

Whole Foods Market Napa's Donations Policy

Updated 01/09/08

Whole Foods Market receives many donation requests. We'd like to say yes to everyone, but that's not always possible, as we have a limited budget. Here are the criteria we use to make decisions about donations:

1. **We make donations to Non-profit organizations only.** In most cases, we prefer to support event or organizations that contribute to one or more of the following: **Education, Environment, Food, Children, Sustainable Agriculture, Organics, or the Napa community.**
2. **We donate products** rather than cash and we try to donate private label items from the Whole Foods Market Family of Brands. In some rare cases we will donate gifts cards.
3. **All applications must be received in writing at least 2 months (60 days)** prior to the event to allow for ordering and logistical planning. Requests by phone will not be accepted. Please use the attached form. You may attach information regarding the benefiting organization.
4. **Most appealing are opportunities for partnership between the store and an organization.** For example, the applicant might agree to teach a class for Whole Foods Market Team Members/Customers, and/or trade services.
5. **Also, most appealing are opportunities whereby Whole Foods Market leverages the event/donation/partnership to gain positive exposure from the press.**
6. **Rarely do we give a very large contribution to one organization,** simply because there are so many who apply and we want to spread the wealth. **However, once every quarter we host Community Support Days during which 5% of our net profits from one day's operation are donated to a non-profit organization** chosen by all our Team Members. A separate letter of request must be completed for Community Support Day recipient consideration.

Whole Foods Market, Napa

Nickels for Non-profits Donation Program Application

(Updated 10/09/07)

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 option to donate the five cents to a selected charity. Three organizations are selected each quarter or about 4 times a year. All Non-profit organizations may apply that have a 501-(C) 3 tax id number. At the end of the quarter the selected organizations will receive the monies that have been donated into the organization's account.

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:

Nickel for Non-profits 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 Nickels for Non-profits 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 Hadley Larson
Marketing & Community Relations Coordinator
Email (preferred): hadley.larson@wholefoods.com
Phone#: (707)-224-6300 ext.260
Fax#: (707)-224-6311*