



5930 Roswell Road, Atlanta GA, 30328  
404-236-0810 404-236-0339 (fax)

## 5% Day Application

### General Information:

Whole Foods Market is dedicated to helping non-profit organizations (501 c3) in our local community that have great intentions and small budgets. Our giving program supports organizations that address community issues such as hunger, poverty, organic & sustainable agriculture, animal welfare issues, environmental concerns and health & human services, among others. Political organizations are not eligible for donations out of respect for the wide variety of beliefs of our customers.

5% Day is one way that Whole Foods Market provides financial support to such organizations. Four times during the year, we donate 5% of our store sales on a specific date to a selected non-profit organization. We work closely with the benefiting organization on promotion, using their resources (newsletters, public service campaigns, direct mailings, etc.) as well as our own to make the day as successful as possible.

Eligible organizations are invited to apply for 5% Day once every year. Organizations may receive only one 5% Day per three year period. An organization that has not benefited previously will have priority over those who have. Selections will be made approximately two months prior to the event date to ensure optimal promotional opportunities.

### Eligibility Guidelines:

An organization is eligible for consideration if it:

- **Has 501 c3 status** - documentation of which must be submitted with completed applications.
- **Is located within close proximity to the store.** If you are located outside of this area, please contact the store nearest you. We have 7 other locations in metro Atlanta.
- **Provides direct services and programs designed to improve the environment and quality of life for members in the local community.**
- **Submits a completed application.** All information must be turned in at the same time. Organizations will not be contacted for missing information.

Although we would like to support every worthwhile cause, due to the volume of applications, it is not possible for Whole Foods Market to fulfill every request. Please note: a completed application is not an agreement to honor your request.

*We appreciate the time and efforts of your organization.  
Thank you for thinking of Whole Foods Market of Sandy Springs for support.*



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## *How to 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](http://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!*



5% Day Application

*Please read the cover page of this application before applying.*

**About your Organization:**

Today's Date: \_\_\_\_\_

Organization: \_\_\_\_\_

\_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Web Address (if applicable): \_\_\_\_\_

\_\_\_\_\_

Contact name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

\_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail : \_\_\_\_\_

\_\_\_\_\_

Please check the category that best describes the primary service your organization provides:

Environmental       Social Services       Health and Wellness     

Hunger Relief

Poverty Relief       Animal Rights/Welfare       Organic/Sustainable

Agriculture

Other please specify: \_\_\_\_\_

Are you a part of a larger organization or does your group receive funding from a large corporation? If so, from whom?

\_\_\_\_\_

\_\_\_\_\_

Has your organization previously received a 5% Day from this or any other Whole Foods Market or Harry's Farmers Market in the past? If yes, when and from which store? \_\_\_\_\_





How will Whole Foods Market's contribution be recognized? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Financial Info:**

Where does your organization primarily get its funding? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your organization's annual budget? \_\_\_\_\_  
\_\_\_\_\_

*Thank you for completing the application to participate in our 5% Day program. Please return this completed application to the Marketing Team Leader as listed below or to the Customer Service desk. Do not forget to attach a copy of your nonprofit 501 c3 designation letter, as requests cannot be considered without one.*

Marketing Team Leader  
5930 Roswell Road  
Atlanta, GA 30328  
p: 404.236.0810 ext. 258  
f: 404.236.0339

