

Whole Foods Market Fresno, CA 5% Day Application

Whole Foods Market 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. Two times a 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, 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 559.241.7040, or by dropping them off at 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 in close proximity to the 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 two years.

Selections will be made approximately eight weeks prior to the event date to ensure optimal promotional opportunities. Eligible applications will be presented to our TMAG (Team Member Awareness Group) representatives and chosen by means of a majority vote.

**Whole Foods Market
Fresno, CA
5% Day Application**

Today's Date: _____

Name of Organization: _____

Name of Charity: _____

Website of Charity: _____

*501(c)(3) number: _____

Contact name: _____

Title: _____

Email: _____

Phone: _____

Address: _____

1. Please provide a concise description of the services and programs your organization offers. (Include number of active members/supporters)

2. Please outline the purpose and specific goals of the project(s) that the funds from a 5% Day event may benefit. Include the city and county where the majority of the project(s) take place.

3. We encourage the benefitting organization to be visible in the store prior to and on the day of the event. Will you be able to take advantage of this opportunity? How many members or staff will be available to participate during store hours?

4. Is there a specific time of year when your organization could best support a 5% day? _____

5. How could you help publicize and promote this event to your members to maximize support of the event?

6. Tell us about other significant fundraising sources/events for your organization.

7. Has your organization previously applied for a 5% Day? If so, when and at which location?

Thank you for completing the application to participate in our 5% Day program. We are proud of the organizations that we help fund and of the support we receive from the community on these special days.

Completed by: _____

Phone: _____ Cell: _____

Send completed forms to:

**Robert Mollison
Whole Foods Market, Fresno
Marketing and Community Relations
650 West Shaw Avenue
Fresno, CA 93704
phone: 559.241.0300 fax: 559.241.7040
robert.mollison@wholefoods.com**

