



5% Day Application

At Whole Foods Market we recognize our responsibility to be active participants in our local communities. One way we do this is by supporting causes that are important to our shoppers and Team Members. Our 5% Day program provides financial support to organizations dedicated to improving the quality of life and environment in our local communities. Four times during the year we donate 5% of store sales on a specific date to a selected nonprofit organization. We're able to make these days very successful by working closely with the benefiting organizations to promote them through their resources (newsletters, public service announcements, direct mailings, website links, etc) in conjunction with our own.

Eligible organizations may apply once in a 12-month period. Completed applications should be submitted to the Marketing Director via Customer Service, fax or email at jennifer.sparks@wholefoods.com.

Eligibility Guidelines

An organization is eligible for consideration if it:

- Has 501 (c)3 status- documentation of which must be submitted with completed application*
- Is located within close proximity of the store
- Provides direct services and programs designed to improve the environment and quality of life for members of the local community

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

***PLEASE ATTACH A COPY OF YOUR NON-PROFIT DESIGNATION LETTER.
APPLICATION CAN NOT BE CONSIDERED WITHOUT NON-PROFIT DESIGNATION LETTER.**

1140 Woodruff Road · Greenville, SC 29607 · Ph 864.335.2300 · Fx 864.335.2313
www.wholefoodsmarket.com

Name of organization: _____

Name of charity: _____

*501(c)3 number: _____

Primary contact information

Name: _____

Title: _____

Email: _____

Phone: _____ Fax: _____

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) takes place.

3. We encourage the benefiting organization to be visible in the store prior to and on the day of the event. Store hours are 8am-10pm Mon-Sat, and 9am-9pm Sun. 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?

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: _____

Questions? Contact the store's Marketing Team at 864.335.2300.

PLEASE ATTACH ANY FURTHER INFORMATION THAT WILL BE HELPFUL IN MAKING OUR DECISION.



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