



# Local Partnerships Donation Packet

Thank you for thinking of Whole Foods Market as a potential partner for your project. We are flattered to receive so many partnership opportunities. However, these are competitive programs and providing information about your upcoming event/project will help us evaluate your request and respond if we have any questions. Please be sure to read all directions to ensure that your application will be considered.

Whole Foods Market has 3 donation programs: 5% Community Support Day, One Dime at a Time and Partnership Opportunities. Please see the definitions below:

1. **5% Community Support Day:** Whole Foods Market donates 5% of a chosen day's sales to the specified non-profit organization. We work with 4 organizations a year with this program.
2. **One Dime at a Time:** Whole Foods Market customers receive a 10 cent credit for bringing in their own bag, and they can decide to donate it to the specified non-profit organization. We work with 4 organizations a year with this program.
3. **Partnership Opportunities:** This would be any out of store project that Whole Foods Market could participate in. This includes product donations and monetary support, but we **rarely** give monetary support. This is the most common form of donation. Partnership Opportunities can be broken down into three categories:
  - o Event Assistance
    - o Single Event
    - o Series of Events
  - o Donations (usually product donations for charity purposes)
  - o Project Support (community gardens, mural production, etc.)

Whole Foods Market accepts Local Partnership applications year-round, and works from a pre-determined donations budget. Please apply for whichever Local Partnerships you feel are appropriate. Due to the volume of applications we receive, we regret we cannot grant every request and we may only be able to contact applicants we can fulfill.

When you have completed the application return it to Heather Schember. Email is the preferred method of communication, [Heather.schember@wholefoods.com](mailto:Heather.schember@wholefoods.com) but you may drop the application off in person at the customer service desk. However, without an appointment we are unable to provide a meeting. The customer service desk can provide my contact information.



# Requirements & Restrictions

The following requirements must be met in order to be considered for a donation of any kind. Please check the items off when completed, and return this form with your application.

## For All Organizations

- The application must be received at least **8-10** weeks prior to the pick-up date for budgeting and promotional purposes. Applications are reviewed on a first-come, first-served basis. Please submit your application as early as possible.
- Organization must fall under one of the categories Whole Foods Market supports, please select the best category for your project:
  - Environmental Preservation
  - Preventative Health Care and Wellness
  - Hunger Relief
  - Organic Farming and Sustainable Food Resources
  - Arts and Education

## For Non-Profit Organizations

- Non-Profit Organization must be tax-exempt under code 501(c)3. **A copy of the organization's letter from the IRS stating exemption status must accompany the application.** We are unable to accept a state tax-exempt form.
- As required by federal tax law, organizations must provide a written acknowledgement to Whole Foods Market within 30 days of receiving a donation of over \$200, and include the following:
  - The amount of cash and/or a description of any product contributed by Whole Foods Market.
  - Goods or services given from the organization in consideration, in whole or in part, for any cash or other product contributed.

## Restrictions:

- Apply only to the **ONE** store closest to your organization's headquarters, chapter or event location.
- Each approved organization is restricted to one donation per year.
- Past support of an organization or event does not guarantee future support.
- We cannot donate alcohol.
- We do not donate to:
  - Individuals
  - Individuals seeking pledges
  - Multiple requests from the same organization
  - Organizations with religious or political affiliations

**Requests by phone, email or letter will not be considered until an official application is received. Completion of the application does not guarantee a donation.**

Heather Schember  
Marketing & Community Relations Specialist  
Whole Foods Market-Midtown Detroit  
313-576-5300



# Donation Application

Please read the Requirements & Restrictions document and include a copy with your completed application at least 8-10 weeks prior to your event. Incomplete applications will not be considered. This application is for:

- 5% Community Support Day/5% Day**- 5% of a chosen day's sales are donated to the specified organization.
- One Dime at a Time**- Our customers receive a 10 cent credit for bringing in their own bag, and they can decide to donate it to the specified organization.
- Partnership Opportunities:** This would include any out of store project that Whole Foods Market could help with.
  - Event assistance:       Single Event       Series of Events
  - Donations
  - Project Support

Today's Date: \_\_\_\_\_ Name of Organization: \_\_\_\_\_

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

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

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Mission statement of Organization: \_\_\_\_\_

How many members/supporters does your organization have? \_\_\_\_\_

Specific use for the funds that would be raised: \_\_\_\_\_

How will your organization promote the Local Partnership to your members/supporters and to the public? Email blast, signs, web pages, etc. \_\_\_\_\_

What other fundraising events does your organization do in a year? \_\_\_\_\_

Has your organization received a past donation from any Whole Foods Market? Y / N  
Store Location(s) and Date(s): \_\_\_\_\_

Are there staff/supporters available to staff a table for any in-store events? Y / N

**For Partnership Opportunities only**

Event/Project Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event/Project Location: \_\_\_\_\_

Description of Event/Project: \_\_\_\_\_

How many people will attend? Please be as specific as possible. \_\_\_\_\_

What specifically are you requesting: (Catering, Gift Card, Gift Basket, monetary donation etc.) \_\_\_\_\_



# Supplementary Local Partnership Sheet

Please complete the following sheet, so we have a better understanding of your event/project and how Whole Foods Market could be a part of it.

Number of years this opportunity has been in existence: \_\_\_\_\_

Is this a title/presenting sponsor opportunity? Y / N

Number of sponsors involved: \_\_\_\_\_ Is Whole Foods Market the only grocer participating? Y / N

List other sponsors or industry categories already involved: \_\_\_\_\_

Is there a first-right-of-refusal option for future years? Y / N

Does your event include door/raffle prizes? Y / N Live/Silent auction? Y / N

Are you providing recycling at event? Y / N

Is there an attendance fee? Y / N If so how much? \_\_\_\_\_

### How will you promote your Local Partnership with Whole Foods Market? Check all that apply.

**Media Type-** Will Whole Foods Market be included in the following?

- Radio ads, total # \_\_\_\_\_
- Radio mentions, total # \_\_\_\_\_
- TV ads, total # \_\_\_\_\_
- TV mentions, total # \_\_\_\_\_
- Direct mail pieces, total # \_\_\_\_\_
- Print ads, total # \_\_\_\_\_
- Billboards, total # \_\_\_\_\_
- Newsletters/Eblasts, total # \_\_\_\_\_
- Social Media, total # \_\_\_\_\_
- Inclusion in press release
- Inclusion on website
- Other media options \_\_\_\_\_

Please list specific stations, magazines, websites: \_\_\_\_\_

**Collateral-** Will Whole Foods Market be included on the following?

- Event Ticket/Passes
- Ads in Program
- Approved Merchandise
- Approved Merchandise with other logos
- Shirts
- Giveaways/Gift Bags
- List other collateral options \_\_\_\_\_

**Signage-** Will Whole Foods Market be included on the following?

- Concourse Signage
- In Event Signage
- Outdoor Signage
- Posters
- Stage/Field Signage
- Video Signage
- List other signage options \_\_\_\_\_

**On-Site Options-** Will Whole Foods Market receive any of the following?

- Booth Space, size \_\_\_\_\_
- Event Announcements
- Member/Event Data Capture
- Whole Foods Market Employee Volunteer Opportunity
- Presentations for Whole Foods Market Employees
- List other On-Site Options \_\_\_\_\_

**Hospitality-** Will Whole Foods Market receive any of the following?

- Product for promotional giveaway
- Sponsor Appreciation Event
- Tickets to event/activity
- VIP Passes/Suite/Table
- List other Hospitality options \_\_\_\_\_

**Additional Benefits:** \_\_\_\_\_

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