



# Memorandum of Understanding 5% Community Support Day Recipients

## Non-profit Organization Responsibilities:

- Promote the 5% Day event prior to the 5% Day in a variety of publications and sources. Including, but not limited to: issuing press releases to local papers, posting information on website (if applicable), newsletters, e-mail list serves, flyers or mailings.
- Provide at least 1 volunteer in store from 10am to 8pm and 2 volunteers during peak sales times. Peak times may vary by store. Volunteers should wear buttons or t-shirts promoting the non-profit they represent, if available. Volunteers must wear nametag denoting their name and organization.
- Host an informational table in store promoting and educating customers about the organization. Information boards, brochures, and videos/DVDs can be displayed at the table.
- Additional solicitation (accepting direct donations, raffles, product sales) is unacceptable and will terminate 5% Day program immediately.
- Plan and execute an in-store special event on the 5% Day that will help connect the non-profit with our customers. Examples of such events would be: children’s story time or craft time.
- Issue press release after the 5% Community Support Day to the local papers, denoting the funds dispersed and the program the funds will support.
- All materials which feature Whole Foods Market name and/or logo must be approved by the Community Liaison before use. Please use only the entire and correct name of “Whole Foods Market” as opposed to “Whole Foods.”

## Whole Foods Market Responsibilities:

- Promote 5% day on store calendar and website; announce 5% day over the loudspeaker.
- Provide water and snacks for volunteers in the store.
- Provide table, tablecloth, and chairs for the information table.
- Request check within 5 days of the 5% day, for 5% of the stores net sales for that day, with an expected delivery time to non profit of 30-45 days.

Agreed by:

\_\_\_\_\_   
5% Community Support Day Recipient

Date: \_\_\_\_\_

Agreed by:

\_\_\_\_\_   
Whole Foods Market MCRL

Date: \_\_\_\_\_