

# Platform Pages

**CONTENT FOR** [https://the-cm.com/info/platform\\_pages](https://the-cm.com/info/platform_pages)

**NOTE:** The screenshots used in this document are from the OLD version of CM's platform, We'll update them soon.

The following are links to overviews on how the platform's lead content pages work:

## Content Menu

[Profiles](#)

[Community Pages](#)

[Business Pages](#)

[Funding Opportunities](#)

**Note:** Activities on the platform are guided through a step-by-step process and supported by email notifications and usertips. To learn how CM works, see: i) [Method](#) - explains how the business model works and who the players are, and; ii) [Process](#) - describes how members of a community engage.

## Profiles

Platform participants start to engage by creating a **Profile**.

**PUBLICLY VISIBLE** profile content can include:

- Participant bio and message of support - their motivation for engaging, which may be rotated on the-cm.com homepage.
- Bio pic, banner image, multimedia galley and social sharing tools.
- Links to the participant's presence on other platforms.
- Links to their content – see **Activity** below – and donations to Funding Opportunities (unless pledged anonymously) – see **Supporting** below.

## Example Public Profile (link to [Keabetswe's profile page](#) on the platform)

**THECITIZENSMEDIA**  
Think New. Think Forward.

Opportunities Businesses Updates FAQ Caroline Smalley ▾

People / Keabetswe Keith Mosumane



**Keabetswe Keith Mosumane** Bergnek, Limpopo, South Africa Member for over 5 years.

**Edit**

**#** Help me to help my home community of Bergnek, Limpopo. The only way it's people can be truly served is by giving them the tools and support needed to develop their own collaborative projects. The

I grew up in the rural community of Bergnek in Limpopo, Northern part of South Africa. As there is no employment back home, I now live and work in Johannesburg.

Determined to better the circumstance for women, youth and children of my home town, I am the co-founder of Bergnek Community Foundation/ Projects Cooperative. The co-op is a community development organization that started to empower and support women, youth and the children of Bergnek through sustainable business ventures, that focuses on Education, Food Security, Water & Sanitation, Infrastructure and lead within the community.

My inspiration comes from the loss of my first son who – because the closest ambulance was 40km away – died of treatable food poisoning. My ultimate goal is to help build a health clinic in Bergnek.



Contact  
Community  
Password  
Bio  
Support Message  
Profile Picture  
Banner Picture  
Gallery  
Links  
Subscriptions  
History

▶ Follow  
▶ Supporting  
▶ Activity

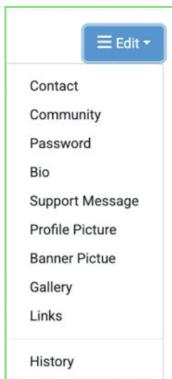
Share on: [Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#)

### Important Notes

1. For a participant to start a Business Page and/or Funding Opportunity, they must get validated by the Community Coordinator as living in their declared community.
2. If a participant is supported by a **Media Facilitator**, a link to the facilitators profile is included on the participants Profile Page, and an icon noting that content was facilitated will be incorporated on content itself.

**PRIVATE / PERSONAL** content you can access when signed in:

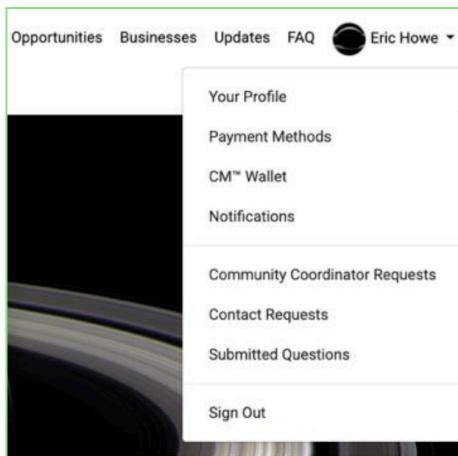
## Profile Page Editing Tools



## Account Information

Account information can be accessed when a participant is signed in and clicks on their name in the top menu.

Includes links to connection requests, content subscriptions – ‘Notifications’ – and CM™ Wallet, detailing how many coins the participant has earned and from where.



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## Community Pages

Managed by **Community Coordinators** who can allocate admin rights, **Community Pages**:

- Host information about a community's culture, activities, economy, environment and demographics - highlighting the opportunities and challenges faced.
- Include forums, multimedia gallery, social sharing tools, the ability for community members to post updates.
- Incorporate links to the community's participating businesses, [Funding Opportunities](#), members and [Marketplace](#).

- Offer the ability to pledge funds to its business Funding Opportunities; Display information about total funds raised across all its businesses, and; Indicate Impact made from funds - the [Impact Indicator](#).

## Example Community Page (link to: [Bergnek, South Africa](#) on the platform)

**THE CITIZENS MEDIA**

Communities / Bergnek



**Bergnek** in South Africa

Impact  Total Raised  Fund Now 

Bergnek is a small rural community in Limpopo, South Africa. It was established as part of the Land Rights Act of 1998 shortly after independence when labourers were moved off the farms, where they had previously lived and worked. This was done in an effort to try and get farm labourers a proper wage that was not offset by other benefits such as housing, schooling and food. With little support to help overcome the challenges faced, it's hard to determine if this has in fact benefited the majority of workers.

The projects promoted from this page are part of the **Bergnek Community Foundation**, a community development initiative that was started to empower and support women, youth and the children of Bergnek through sustainable business ventures. The Foundation focuses on education, water & sanitation, food security, infrastructure and leadership development. It was founded by **Keabetswe Keith Mosumane**, with the help of a Canadian nonprofit called **My Arms Wide Open**.

The Foundation's work started with education, and looked at the challenges girls face when they start menstruating, because they cannot afford sanitary pads. Research shows that girls miss up to 50 school days annually due to menstruation. This was the beginning of **GirlStuff**: a project for manufacturing re-usable cloth sanitary pads. They are washable, cost effective, environmentally friendly and they can last up to 6 months. GirlStuff has also designed, made and supplied school uniforms, and started manufacturing face masks due to the Corona Virus pandemic. For water and sanitation – through the help of Engineers without Borders from Houston Texas, USA, and My Arms Wide Open – the Foundation has so far bought and installed 3 diesel engine water pumps that supply water to the whole community. To help Food Security, it is working on a **community vegetable garden** that will help provide fresh, nutritious and affordable food. When it comes to infrastructure and leadership development, the Foundation is working with The Citizens Media to help give our youth in the community access to opportunities for using their voice to attract funding to our projects.

Photos courtesy of My Arms Wide Open.

"Our dream is for Bergnek to be a self sufficient community, that has opportunities for all our community members. With everyone receiving equal opportunities, irrespective of the background or position in the community. We want a youth recreational facility, community health care centre, and to eradicate unemployment and poverty." – **Keabetswe Keith Mosumane**



**About Community**

**Opportunities**

**Projects**

**Members**

**Marketplace**

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**Info**

Coordinators

Sponsors

FAQ

**Contact**

support@the-cm.com

The Citizens Media®  
PO Box 100  
Whistler, BC, V0N 1B0  
Canada

**Terms**

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## Important Note

When a funder gives through a Community Page, funds are distributed to the community's live Funding Opportunities. How much each Funding Opportunity gets depends on quantitative items – such as number of comments, views and shares – as well as more qualitative measures relating to how well the business and its conversations are supporting both people and planet.

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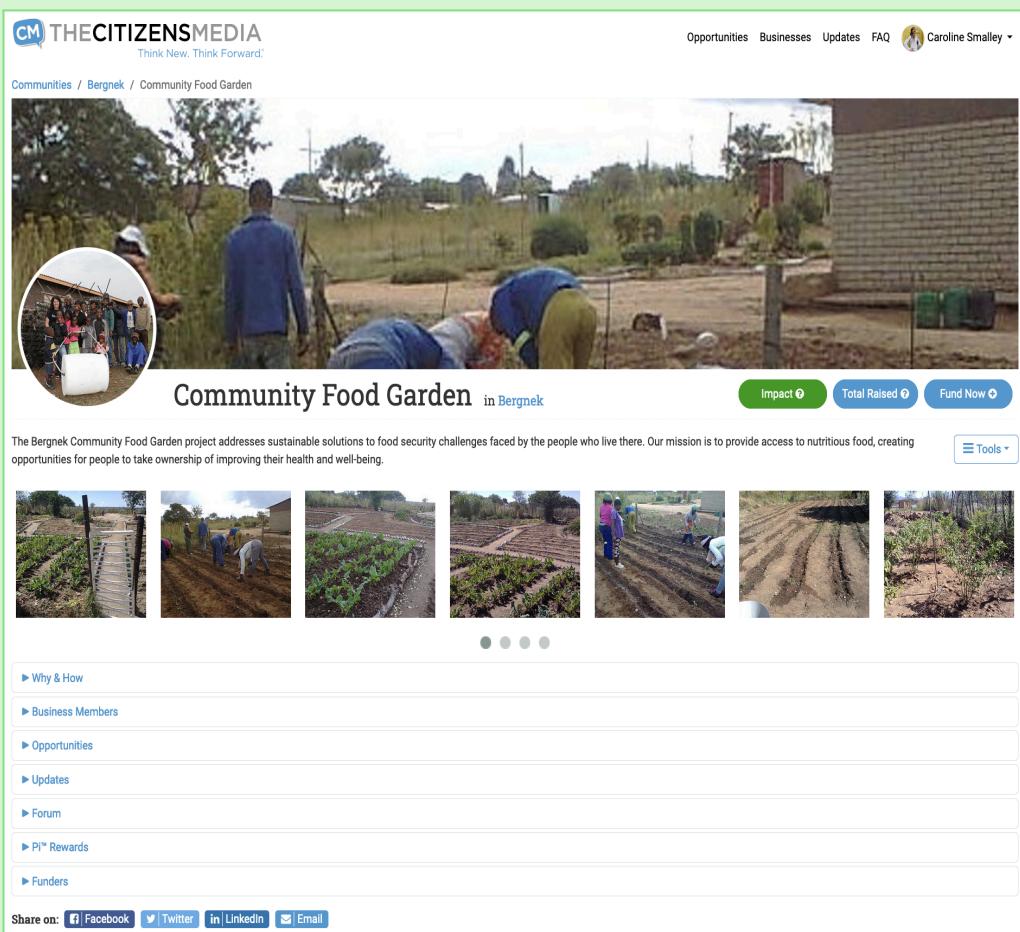
# Business Pages

Once a community has a [Community Coordinator](#) and a **Community Page**, [validated members](#) who need funds for their business, start by creating a **Business Page**.

## Business Pages:

- Host information about the what, why and how of a business, highlighting **why** the community needs it and **how** it supports both people and planet.
- Include forums, multimedia galley, social sharing tools and the ability for community members to post updates, and for page creators to share admin rights.
- Incorporate links to its Funding Opportunities, members, Marketplace and funders.
- Offer the ability to pledge funds, show funds raised to date, and the businesses [Impact Indicator](#).

### Example Business Page (link to [Community Food Garden](#) on the platform)



The Bergnek Community Food Garden project addresses sustainable solutions to food security challenges faced by the people who live there. Our mission is to provide access to nutritious food, creating opportunities for people to take ownership of improving their health and well-being.

**Community Food Garden** in Bergnek

Impact Total Raised Fund Now

The Bergnek Community Food Garden project addresses sustainable solutions to food security challenges faced by the people who live there. Our mission is to provide access to nutritious food, creating opportunities for people to take ownership of improving their health and well-being.

Tools

Why & How

Business Members

Opportunities

Updates

Forum

PI™ Rewards

Funders

Share on: Facebook Twitter LinkedIn Email

## Important Notes

1. Business Pages must be approved by the [Community's Coordinator](#) before they go live. This process is managed through email notifications.
2. When a funder gives through a Business Page, funds are distributed across the businesses live Funding Opportunity/s. How much each Funding Opportunity gets depends on quantitative items – such as number of comments, views and

shares – as well as more qualitative measures relating to how well the business and its conversations are supporting both people and planet.

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# Funding Opportunities

Once a community has a Business Page, they can apply for as many **Funding Opportunities** as they like.

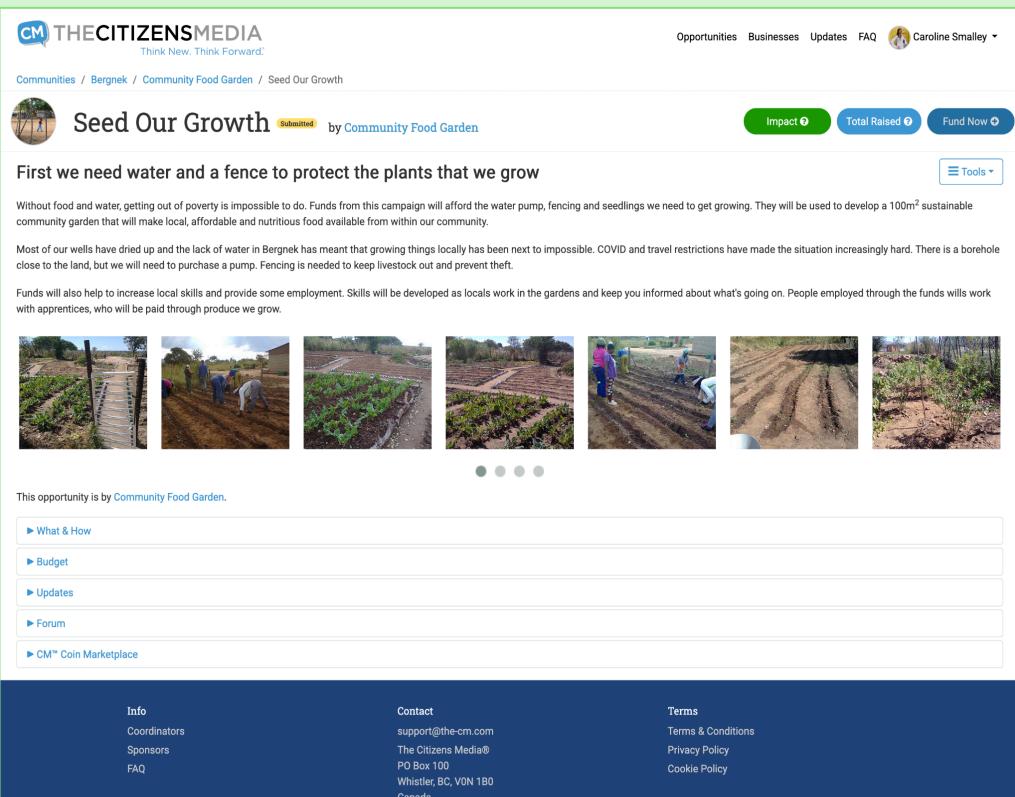
## Funding Opportunities:

- Host a title, subtitle an overview and multimedia galley.
- Provide line item detail on:
  - What funds are for and why they are needed.
  - How and when each item will be used.
  - Budget
  - **Commitment Pool:** list of products that – once the Funding Opportunity has been funded – the business will make available for purchase in CM Coins™. Commitment Pools include a description of what the products are, how much of the product will be released, and when.

Feature a forum, social sharing tools and the ability for community members to post updates.

Offer the ability to pledge funds, shows funds raised to date, and its businesses [Impact Indicator](#).

### Example Funding Opportunity (link to [Seed Our Growth](#) on the platform)



The screenshot shows a funding opportunity page for 'Seed Our Growth' submitted by 'Community Food Garden'. The page includes a title, a brief description, several images of people working in a garden, and a sidebar with navigation links and footer links.

**Header:** THECITIZENS MEDIA, Think New. Think Forward.

**Breadcrumbs:** Communities / Bergnek / Community Food Garden / Seed Our Growth

**Title:** Seed Our Growth (Submitted) by Community Food Garden

**Description:** First we need water and a fence to protect the plants that we grow

**Text:** Without food and water, getting out of poverty is impossible to do. Funds from this campaign will afford the water pump, fencing and seedlings we need to get growing. They will be used to develop a 100m<sup>2</sup> sustainable community garden that will make local, affordable and nutritious food available from within our community.

**Text:** Most of our wells have dried up and the lack of water in Bergnek has meant that growing things locally has been next to impossible. COVID and travel restrictions have made the situation increasingly hard. There is a borehole close to the land, but we will need to purchase a pump. Fencing is needed to keep livestock out and prevent theft.

**Text:** Funds will also help to increase local skills and provide some employment. Skills will be developed as locals work in the gardens and keep you informed about what's going on. People employed through the funds will work with apprentices, who will be paid through produce we grow.

**Images:** Six small images showing people working in a garden, including planting and tending to crops.

**Text:** This opportunity is by Community Food Garden.

**Links:** ▶ What & How, ▶ Budget, ▶ Updates, ▶ Forum, ▶ CM™ Coin Marketplace

**Footer:** Info, Coordinators, Sponsors, FAQ, Contact, support@the-cm.com, The Citizens Media®, PO Box 100, Whistler, BC, VON 1B0, Canada, Terms, Terms & Conditions, Privacy Policy, Cookie Policy

### Important Notes

1. Funding Opportunities must be approved by the [Community's Coordinator](#) before they go live. This process is managed through email notifications.

2. Labour budget items can include detail on who will be paid and how much. Labourers can be paid in a combination of national currency, CM Coins™, another form of community or digital currency, and/or direct product.
3. Items listed in Marketplace Rewards must be assigned a value in both CM Coins™ and national currency. **Note:** These values cannot be changed until the business has given back on their active Commitment Pools - both those within fully funded and partially funded Funding Opportunities.
4. Input of budget data is uploaded in the community's national currency.

**TIPS** on deciding how much to request from a **Funding Opportunity**:

- **Focus on funding one step at a time** - ask for enough to complete specific tasks, which will enable you to increase production, such that you can afford to 'pay it forward' by giving back on your commitment pool, but..
- **Don't ask for too much** - you will only receive funds when your Funding Opportunity has been fully funded. **Note:** If a Funding Opportunity fails to attract new funds for a period of six months before reaching its goal, it will be closed and the funds pledged to date redistributed to other Funding Opportunities within your community.
- **Paying it forward** - the faster you can give back by releasing products promised through your commitment pool, the more your community will want to support you.

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## Glossary work in progress - for use in ? pop-ups

**Marketplaces** contain items that supported businesses make available to purchase in exchange for CM Coins™. This happens as they make good on funds received through Funding Opportunities, and are ready to give back by following through with promises made through its Commitment Pools.

**Commitment Pools** are items a business promises to give in exchange for funds received through Funding Opportunities.

**Impact Indicator**

**Community Coordinator**

**Validated Member**

**Funding Opportunity**