



621 Broad St.  
Durham, NC 27705  
Contact: Amy Eller, Marketing Team Leader

PHONE 919.286.2290  
FAX 919.286.7819  
amy.eller@wholefoods.com

# COMMUNITY SPOTLIGHT

Wholes Foods Market is dedicated to helping 501(c)3 non-profit **organizations in our local community** that have grand intentions coupled with small budgets. Our giving program supports organizations that address community issues such as hunger, poverty, organic and sustainable agriculture, animal welfare issues, environmental concerns, and health and human services, among others. Political organizations are not eligible for Community Spotlight decisions out of respect for the diverse beliefs of our customers.

To apply for a Community Spotlight, please complete and submit the following form. Please include brochures and informational pieces about the organization for which the spotlight is requested. If your organization is chosen for our month-long Community Spotlight, you will be asked to provide us with informational materials suitable for informing the shoppers of Whole Foods Market about your organization. Whole Foods Market will provide lockable donation boxes to collect funds at each register. Our Marketing Team Leader will collect donated funds regularly, which will be turned over to your organization at the end of your month. Organizations should apply by September 20 to be considered for a month during the following fiscal year (beginning in October).

Any eligible **local Durham-area** non-profit organization may apply for the Community Spotlight once every year, but priority will be given to a group that has not benefited within the past year. Being chosen during one year does not guarantee a placement in subsequent years.

To apply for Community Spotlight, please fill out the attached application in full. The applying organization must include a copy of their organization's non-profit tax ruling from the IRS in addition to providing a 501(c)3 tax id number on the form. Please attach a copy of your ruling to each application you submit. Incomplete applications will not be considered – please insure your form is complete before submitting.

Due to the large number of applications we receive, you will only hear from us if you are a finalist for a Community Spotlight award. In that case, you may be asked to present your group's mission to our Team Members at a store meeting, as we make collective decisions about the recipients of Whole Foods Market support.



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# COMMUNITY SPOTLIGHT APPLICATION

We appreciate our customers' involvement in all the many local non-profit organizations who provide for the needs of our community. Each month we spotlight one community organization in the Durham Whole Foods Market. For your organization to be considered, you must be a 501(c)3 non-profit organization in the Durham community and submit this form to the contact above by September 1 for consideration in the next fiscal year.

Date Submitted: \_\_\_\_\_ Preferred Spotlight Month: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Organization Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Describe briefly the main service(s) your organization provides; you may attach any materials to this application that you feel will help us better know your organization. \_\_\_\_\_  
\_\_\_\_\_

**Tax Status of Organization:**

Tax Exempt as IRS 501(C)(3)? \_\_\_\_\_ **FEDERAL ID #** \_\_\_\_\_

What is your organization's annual budget? \_\_\_\_\_

How is your organization funded? \_\_\_\_\_

Are you part of a larger organization or do you receive funding from a large corporation? \_\_\_\_\_

**Please attach a copy of your organization's 501(c)3 designation**

Will representatives of your organization be available to staff information tables in our store throughout the month for which you are chosen as Community Spotlight? \_\_\_\_\_ How often? \_\_\_\_\_

What recognition can you provide for Whole Foods Market for this contribution? \_\_\_\_\_  
\_\_\_\_\_

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**For Office use only:** \*\*\*\*\*  
Whole Foods Market's Reply

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# COMMUNITY SPOTLIGHT AGREEMENT

What you should know about being a Community Spotlight at Whole Foods Market

- First, thank you for your interest in Whole Foods Market

- The bulletin board, approximately 6 feet wide by 4 feet high, in the front air lock at Whole Foods Market will be available to your organization for display of photographs, brochures, flyers, and other materials promoting your organization. It will be the organization's responsibility to provide these materials and display them on the board (using magnets provided by WFM) by the first of the month for which they are chosen as Community Spotlight. WFM reserves the right to rearrange or remove any materials deemed unsuitable by store leadership. We encourage you to make your board as colorful and inviting as possible.

- Donation banks for your organization will be placed at each register. You will need to supply an insert for this donation bank, approximately 6 inches wide by 6.5 inches tall. Make it inviting: include pictures, print it in full color, and use as few words as possible, but make them powerful words! Funds will be collected throughout the month by the Marketing Team Leader and turned over to you at the end of the month.

- You may set up an information table, to be staffed by your volunteers, during highly trafficked hours at our store up to 6 times during the month of your Community Spotlight. We can provide a small table for you, and two chairs for your volunteers. The table should never be left unattended. When shoppers stop by the table to talk about the organization, the volunteers may point out to them that funds for the organization are being collected at the registers. When the weather is nice, you may choose to set up your table on an outside café table.

- **IMPORTANT:** At no time during your month are your staff or volunteers to directly solicit Whole Foods Market customers for donations. Please understand that Whole Foods Market supports many organizations each month and year through Community Spotlights, 5% Days, and in-kind donations. If customers are approached without their consent (by well-meaning volunteers), they will feel awkward and may choose not to return to our store. First and foremost, customers are here to shop. Among other reasons, they may be choosing to shop because of the WFM commitment to the community, so you are reaping these benefits without directly soliciting funds from the customers. In addition, please respect any customer's decision to decline information about your organization.

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