



5930 Roswell Rd.
404-236-0810

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Atlanta, GA 30328

Phone: 404.236.0810

Contact: Jennifer McCormick, Marketing Team Leader jennifer.mccormick@wholefoods.com

5% Day Application

Whole Foods Market, Sandy Springs is dedicated to helping non-profit organizations in our local community that have grand intentions but a small budget. Our community giving program supports organizations that address community issues such as hunger, poverty, organic and sustainable agriculture, animal welfare issues, environmental concerns, and health and human services. Four times a year, we contribute 5% of one day's sales to a deserving non-profit organization.

In the recent past, 5% Day contributions averaged around \$2,800. Naturally, the higher our sales are on the 5% Day, the higher the contribution will be. We try to work together with the benefiting organization to get the word out, and the sales up! Whole Foods Market promotes the group on posters and flyers in the store. The sponsored group utilizes its own newsletter, meetings or website to encourage their supporters to shop in our store.

Most importantly, we post information about the organization prominently in our stores; so a large part of Whole Foods Market's contribution is simply creating a venue for exposure to the wider community. Each of our stores averages over 20,000 customers a week. During the 5% day, we encourage the organization to have representatives in the store to inform our customers about the projects they are sponsoring and the accomplishments they've made.

We're happy to consider any local, Sandy Springs-area, non-profit 501(c)3 organization for our 5% Day program. If your organization would like to apply, please complete the attached application and return it to the store for consideration during the following fiscal year.

Due to the large number of applications we receive, you will only hear from us if you are a finalist for a 5% Day award. In that case, you may be asked to present your group's mission to our Team Members at a store meeting, as we make collective decisions about the recipients of Whole Foods Market funds.



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Make the most of your 5% Day!

The following are outlines of both store and recipient responsibilities that will help you understand who's doing what.

Store responsibilities:

1. In-store signage to include: 3x4 signs above checkout register and a 22x28 poster for entrance. Additional signage to be determined.
2. Add event to store website (www.wholefoodsmarket.com), in store calendar and flyer.
3. Media advisory to all local media contacts.
4. Intercom announcements the weekend prior and the day of the event providing brief information on the benefiting organization and explanation of 5% day.

Non-profit organization's responsibilities:

1. Place information promoting the event in sources available to your organization. This may include newsletters, community calendars, websites, postcards, meeting announcements, bookmarks and e-mail lists.
2. Schedule volunteers to staff an information table in the store on the Saturday prior to the event. Heavy traffic times are normally 10am – 5pm.
3. Schedule at least 4 volunteers to staff an information table during heavy traffic times on the day of the event. More volunteers are welcome throughout the day. Heavy traffic times are 11am-2pm and 5pm-7pm. Store hours are generally 9am-9pm.
4. An inexpensive give-away or simple promotional piece explaining the event is a great way to approach shoppers near the information table area.
5. Volunteer baggers are a great way to make conversation with customers and say thanks as they wait in line to check out. Local "Celebrity Baggers" generate additional exposure. We usually have about 6-8 registers operating at a time.
6. If your volunteers can wear the organization's T-shirts, this will additionally highlight the organization and cause.
7. If available, submit your organization's logo in an Illustrator, .pdf or .jpg format for promotional purposes within the store. This should be made available as soon as possible after the selection.

If both the store and the organization follow these guidelines, we should have a very successful 5% Day, bringing a great sense of excitement and goodwill in the community!



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5% Day Application

Date of Application: _____

Name of Organization: _____

Organization Contact: _____

Organization Mailing Address: _____

City _____ State _____ Zip _____

Phone _____ Website _____

Describe the mission and history of your organization:

Is your organization a part of a larger organization or do you receive major funding from a corporation? If so, please explain _____

If you are the recipient of a Whole Foods Market 5% Day, do you have a specific project for which the contribution money would be used? Please provide any information.

How many members does your organization have? _____ How many Active Volunteers? _____

How will you publicize 5% Day to get the community to participate and be made aware of the event?

What other fundraising events have you organized in the past, and what were the most successful events/programs?

From what other sources does your organization receive major funding?

Will you, or volunteers from your group, be available to work at an informational table (providing info. to our customers about *your* organization) in the store (8 am-10 pm) on 5% Day? How many people?

Who are the key officers and/or board members of your organization?

Additional comments or information you feel would be helpful in describing your group:

IMPORTANT: Please attach a copy of your 501(c)3 designation letter or your organization will not be able to take part in a Whole Foods Market 5% Day. Please be advised that due to volume we will only contact you if you are chosen as a finalist for a 5% day.

Please do not fax this application. Due to the high volume of faxes we receive, we cannot be sure your application will not get lost. You may drop off the application at the store, email it, or send it via USMail.