



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

PHONE 919.286.2290
FAX 919.286.7819
amy.eller@wholefoods.com

5% Day

Whole Foods Market Durham is dedicated to helping 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. Four times a year, we contribute 5% of one day's sales to a deserving non-profit organization.

In the recent past, 5% Day contributions averaged around \$4000. Naturally, the higher our sales are on the 5% Day, the higher the contribution will be. We try to work together with the benefiting organization to get the word out, and the sales up! Whole Foods Market promotes the group on posters and flyers in the store. The sponsored group utilizes its own newsletter, meetings or website to encourage their supporters to shop in our store.

Most importantly, we post information about the organization prominently in our stores; so a large part of Whole Foods Market's contribution is simply creating a venue for exposure to the wider community. Each of our stores averages over 20,000 customers a week. During the 5% day, we encourage the organization to have representatives in the store to inform our customers about the projects they are sponsoring and the accomplishments they've made.

We're happy to consider any local, Durham-area, non-profit 501(c)3 organization for our 5% Day program. If your organization would like to apply, please complete the attached application and return it to the store by **September 20** for consideration during the following fiscal year.

Due to the large number of applications we receive, you will only hear from us if you are a finalist for a 5% Day 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 funds.



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

PHONE 919.286.2290
FAX 919.286.7819
amy.eller@wholefoods.com

5% DAY APPLICATION

Date of Application: _____

Name of Organization: _____

Organization Contact: _____

Organization Mailing Address: _____

City _____ State _____ Zip _____

Phone _____ Website _____

Describe the mission and history of your organization:

Is your organization a part of a larger organization or do you receive major funding from a corporation? If so, please explain _____

If you are the recipient of a Whole Foods Market 5% Day, do you have a specific project for which the contribution money would be used? Please provide any information.

How many members does your organization have? _____ How many Active Volunteers? _____

How will you publicize 5% Day to get the community to participate and be made aware of the event?

What other fundraising events have you organized in the past, and what were the most successful events/programs?

From what other sources does your organization receive major funding?

Will you, or volunteers from your group, be available to work at an informational table (providing info. to our customers about *your* organization) in the store (8 am-10 pm) on 5% Day? How many people?

Who are the key officers and/or board members of your organization?

Additional comments or information you feel would be helpful in describing your group:

IMPORTANT: Please attach a copy of your 501(c)3 designation letter or your organization will not be able to take part in a Whole Foods Market 5% Day. Please be advised that due to volume we will only contact you if you are chosen as a finalist for a 5% day.