

Whole Foods Market, Mill Valley Bag Token Donation Program Application “Nickels for Non-Profits”

(Updated 7/13/07)

Program summary:

When customers bring in their own bags for groceries they have the option of receiving a five cent credit (per bag); or the customer has the option to donate the five cents to a selected charity. There are 3 organizations at a time that are selected every quarter or about 4 times a year. Any non-profit organization can apply that has 501-(C) 3 tax id #.

Date:

Name of Organization:

501- (C) 3 Tax Identification Number:

(Please include a photocopy of your status)

Address:

Please list the organizations website:

Contact Person (name of applicant):

Phone number:

Email address:

Bag Token Application Questions

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

2. How will the funds from this program impact your organization?

3. What would the funds be used for?

4. How many members does your organization have?

5. How will you publicize/promote your participation in this program to your members and the community?

6. Are you interested in creating a partnership that goes beyond the Bag Token Program with Whole Foods Market? Please give examples.

7. Please provide information on your organization's fundraising endeavors.

8. What other sources/foundations do you receive major funding?

9. Please list your organizations Executive Directors. (Only if I may contact)

10. Have you ever applied for this program before? If yes, please give date and location.

*Please return application to Laird Archer
Marketing & Community Relations Representative
Email (preferred): laird.archer@wholefoods.com
Direct Fax #: (415)-389-7344
Direct Phone#: (415)-389-7348*

