

WHOLE FOODS MARKET

5% Day Application

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Nashville, TN 37215

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ATTN: Brittany Conner, Marketing Team Leader

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Whole Foods Market is a company with a conscience. We passionately believe in supporting the communities we serve. We understand that we are all interdependent and are committed to helping organizations in our community. Whole Foods Market pledges to donate at least 5% of our annual net profits to non-profit organizations.

On designated days in a calendar year, a portion of sales are donated to a specific, local non-profit organization. Organizations interested in being considered as a 5% Day recipient must fill out this application in its entirety & should include any/all necessary attachments as requested in this application. All applicants should be willing to respond to any queries regarding level of activity and responsibility of their board and ethical solicitation of funds.

On your organizations letterhead, please submit the following responses (all questions must be answered to be considered):

Your Organization

1. Briefly state the mission and history of your organization along with the geographic area your organization serves.
2. How many people does your organization serve each year?
3. Please list the total number of staff members and total number of volunteers on an average basis.

Your Project

1. Which specific project(s) will the funds from a 5% Day benefit?
2. What is the overall total cost of this project(s)?
3. How are you promoting & publicizing this project to your members & the public?

Financial Information:

1. Provide information on your organizations fundraising efforts, especially the most effective projects.
2. If you receive government funding, what percentage of our budget does this represent?

3. Administrative costs represent what percentage of your groups' budget?

5% Specific:

1. Recipient organizations are required to staff an information table in our store during peak hours. Please provide details concerning staffing of the table during a 5% Day event. Any organization that chooses not to staff a table will not be considered.
2. Aside from providing information, what else could you provide in the store during your 5% Day event to create excitement and ensure maximum exposure for your group? Some examples are; entertainment, special guests, celebrity baggers, videos of your work free lecture, etc.)
3. Have you received any "5% Day" type or large funds from any retailer or other organization within the past 3 years? If so, please describe.

PLEASE SUBMIT THE FOLLOWING WITH YOUR APPLICATION:

- A copy of your 501c3
- A list of your organizations key officers & board members & their affiliations
- A copy of your organizations financial statements
- A signature, noted date of request, tax id #, website address If not noted on letterhead, and full contact information of person submitting the request for consideration along with all information listed below.

***Incomplete or illegible submissions of these documents will not be able to be considered.

THANK YOU!