



5% Day Guidelines



General Information

Whole Foods Market is dedicated to helping non-profit organizations (501c3) in our local community that have grand intentions along with small budgets. Our giving program supports volunteer-staffed organizations that address community issues such as hunger, poverty, organic & sustainable agriculture, animal welfare issues, environmental concerns and health & human services, among others. Political organizations are not eligible for donations.

5% Day is one way that Whole Foods Market is able to provide financial support to such organizations. Four times during the year, we donate 5% of one day's net store sales to a selected non-profit organization. We work closely with the benefiting organization to promote the event—using their promotional resources as well as our own; for example, newsletters, public service campaigns, direct mailings, etc., to make the day as successful as possible.

Eligibility Guidelines

- Non-profit organizations are invited to apply for 5% Day once in a 12-month period.
- An organization that has not benefited previously will have priority over those who have.

To be eligible, an organization must:

1. Be designated with 501(c)(3) status, proven by proper IRS documentation submitted with completed application

2. Submit a completed application. All information must be turned in at the same time. Organizations will not be contacted for missing information. Please note that a completed application is not an agreement to honor your request. Although we would like to support every worthwhile cause, due to the volume of applications, it is not possible for Whole Foods Market to fulfill every request.
3. Be located within close proximity to the store.
4. Provide direct services and programs designed to improve the environment and quality of life for members in the local community.

We appreciate the time and efforts of your organization.

Make the Most of your 5% Day!

The following outlines the general expectations for both the store and 5%-day beneficiary when planning and executing the 5% day.

Store responsibilities:

1. Design in-store signage to include: 3x4 signs above checkout register and a 22x28 poster for entrance. Additional signage to be determined and may include postcard for mailing.
2. Add event to store website (www.wholefoodsmarket.com), in-store calendar and/or fliers.
3. Intercom announcements the weekend prior and the day of the event providing brief information on the benefiting organization and explanation of 5% day.

Non-profit organization's responsibilities:

1. Submit your organization's logo in an Illustrator, .pdf, or .jpg format for promotional purposes within the store as soon as possible after your organization has been selected.
2. Promote the event through your organization's vehicles of communication. This may include newsletters, community calendars, websites, postcards, meeting announcements, bookmarks and e-mail lists.
3. Write and distribute media advisory to all local media contacts. Obtain Whole Foods Market's approval before transmitting.
4. Schedule at least two volunteers to staff an information table during heavy traffic times on the day of the event. More volunteers are welcome throughout the day. Heavy traffic times are 11am-2pm and 5pm-8pm. Store hours are 8 am-10 pm.
5. For additional promotion, you may also schedule volunteers to staff an information table in the store on the Saturday *prior to* the event.
6. Volunteer baggers are a great way to make conversation with customers and say thanks as they wait in line to check out. Local "Celebrity Baggers" generate additional exposure. We usually have about 4-6 registers operating at a time.
7. If your volunteers can wear the organization's T-shirts, this will additionally highlight the organization and cause.

