



5% Day Application Form

Whole Foods Market, Ft. Lauderdale is committed to helping make its communities better and healthier. Specifically, Whole Foods Market seeks to provide financial support to organizations dedicated to improving the quality of life for members of our local communities.

5% Day is one way we do that on an on-going basis. Four times during the year we donate 5% of our store's net sales on a specific date to a selected nonprofit organization. We work closely with the benefiting organizations on promotion and using their resources (newsletters, public service campaigns, direct mailings, etc.) in conjunction with our own to make the day as successful as possible.

Completed applications should be submitted to the Marketing Specialist either by faxing your application and 501 (c) 3 letter to (954) 565-7505 or by dropping them off to our Customer Service Desk.

Eligibility Guidelines

An organization is eligible for consideration if it:

- Is a 501 (C) 3 organization as designated by the IRS. Your current 501 (c) 3 letter must be submitted with this application. Letters from any other government entity will not be accepted.
- Is located within close proximity of the Ft. Lauderdale store.
- Provides direct services and programs designed to improve the environment and quality of life for members of the local community.
- Has not had a previous 5% Day with Whole Foods Market within the past 2 years.

Selections will be made approximately 6 weeks prior to the event date to ensure optimal promotional opportunities.

Today's Date:

Name of organization:

Website of charity:

501(c)3 number:

Contact name:

Title:

Email:

Phone #: _____

Fax #: _____

Address:

1. Please briefly state the mission and history of your organization.

- 2. Which project/projects will the funds from a 5% Day event benefit?**

- 3. How many subscribers/members/constituents does your organization have?**

- 4. How would you publicize and promote this event to your members and the public?**

- 5. Please provide information on your organization's fundraising endeavors, especially the most effective projects.**

- 6. From what other sources/foundations do you receive major funding?**

- 7. Whole Foods Market requires the recipient organization to staff an information table in our store the Saturday prior (for several hours) and on the actual the 5% Day for a major of time. The store hours are 8 am – 10 pm. What is your plan for adequately staffing the store with volunteers throughout the day? How many people will you have in the store?**

8. Aside from providing information, what else could you provide in the store during your 5% Day? (e.g. entertainment, celebrity baggers, video of your work, free lecture)

9. Have you ever applied for a Whole Foods Market 5% Day before at this store or another location? If so, when and what location?

Please attach a copy of your 501(c)3 determination letter and a completed W-9.

Please return completed application to:
Marcea Cazel
Marketing Specialist & Community Liaison
Whole Foods Market, Ft. Lauderdale
Phone: 954/565-5655 x243
Fax: 954/565-7505

PLEASE FEEL FREE TO ATTACH ANY FURTHER INFORMATION.