



5% Day Application

Harry's Farmers Market is committed to helping make its communities better and healthier. Specifically, Harry's seeks to provide financial support to organizations dedicated to improving the quality of life for members of our local communities. 5% Day is one way we do that on an on-going basis. Four times during the year we donate 5% of our store sales on a specific date to a selected nonprofit organization. We work closely with the benefiting organizations on promotion, using their resources (newsletters, public service campaigns, direct mailings, etc.) in conjunction with our own to make the day as successful as possible.

Eligible organizations may apply once in a 12-month period. Completed applications should be submitted to the Marketing Team Leader via Customer Service, fax, or email at jennifer.smeth@wholefoods.com.

Eligibility Guidelines

An organization is eligible for consideration if it:

- Has 501 (c)3 status- documentation of which must be submitted with completed application*
- Is located within close proximity of the store
- Provides direct services and programs designed to improve the environment and quality of life for members of the local community

Selections will be made approximately 6 weeks prior to the event date to ensure optimal promotional opportunities.

Name of organization: _____

Name of charity: _____

***501(c)3 number:** _____

Contact name: _____

Title: _____

Email: _____

Phone: _____ **fax:** _____

Address: _____

1. Please provide a concise description of the services and programs your organization offers. (include number of active members/supporters)

2. Please outline the purpose and specific goals of the project(s) that the funds from a 5% Day event may benefit. Include the city and county where the majority of the project(s) takes place.

3. We encourage the benefiting organization to be visible in the store prior to and on the day of the event. Store hours are 9am-9pm Mon-Sat, and 9am-8pm Sun. Will you be able to take advantage of this opportunity? How many members or staff will be available to participate during store hours?

4. Is there a specific time of year when your organization could best support a 5% Day?

5. How could you help publicize and promote this event to your members to maximize support of the event?

6. Tell us about other significant fundraising sources/events for your organization.

7. Has your organization previously applied for a 5% Day? If so, when and at which location?

Thank you for completing the application to participate in our 5% Day program. We are proud of the organizations that we help fund and of the support we receive from the community on these special days.

Completed by: _____ Phone: _____

Questions? Contact the store's Marketing Specialist at 770.664.6300.

PLEASE ATTACH ANY FURTHER INFORMATION THAT WILL BE HELPFUL IN MAKING OUR DECISION.