

5% DAY APPLICATION

Whole Foods Market's Store Level Giving Program is dedicated to helping nonprofit organizations in our stores' local communities that have limited budgets and big hearts. Our giving program supports organizations that address community issues, such as: hunger relief, environmental concerns, organic and sustainable agriculture, animal rights and welfare and social services. Our focus is to support innovative groups that strive to make the world a better place. To us, a better place is one where the environment is preserved and replenished, communities are strong, health is a priority, organic farming is cherished, and where all living beings are respected.

The Whole Foods Market Giving Program does not provide monetary funding for religious organizations, public schools, large educational institutions or politically affiliated groups. However, there are opportunities for in-kind support for these groups with food donations, gift cards, gift bags and onsite event participation. Please pick up the appropriate form to apply for these partnerships

The Whole Foods Market Giving Program typically does not provide any form of support, monetary or otherwise, to organizations with annual budgets exceeding \$1 million; organizations whose administrative costs, or overhead, exceed 15% of their budget; organizations that directly test on animals; organizations that discriminate in any form; organizations who use harassment, intimidation or other "militant" actions to communicate their messages.

ABOUT 5% DAY

Whole Foods Market created 5% Days to give back to our local communities by providing support to nonprofit organizations whose programs directly benefit the communities surrounding our stores. 5% Days are held quarterly in each store. On this special day, selected organizations receive 5% of a store's total pretax sales for that day.

The success of a 5% Day depends largely on the participation and commitment of the designated non-profit organizations. Designated organizations sign a contract with Whole Foods Market committing to a significant level of promotional support surrounding the 5% Day. The more people who shop our stores on that day, the greater the donation to the nonprofit organization. So, we require that the nonprofit group promote the 5% Day through press releases, ads in community papers, flyers, in-store bag stuffers, public service announcements on local radio stations, and newsletters and/or email communication with their members and supporters. Our stores also assist in promoting the event, but we have found the greatest success stories revolve around the level of commitment shown by the organization the 5% Day is meant to benefit.

Organizations that are eligible for a 5% Day must meet our giving guidelines, tend to have annual operating budgets between \$500,000 and \$1 million, and must have a substantial membership and the ability to communicate with that membership. Organizations can only be selected to participate in a 5% Day once every two years.

To apply for a 5% Day, please complete the application on the reverse side of this page. Incomplete applications will not be considered for a donation. Attach your organization's 501(c)(3) form, Mission Statement, description of organizations outreach, memberships, contributors and partners, and a list of current programs. Once approved, you will be required to complete a 5% Day Contract, which details your promotional commitment to this program.



**NOURISH STRONG
COMMUNITIES**



**PRESERVE & REPLENISH THE
ENVIRONMENT**



**CHERISH
ORGANIC FARMING**



**CELEBRATE
ALL LIVING BEINGS**

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SECTION 1: ABOUT YOUR ORGANIZATION

TODAY'S DATE

ORGANIZATION NAME

CHARITABLE NON-PROFIT 501(C)(3) CERTIFICATE # (ATTACH COPY OF CERTIFICATE)

STREET ADDRESS

CITY

STATE

ZIP

CONTACT NAME

CONTACT TITLE

PHONE NUMBER

FAX NUMBER

EMAIL

DATE ORGANIZATION WAS ESTABLISHED

PLEASE CHECK ONE CATEGORY THAT BEST DESCRIBES THE PRIMARY SERVICE YOUR ORGANIZATION PROVIDES:

- ENVIRONMENTAL SOCIAL SERVICES HEALTH & WELLNESS HUNGER
 ANIMAL RIGHTS/WELFARE ORGANIC/SUSTAINABLE AGRICULTURE
 OTHER (SPECIFY)

DOES ANY PART OF YOUR ORGANIZATION SUPPORT OR CONDUCT, DIRECTLY OR INDIRECTLY, ANIMAL TESTING?

- YES NO

ARE YOU PART OF A LARGER ORGANIZATION OR DOES YOUR GROUP RECEIVE FUNDS FROM LARGE CORPORATION? YES NO IF YES, WHO?

SECTION 2: YOUR BUDGET

WHERE DOES YOUR GROUP GET FUNDING?

WHAT IS THE OVERALL ANNUAL BUDGET FOR YOUR ORGANIZATION?

WHAT PERCENTAGE OF YOUR GROUP'S BUDGET WENT TO OVERHEAD IN THE LAST FISCAL YEAR?

WHAT PERCENTAGE OF YOUR GROUP'S BUDGET WILL GO TO OVERHEAD IN THE CURRENT FISCAL YEAR?

WHAT PERCENTAGE OF THIS DONATION WILL DIRECTLY SUPPORT YOUR ORGANIZATION'S CAUSE?

PLEASE ATTACH YOUR ORGANIZATION'S MISSION STATEMENT AND PROGRAM LIST TO THIS APPLICATION.

CONTINUED ON REVERSE...



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SECTION 3: ABOUT YOUR REQUEST

ORGANIZATION NAME _____

HAVE YOU SUBMITTED THIS REQUEST TO ANY OTHER WHOLE FOODS MARKET STORE?

YES NO IF YES, WHEN? _____ WHICH STORE(S)? _____

HAS YOUR GROUP EVER RECEIVED SUPPORT OR FUNDS FROM ANY WHOLE FOODS MARKET STORE?

YES NO IF YES, WHEN? _____ AMOUNT? _____ WHICH STORE(S)? _____

WHY DO YOU WANT TO PARTNER WITH WHOLE FOODS MARKET FOR THIS EVENT?

Please return your completed application to the Marketing Team Leader or to the Customer Service Supervisor at your local Whole Foods Market. Incomplete applications will not be considered. You will be notified if your organization has been selected for this donation.

NOTE: A COMPLETED APPLICATION IS NOT AN AGREEMENT TO HONOR YOUR REQUEST.

Thank you.

ATTACHMENT CHECKLIST

- 501(C) 3
- Mission Statement
- List of Programs
- Description of organizations outreach, memberships, contributors and partnerships

