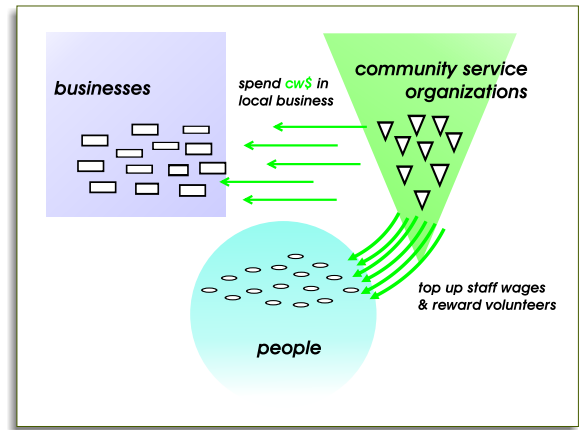
*Ed Brooks*

# Community Way

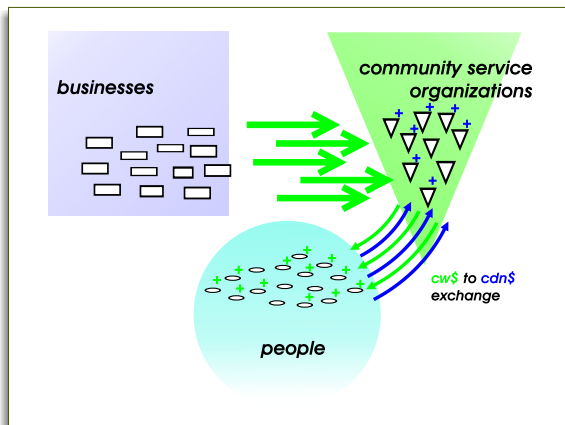
GOOD FOR BUSINESS. GOOD FOR COMMUNITY.



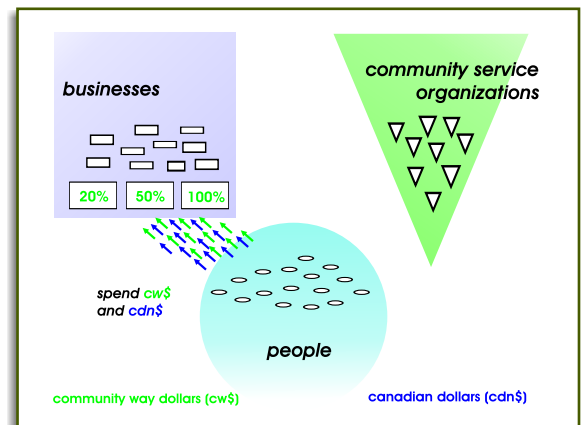
Businesses donate 1000 community way dollars (cw\$) per staff/worker (cw\$1000/fte) to community organizations and projects of their choice, undertaking to accept cw\$ in part payment of a sale.



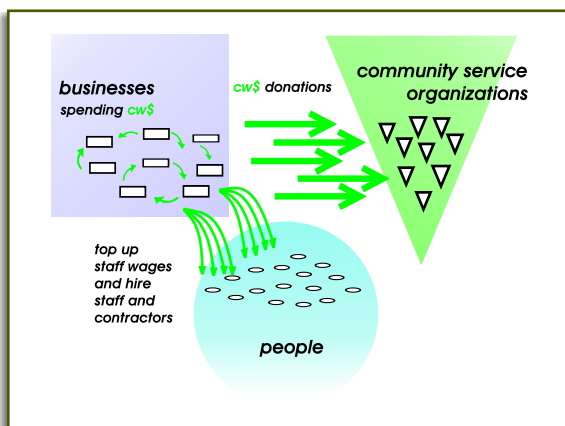
Beneficiary community organizations accept the donations by opening cw\$ accounts and spending the cw\$ at participating businesses, topping up staff wages, rewarding volunteers and hiring more people.



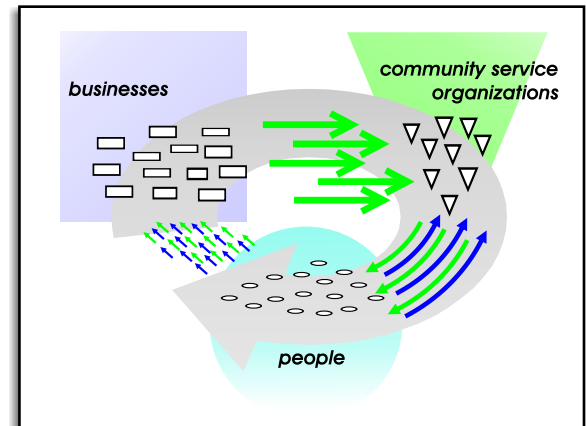
People fund the projects they want to support by exchanging normal money (cdn\$) for community way dollars (cw\$), dollar for dollar.



People who have earned and/or bought cw\$ spend them at participating businesses at their published rates of acceptance (ie. groceries at 20%, retailers at 30-40%, restaurants at 50%)



Businesses then spend the earned (redeemed) cw\$ with other participating businesses, pay staff bonuses, hire local contractors, and so on. They get tax credits on donations, and they collect taxes on the whole amount of the sale, just like normal money.



Businesses support community and build customer loyalty, groups and projects have more money to work with, people get to spend their money twice, and the new business-backed money circulates within the community, creating common wealth.