

Community Benefit Business Network (CBBN): Revitalizing Rotary's Vocational Origins through Purpose-Driven Commerce

Rotary's history is deeply rooted in ethical business practices and vocational service, and the **Community Benefit Business Network (CBBN)** revitalizes this legacy for the modern era. By leveraging Rotary-backed businesses and providing an intuitive platform, we enable clubs to fundraise while supporting local economies.

Core Concept: The **Our Mayberry CBBN platform** is **FREE** to Districts and Clubs and **easy to implement**. It empowers Rotary clubs by providing a marketplace where businesses contribute a portion of their sales to support Rotary causes. Additionally, the platform offers a **business directory display**, allowing Rotary business members to list their services for free with the option to participate in the giving model.

Businesses maintain full control over their offers, making this system a more robust alternative to programs like Amazon Smile, with greater flexibility, transparency, and Rotary-focused impact.

Key Features:

- 1. Free Business Directory:** Rotary business members can list their services in a directory at no cost, increasing visibility within their communities.
- 2. Participatory Giving Model:** Businesses can opt to offer products and services through the marketplace, donating a portion of each sale to a Rotary-backed cause, directly supporting club foundations or specific Rotarian initiatives.
- 3. National Brand Gift Cards:** The addition of gift cards from well-known brands expands the marketplace, making it easy for members and supporters to contribute to Rotary causes through everyday shopping.
- 4. Direct Contributions:** Funds flow directly to the beneficiaries, ensuring transparency and accountability for all involved parties.
- 5. Holiday Gifting Promotion:** This model also incorporates a gifting component, allowing businesses and supporters to give back while making holiday purchases.
- 6. Gamification for Clubs:** To drive engagement, a district-wide competition can be launched, recognizing and rewarding the club that generates the highest charitable donations throughout December, encouraging both participation and friendly competition.

Comparison to Amazon Smile: Unlike Amazon Smile, the **CBBN platform** offers more tools and features, with businesses having full control over their offerings. This flexibility allows them to customize their contributions and interact directly with Rotary causes, enhancing both the business' community engagement and their charitable impact.

Alignment with Rotary's Vocational Service and Four-Way Test:

- The CBBN reinforces Rotary's vocational service by promoting ethical business practices that benefit the community.
- The **Four-Way Test** is reflected throughout the platform, ensuring truth, fairness, goodwill, and beneficial outcomes for all involved.

Call to Action: We encourage Rotary Districts and Clubs to adopt the CBBN platform and invite local businesses to participate in the marketplace. This easy-to-implement model will not only generate funds for Rotary causes but will also build stronger ties between Rotary and the business community, fostering goodwill and sustainable support.