



5% Day Application Form

Date:

Name of Organization:

Tax Identification Number:

Street Address:

Mailing Address, if different:

Website address:

Whole Foods Market is a company with a conscience. We believe passionately in supporting the communities we serve. We understand the notion of interdependence and are committed to helping deserving organizations. Whole Foods Market pledges to donate at least five percent of our annual net profits to not-for-profit organizations.

On designated days throughout the year, sales are donated to a specific local non-profit organization. Organizations interested in being considered as a 5% Day recipient must fill out this application in its entirety and should include all attachments, as requested at the conclusion of the application. The interested organizations should have active and responsible boards of trustees, and exhibit ethical solicitation of funds. They should also demonstrate long-term financial viability. Preference for funding is given to organizations or programs located in Whole Foods Market of Charleston's marketing territory.

On your organization's letterhead, please send us the following information (all questions must be answered):

Organization background:

Briefly state the mission and history of your organization, including geographic area served by your organization.

How many people does your organization serve each year? What is the total number of staff?
Total number of volunteers?

Project Information

Which specific project or projects will the funds from a 5% Day event benefit? What is the total cost of this project / these projects?

How would you publicize and promote this event to your members and the public?

Financial Information

For the organization's last fiscal year, what were your revenues and expenses?

Provide information on your organization's fundraising efforts, especially the most effective projects.

If you receive government funding, what percentage of your budget does this represent?

Administrative costs represent what percentage of your group's budget?

5% Specific

Recipient organizations are required to staff an information table in our store during peak hours on the 5% Day. The store hours are 8 AM – 9 PM; peak hours are 9AM – 5 PM. Please provide specific details concerning the staffing of your table during peak hours. Any organization that chooses not to staff a table for its 5% Day will not be eligible.

Aside from providing information, what else could you provide in the store during your 5% Day to create excitement, and ensure maximum exposure for your group? (i.e. entertainment, celebrity baggers, video of your work, free lecture)

Have you ever applied for a Whole Foods Market 5% Day before at this store or another location? If so, when and what location? How much did you receive and how did you use the funds?

Please attach all of the following to your application:

A copy of your organization's 501c3 (your organization's tax id number on your organization's letterhead is not an acceptable alternative)

A list your organization's key officers/board members and their affiliations

A copy of your organization's financial statements

Applications received incomplete will not be considered.

Completed by: _____ Phone: _____

Contact person: _____ Phone: _____

Please return to:

pam.fischette@wholefoods.com or

Whole Foods Market

923 Houston Northcutt Blvd

Mt Pleasant, SC 29464

Attention: Pam Fischette, Marketing Team Leader