

Whole Foods Market Petaluma's Donation Request Policy

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 Petaluma Community.**
2. **We donate products** rather than cash and we try to donate private label items from the Whole Foods Market Family of Brands.
3. **All applications must be received in writing at least 2 months** prior to the event to allow for ordering and logistical planning. Requests by phone will not be accepted. **Those requests received via email rather than mail or Fax, will have priority.** 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 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 would rather give to as many as possible.
7. **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 Petaluma's Donation Request Form:

Your complete application must be received at least 2 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.

Please read all guidelines of this application before submission.

Today's Date: _____ Event Date: _____ Pick up Date: _____
Organization (*Please include website address*) _____

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

Address of (event):

Contact: _____ Title: _____
Phone: _____ Alternate Phone: _____
Email: _____ Fax: _____

Description of Event and attendance:

How will Whole Foods Market be acknowledged?

Request you are making (include specific product/flavors requests—i.e.5 ranch dressings, we do not donate gift cards, or \$):

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, Fax: 707.762.5419