

Whole Foods Market Petaluma's Community Support Day Program

Whole Foods Market believes passionately in supporting the communities we serve. We give back at least five percent of our profits to the community each year. Also, throughout the year we make hundreds of small contributions to local fundraisers and events held by Non-profit organizations in our communities.

Additionally, once a quarter, Whole Foods Market contributes 5% of one day's sales to a Non-profit organization (Community Support Days). We work together with the participating group to promote the organization, finding fun and creative ways to generate sales the day of the event. The participating organization is encouraged to promote the event within their organization and out to the community via a newsletter, meeting, emails, or other media. Occasionally we have Regional and National Community Support Days as well.

On a CSD, the chosen organization will need to maintain a staffed information table throughout the day to allow customers to get to know and interact with the organization.

The first step in becoming a beneficiary of a CSD is to complete a CSD application. Once you have completed the form please email it to Melissa.Mueller@wholefoods.com or drop it off at the Customer Service area.

Each quarter, the applicants are reviewed and a vote is held by the Store Team Members to choose a beneficiary for that quarter. We may invite the CSD candidates to come and present to our team members to help them with their decision.

Whole Foods Market generally supports local organizations that support feeding the hungry, education, children, environment conservation, sustainability, animal compassion, organics and responsible agriculture. However, we're happy to consider any local, non-profit organizations for our CSD program.

Thank you for your interest in our Community Support Day Program and we look forward to receiving your application.

Whole Foods Market Petaluma's Community \$upport Day Application

Your complete application must be received at least 3 months in advance of event date and "pick up" in order to be considered.

Please save resources by emailing instead of faxing or mailing your application.

Today's Date: _____

Name of Organization _____

501-C (3) Number (and name/explanation of status holder if different from requesting org.)

Address of (*Please include website address*):

Contact: _____ Title: _____

Phone: _____ Alternate Phone: _____

Email: _____ Fax: _____

Please briefly state the mission and history of your organization :

How will the raised funds from a Community Support Day impact your organization?

How will the funds raised be utilized? _____

How many members does your organization have? _____

How will you publicize and promote this event to your members and the public?

Please provide information on your organization's fundraising endeavors, especially the most effective projects?

From what other sources/foundations do you receive major funding? _____

Please list your organizations key officers/board members: May I contact them?

Have you ever applied for a Community Support Day at Whole Foods Market before?
If so, when and at what location & what was the outcome? _____

Email your application, a 501-C (3) letter, & any relevant information to:

Melissa.Mueller@wholefoods.com

Melissa Mueller — Marketing & Community Relations

707.762.9352 ext. 260 (You will have greater success in contacting me via email)

If you must, you may deliver your application to customer service at the store or Fax: 707.762.5419