

# Whole Foods Market Sonoma's Donation Policy

Updated 6/08

Whole Foods Market receives many donation requests. We'd like to say yes to everyone, but that's not always possible since we have a limited budget. Here are the criteria we use to make decisions about donations:

1. **We make donations to Non-profit organizations only.** In most cases, we prefer to support event or organizations that contribute to one or more of the following: **Education, Environment, Food, Children, Sustainable Agriculture, Organics, or the Sonoma Community.**
2. **We donate products** rather than cash and we try to donate private label items from the Whole Foods Market Family of Brands.
3. **All applications must be received in writing at least 2 months (60 days)** prior to the event to allow for ordering and logistical planning. Requests by phone will not be accepted. Please use the attached form. Please attach a copy of the 501©3 letter with the application and any additional information regarding the benefiting organization.
3. **Most appealing are opportunities for partnership between the store and an organization.** For example, the applicant might agree to teach a class for Whole Foods Market Team Members, customers and/or trade services.
4. **Also, most appealing are opportunities whereby Whole Foods Market leverages the event/donation/partnership to gain positive exposure from the press.**
5. **Rarely do we give a very large contribution to one organization,** simply because there are so many who apply and we want to spread the wealth. However, twice a year we host Community Support Days during which 5% of our net profits from that day's total sales are donated to a local non-profit organization that is selected during an all Team Member vote. A separate letter of request must be completed for Community Support Day recipient consideration.

# Whole Foods Market Sonoma's Donation Request Application:

Updated 6/08

**The complete application must be received at least 2 months or 60 days in advance of your event date in order to be considered.** Please include a copy of the current 501©3 letter for your organization.

**Please read all guidelines of this application before submission.**

Today's Date: \_\_\_\_\_ Event Date & Desired Pick-up Date: \_\_\_\_\_

Organization \_\_\_\_\_ 501-C (3) Number \_\_\_\_\_

Address of event: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Description of event and expected attendance:

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How will Whole Foods Market be acknowledged?

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Donation request:

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Please email, fax or send your application, 501-C (3) letter and any relevant information to:

*Rachal Cyphers*

*Marketing & Community Relations Coordinator*

*Phone: (707)-938-8500 ext. 260*

*Fax: (707)-938-8557*

*Email (preferred): [rachal.cyphers@wholefoods.com](mailto:rachal.cyphers@wholefoods.com)*