



Community Support Day Proposal Guidelines

Each Whole Foods Market location hosts four community support days (CSD) each year. On that day, the store donates five percent of net sales to a benefiting organization.

In choosing a CSD recipient we are looking to create a win-win situation with the benefitting not-for-profit. We donate 5% of net sales to the not-for-profit. Whole Foods Market asks that the not-for-profit create visibility for the event among their constituents and supporters, and help drive traffic into the store on the CSD.

All applications are reviewed by a committee.

Please provide the following information. Attach any supporting information, as well as a copy of your 501(c)3 letter from the IRS.

Contact information:

Organization name, street address, city, state and zip.

Contact name and title:

Telephone number, including area code

Email address

Information requested:

1. What is the mission of your organization?
2. Please provide a short history of your organization
3. How many members/ constituents does our organization have?
4. Who are they and where are they located?
5. If your group is chosen as a beneficiary, how will the funds be used? (We look to utilize the CSD donation to sponsor an event hosted by the not-for-profit.)
6. What are the benefits of that sponsorship?
7. How will you promote the CSD among your members and constituents? Please quantify.
8. We ask that the not-for-profit have a presence in the store on the CSD. You can set up an information table and talk to our customers about your organization and the CSD. We also ask that you provide some sort of "theater" in the store. This may take the form of an on-the-sales-floor art project, entertainment, or other. Please describe how you might be able to create "theater" on you CSD?

9. Please provide the names of your organization's key officers or board members:

Thank you. If you have questions about your proposal, please call (734) 997-7507.