



# 5% Day Application

**Attn: Amanda Sauer, Marketing Director**

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*Whole Foods Market strongly believes in supporting the community. Once per quarter, we sponsor a non-profit organization as our 5% Day beneficiary. On the designated day, this organization receives 5% of Whole Foods Market Madison's gross profits. This is a wonderful opportunity for us to team up with organizations to help them achieve their fundraising goals! Please take a moment to fill out the following form. All requests that cannot be fulfilled by a 5% Day can be considered for other forms of donations. Please request a Donation Request Form from customer service. The best to you in your work and thank you for shopping at Whole Foods Market!*

**Please complete the following information:** (please print clearly)

Today's Date: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, Province, Postal Code: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please briefly outline the history of your organization:**

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

**How many members does your organization have?**

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

**Tell us about other fundraising events your organization has held. Which were the most successful?**

**From what other sources do you receive major funding?**

**We encourage the benefiting organization to be visible in the store prior to and on 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?**

**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?**

**Names of your organization's key officers or board members:**

**Application prepared/submitted by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*Additional brochures or information may be attached to this application.*

*Whole Foods Market will promote your organization's 5% Day in our widely distributed monthly newsletter. We will also give out 5% Day Buttons to be worn by our staff and post signs inside our store. To be a 5% Day beneficiary, you must provide a staffed information booth on the 5% Day. We encourage you to promote the day through your organization. Past beneficiaries have utilized press releases and other forms of promotion to maximize their donation.*