



# Montgomery County

## Community Support 5% Day Request Application Guidelines

Giving back to our community comes naturally. We strive to support local organizations which focus on health and human services, education, environmental preservation, hunger relief, the arts and animal compassion. However, each Whole Foods Market location has budgetary constraints and can only approve four 5% Day applications each fiscal year of the many requests received. If an organization has been the recipient of a 5% day, they must wait three years to reapply at any and all locations. Please help us serve you and our community better by submitting your applications according to the following required guidelines:

1. Complete the attached Whole Foods Market 5% Day Request Application.
2. Attach any additional information that will support your application.
3. Attach a copy of your organization's federally issued letter certifying non-profit 501(c)3 status.
4. Return only one copy of the application to the store serving your community.
5. Submit your application by mail, fax, email or deliver to your nearest store's Customer Service Desk.

Please remember, applications which do not meet all five above requirement will automatically be declined.

## Frequently Asked Questions

### **Which Whole Foods Market location should receive my completed request application?**

The address of the non-profit generally determines the store reviewing the request. Organizations which are regional should address their donation request application to the store nearest to the location of the applying organization.

**Our Bethesda store supports:** Bethesda, Chevy Chase and Potomac

**Our Rockville store supports:** Rockville, Kensington, Garrett Park and Olney

**Our Kentlands store supports:** Gaithersburg, Germantown, Washington Grove, Laytonsville and Damascus

**Our Silver Spring store supports:** Silver Spring, Takoma Park and Wheaton

### **Which organizations are eligible to receive 5% Days?**

Whole Foods Markets of Montgomery County accepts donation request applications from local non-profit organizations with 501(c)3 status. The event, fundraiser or program must serve the local community. Whole Foods Market cannot make donations to political or religious organizations unless the donation will be used for a local, non-secular, community service-related event or program. If your organization has been the recipient of a 5% Day at any Montgomery County location in the past three years, it is not eligible to apply.

### **What is acceptable documentation of my organization's non-profit status and why is this necessary?**

In order to accept and review your donation request application, it must be accompanied by a copy of the federally issued statement of your organization's 501(c)3 status and your 9-digit Federal Identification Number. This letter is obtained from the Federal Treasury and is different from a tax-exempt form. For accounting purposes, documentation, including non-profit status, of every donation request application processed must be kept on record for 7 years.

### **How will I know if my application has been approved?**

Each Whole Foods Market location schedules three local 5% Days each fiscal year. Due to the number of applications received, you will be notified 60 days in advance if your organization is the recipient of a 5% Day. All applications are kept on file for one calendar year.



# Montgomery County

## CommUnity Support 5% Day Request Application

Please apply only to the Whole Foods Market nearest your organization's address.

**Bethesda**  
5629 River Road  
Bethesda, MD 20816  
bethesdacommunity@wholefoods.com  
fax:301-984-4870

**Kentlands**  
316 Kentlands Blvd.  
Gaithersburg, MD 20878  
kentlandscommunity@wholefoods.com  
Please do not fax

**Rockville**  
1649 Rockville Place  
Rockville, MD 20852  
rockvillecommunity@wholefoods.com  
Fax 301-816-1897

**Silver Spring**  
833 Wayne Avenue  
Silver Spring, MD 20910  
silverspringcommunity@wholefoods.com  
Fax 301-608-9366

**Important -carefully read guidelines on other side before completing application.  
Please PRINT All Information**

Today's Date \_\_\_\_\_ Organization \_\_\_\_\_

Non-Profit Federal Identification Number \_ \_ - \_ \_ \_ \_ \_ \_ \_ (Copy of 501(c)3 letter must be attached)

Address \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone (day) \_ - \_ - \_ (evening) \_ - \_ - \_ Fax \_ - \_ - \_

**Has your organization ever participated in a 5% Day event at this or another Whole foods Market Location? If yes, when and which Whole Foods Market location?**

**Please briefly outline the history and mission of your organization.**

**Is there a specific project for which the 5% Day contribution will be used?**

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

How would you publicize the event to you members and to the public?

Tell us about other fundraising events your organization has held, especially the most effective. From what other sources/foundations do you receive major funding?

We require the benefiting organization to be visible in the store prior to and the day of the event. How would you take advantage of this opportunity? How many members or staff will be available during business hours to participate?

In addition to providing information about your organization, what else would your group do to attract people to attend the 5% Day event? (i.e. entertainment, celebrity baggers, educational programs)

Is there a time of year when your organization would best support a 5% Day?

Is there a time of year when your organization would not be able to adequately support a 5% Day?

We require a brief evaluation of the program for which the funds are contributed. How long after the 5% Day could we expect your report?

Please attach names of your organization's key officers and board members:

Application prepared and submitted by:

\_\_\_\_\_  
Name (PLEASE PRINT)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date