



5% Day Donation Application

Thank you for your interest in Whole Foods Market ® Cedar Center, where we are proud to support local and community-based nonprofit organizations.

Whole Foods Market ® 5% Days are an exciting marketing and development opportunity for your organization to partner with and benefit from our store's strong community ties and loyal customer base. Selected organizations will receive the opportunity to gain increased awareness before, during, and after the event, and drive sales through promotional efforts which directly impact the value of the benefiting organization's 5% award. Our 5% Days occur approximately four times per year (once per fiscal quarter), benefiting eligible nonprofit organizations whose applications are approved. We strongly encourage at least four (4) representatives/volunteers from your organization to be present at the store during all times on the day of your 5% day event. This presence will maximize the impact you have with our customers, and help communicate your message effectively.

At Whole Foods Market ® we review every donation request with great respect and consideration. We appreciate the time you take to share the following information about your organization with us. Requests that cannot be fulfilled by a 5% Day may still be considered for other forms of donations, if requested (see last question below).

Thank you in advance for your application – we look forward to serving you and learning more about your organization!

Today's Date: _____ **Name of Organization:** _____

Address: _____

Primary Contact Name: _____ **Title:** _____

Daytime Phone: _____ **Evening Phone:** _____

Email: _____ **Fax:** _____

Website: _____

For consideration, you must be a 501(c)(3) tax-exempt nonprofit organization. Please attach a copy of your IRS ruling. Complete the following questions and also consider attaching any supporting materials (catalogs, brochures, etc.) which describe your organization and its mission.

1. Please briefly outline the history of your organization and its mission:
2. Is your organization local/regional/national in scope? 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 general 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. **Has your organization ever previously applied for 5% Day consideration? If so, when?**
16. **Has your organization ever previously received support from Whole Foods Market ®, monetarily, in-kind, or otherwise? If so, please describe:**
17. **Would you like to be considered for other forms of donations if the 5% Day application is not approved:**
 Yes No

For questions, please contact Jared Earley, Marketing Specialist /Community Liaison
Whole Foods Market – Cedar Center
13998 Cedar Rd. University Heights, OH 44118
jared.earley@wholefoods.com
T: 216-371-5320 / F: 216-371.5402