



5% Day DONATION GUIDELINES

INSTRUCTIONS & APPLICATION

Dear Donation seekers:

Thank you for your interest in a community donation from Whole Foods Market®. We ask that you look over the following criteria before submitting your request:

Although we would like to support every worthwhile cause, due to the volume of applications we receive it is not possible for Whole Foods Market to fulfill every request.

Whole Foods Market has specific guidelines for organizations we are able to support through donations. In addition to being a 501c3, you must fall into one of the following categories:

Environmental Preservation

Preventative Health Care through Nutrition

Hunger Relief

Organic Farming/Sustainable Food Resources

Education on any of the above

Requests by phone will not be accepted.

Please apply for a donation from the store located closest to your organization headquarters or event.

Do not contact all stores for the same donation.

We do **not** donate to individuals or individuals seeking pledges.

Currently, we are unable to make donations to organizations outside of Manhattan, but we encourage you to contact us. As we grow, our boundaries will include all five boroughs of New York City, and we want to know who you are.

The recipient must be a 501c3 nonprofit organization. A copy of the 501c3 letter from the IRS, along with state tax forms **must** accompany the application. The 501c3 letter comes from the Treasury and is different from state forms.

Funds are limited; early submissions are recommended.

LOCATIONS & CONTACT INFORMATION

In order to process your application, please make sure you are submitting your request to the proper store.

The general rule of thumb is to apply to the store closest to where your organization is located. To follow is a general idea of where you should submit your application based on your location.

Currently, we are unable to consider donations to organizations outside of Manhattan, but we encourage you

to make contact with us. As we grow, our boundaries will expand to include all five boroughs of New York

City, and we want to know who you are.

42nd Street to Chambers Street, 6th Avenue (Church Street) to the Hudson River

Please apply at the Chelsea location. Drop off the application and appropriate tax forms at Customer Service,

or send via email to the Marketing Team Leader.

57th Street to 8th Street, 6th Avenue to the East River

Please apply at the Union Square location. Drop off the application and appropriate tax forms at Customer

Service, or send via email to the Marketing Team Leader.

8th Street and below, 6th Avenue to the East River

Please apply at the Bowery location. Drop off the application and appropriate tax forms at Customer Service,

or send via email to the Marketing Team Leader.

Above 42nd Street West of 6th Avenue, Above 57th Street East of 6th Avenue

Please apply at the Columbus Circle location. You can drop off your application at Customer Service, email or

snail mail to the Marketing Team Leader.

South of Park Place, West of Church Street (6th Avenue), Below West Houston

Please apply at the Tribeca location. You can drop off your application at Customer Service, email or snail

mail to the Marketing Team Leader.

CHELSEA

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TRIBECA

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Today's Date: _____

Name of Organization: _____

Address:

Primary Contact Name: _____

Title: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

For consideration, you must be a 501(c)3 organization. Please attach a copy of your IRS ruling. Complete the following questions and also consider attaching any brochures, etc. describing your organization and its mission.

1. Please briefly outline the history of your organization and its mission:
2. Are you a local and/or national organization? Describe the community you serve:
3. Is there a specific project for which the 5% Day contribution will be used?
4. Describe some of your recent accomplishments:

5. Do you have members; and if so, how many? How does one become a member? How do you communicate with your members?
6. What other groups/organizations do you work with, if any?
7. How would you publicize the 5% Day event to your members and to the public?
8. What type of recognition, advertising, etc. will you supply if this donation is approved?
9. Tell us about other fundraising events your organization has held. Which were the most successful?
10. From what other sources do you receive funding?
11. We encourage the benefiting organization to be visible in the store prior to and on the day of the event. How would you take advantage of this opportunity? How many members and staff will be available during business hours to participate?
12. Is there a time of year when your organization would best benefit from a 5% Day? What time of year would your organization *not* be able to adequately support a 5% Day?

13. We require a brief evaluation of the program for which the funds are contributed. How long after the 5% Day could we expect your report?

14. Please name your organization's key officers or board members:

15. Would you like to be considered for other forms of donations if the 5% Day application is not approved:

Yes No

