

# WOODEN NICKEL PROGRAM APPLICATION

---

The Whole Foods Market 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, social services, and health and wellness. 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.

## ABOUT OUR WOODEN NICKEL PROGRAM

Whole Foods Market gives a "Wooden Nickel" to customers who bring their own canvas shopping bags or who re-use shopping bags or bulk containers. This program is designed to reduce our impact on the environment while supporting local nonprofit groups. If customers choose to take the Wooden Nickel over a 10 cent bag refund, they deposit them (two per bag) into "Wooden Nickel Banks" located near the exit of the store. Each Wooden Nickel Bank has collection slots designated for up to three local beneficiaries, which are rotated every six months. At the completion of the 6-month term, Whole Foods Market issues a check to the designated nonprofit groups for the total amount raised "nickel for Wooden Nickel."

This program is primarily designed to bring attention and exposure to small, but meaningful organizations in our local communities. Through this program, selected organizations are provided with a platform for communicating their mission and contact information to our customers.

Applications are kept on file for one year, and organizations will be notified if they are selected for this program at least six weeks prior to the start date of the new cycle. The same organizations can only be selected to participate in the Wooden Nickel Program once every two years. To apply for our Wooden Nickel Program, please complete the application in full and attach your organization's 501(c)(3) form, Mission Statement, and a list of current programs.

### **Liza Burke**

*Marketing Team Leader*

Whole Foods Market

5022 Poplar Avenue

Memphis, TN. 38117

Store: 901-685-2293

Direct: 901-761-9730

Fax: 901-685-7961

Liza.Burke@wholefoods.com



**NOURISH STRONG  
COMMUNITIES**



**PRESERVE & REPLENISH THE  
ENVIRONMENT**



**CHERISH  
ORGANIC FARMING**



**CELEBRATE  
ALL LIVING BEINGS**

## WOODEN NICKEL PROGRAM APPLICATION

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...

**WHOLE  
FOODS<sup>®</sup>**  
M A R K E T

**NOURISH STRONG COMMUNITIES**



**PRESERVE & REPLENISH THE ENVIRONMENT**



**CHERISH ORGANIC FARMING**



**CELEBRATE ALL LIVING BEINGS**

# WOODEN NICKEL PROGRAM APPLICATION

## 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 A WOODEN NICKEL DONATION FROM ANY 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?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If your organization is chosen to participate, promotion is important, so please assist us in getting the word out. If you have a newsletter or hold regular community meetings, be sure to mention this creative way of raising money for your organization and promoting the environmentally responsible method of reusing shopping bags.

Please return your completed application to the Marketing Team Leader or to the Customer Service Desk 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

