

COMMUNITY SPONSORSHIP APPLICATION

With great courage, integrity and love – we embrace our responsibility to co-create a world where each of us, our communities and our planet can flourish. All the while, celebrating the sheer love and joy of food.

ABOUT OUR GIVING PROGRAM

Whole Foods Market's Giving Program is dedicated to helping organizations in our stores' local communities that have limited budgets and big hearts. Our giving program supports organizations that address community issues, such as: food access, sustainability, local and organic agriculture, animal welfare, healthy eating and social services. Our focus is to partner with innovative groups that are driven by shared values and are facilitating programs that better our local and global communities. Our Core Values include sustainability, community support, healthy eating education and a commitment to local growers.

We invite you to read more about our mission and values at <http://wholefoodsmarket.com/mission-values/core-values>

Typically, The Whole Foods Market Giving Program seeks out organizations that have direct community impact and a shared mission. Not all requests can be honored, and those that are not submitted **at least 90 days in advance**, that are **incomplete** will not be considered.

ABOUT COMMUNITY SPONSORSHIP

Community Sponsorship is open to registered non-profit organizations.

Community Applications are reviewed once a quarter, and **are for non-profit organizations seeking support above the investment level of our general donations**. This application also serves for organizations seeking assistance from more than one Whole Foods Market in a metro location. These applications will require submission **no less than 3 months prior to the event**, though **6-12 months is recommended**.

Sponsored organizations may be asked to sign a contract with Whole Foods Market committing to a significant level of promotional support and/or partnership with our stores. Contract base requirements often include use of social media, website, ads, and/or email communication with members and supporters to highlight partnership with Whole Foods Market.

In addition, each group will work with the store Marketing Team Leader(s) to outline a unique promotion agreement specific to the organization and its reach.

- Organizations can only be selected to participate in Community Partnership once per year. **We strive to support as many organizations in our community as possible, so a prior sponsorship from Whole Food Market does not ensure continued commitment.**
- Organizations applications will be reviewed by WFM up to 4 times per year. Organizations seeking support from multiple stores must prove the reach and involvement in the direct communities of all stores involved.
- Stores reserve the right to defer application to another Whole Foods Market location if deemed appropriate.

This program does not support individuals, politically affiliated groups or individuals/teams seeking pledges for a cause. In general, our sponsorships are in kind, and not monetary, and require a mutually beneficial partnership beyond logo placement/sponsorship mention.

Please complete the below application and submit to: **Community Giving Program**
Whole Foods Market, North Raleigh
8710 Six Forks Road Raleigh, NC 27615
Fax: 901-354-0367 NRLDonations@wholefoods.com

Attach your organizations:

- ☒ 501(c)(3) form (If applicable)
- ☒ Mission Statement
- ☒ A description of organizations outreach, memberships, contributors and partners
- ☒ List of current programs

Submission of a completed application is not an agreement to honor your request

NEXT STEPS

First, **Thank You!** We greatly cherish those who work to make our community a better place each & every day!

- Within 5 days, you will receive an automated email response that your application was received. Because of the number of proposals we receive, we have to ask that **you only follow up if you did not receive a confirmation email within 5 days**. If we need more information or have questions, we'll be in touch as soon as we can! We do not have the ability to meet with every applicant, so please make sure your application is thorough and feel free to include any supporting documents you deem relevant.
- Due to the high volume of submissions, **if your application is incomplete or does not meet our timeline**, it is possible that you will receive no further follow up. Additionally, though we *sincerely* try to respond to each and every application, during very busy months, **only proposals that we are interested in and/or may have the ability to pursue are contacted for follow up**.
 - Follow up may include discussion of details and possibilities, a meeting to outline partnership, and/or a contract (upon commitment) outlining a unique partnership agreement that is mutually beneficial to both parties

COMMUNITY SPONSORSHIP APPLICATION * Please read the cover page of this application before applying

TODAY'S DATE: _____

ARE YOU SEEKING SPONSORSHIP FROM A SINGLE STORE, OR SEVERAL STORES IN A METRO AREA?

☐ SINGLE STORE _____

☐ MORE THAN ONE STORE: (CIRCLE ALL APPLICABLE)

TRIANGLE METRO: **CARY** **CHAPEL HILL** **NORTH RALEIGH** **DURHAM** **WADE AVENUE**

STATEWIDE: **GREENSBORO** **WILMINGTON** **WINSTON SALEM** **ASHEVILLE**

SECTION 1: ABOUT YOUR ORGANIZATION

ORGANIZATION NAME: _____

CHARITABLE NON-PROFIT 501(C)(3) CERTIFICATE # (ATTACH COPY OF CERTIFICATE): _____

STREET ADDRESS: _____

CITY STATE ZIP: _____

WEBSITE: _____

FACEBOOK/TWITTER/SOCIAL MEDIA: _____

CONTACT NAME: _____ CONTACT TITLE: _____

PHONE NUMBER: _____ FAX NUMBER: _____

EMAIL: _____ DATE ORGANIZATION WAS ESTABLISHED: _____

PLEASE CHECK ONE CATEGORY THAT BEST DESCRIBES THE PRIMARY SERVICE YOUR ORGANIZATION PROVIDES:

☐ ENVIRONMENTAL ☐ SOCIAL SERVICES ☐ HEALTH & WELLNESS ☐ FOOD ACCESS ☐ ANIMAL WELFARE

☐ ORGANIC/SUSTAINABLE AGRICULTURE ☐ OTHER (SPECIFY) _____

WHAT LOCAL AREAS DO YOU WORK IN? _____

WHERE IS YOUR PRIMARY SUPPORT BASE LOCATED? _____

HOW MANY MEMBERS/SUPPORTERS DO YOU CURRENTLY HAVE? _____

WHAT METHODS DO YOU USE TO REACH/COMMUNICATE WITH YOUR SUPPORTERS? _____

BRIEFLY DESCRIBE YOUR MISSION AND OUTREACH EFFORTS: _____

HOW MANY MEMBERS OF THE COMMUNITY DO YOU CURRENTLY SERVE & SUPPORT WITH YOUR EFFORTS? _____

SECTION 2: ABOUT YOUR BUDGET

WHERE DOES YOUR GROUP GET FUNDING FROM? _____

ARE YOU PART OF A LARGER ORGANIZATION OR DOES YOUR GROUP RECEIVE FUNDS FROM LARGE CORPORATION?

☐ YES ☐ NO IF YES, WHO? _____

WHAT IS THE OVERALL ANNUAL BUDGET FOR YOUR ORGANIZATION? _____

WHAT PERCENTAGE OF YOUR GROUP’S BUDGET WENT TO OVERHEAD IN THE LAST FISCAL YEAR? _____

WHAT PERCENTAGE OF YOUR GROUP’S BUDGET WILL GO TO OVERHEAD IN THE CURRENT FISCAL YEAR? _____

SECTION 3: ABOUT YOUR REQUEST

IS THERE AN EVENT OR PROGRAM THAT THIS COMMITMENT WILL DIRECTLY SUPPORT? _____

EVENT/PROGRAM DATE: _____

EVENT/PROGRAM DETAILS: _____

WHAT ARE YOU SEEKING FROM WHOLE FOODS MARKET? (BE SPECIFIC. MULTIPLE IDEAS/OPTIONS ARE WELCOME)

HAVE YOU SUBMITTED THIS REQUEST TO ANY OTHER WHOLE FOODS MARKET STORE? ☐ YES ☐ NO

IF YES, WHICH STORE(S)? _____

HAS YOUR GROUP EVER RECEIVED SUPPORT OR FUNDS FROM ANY WHOLE FOODS MARKET STORE? ☐ YES ☐ NO

IF YES, WHEN? _____ AMOUNT? _____

FROM WHICH STORE(S)? _____

LIST OTHER CURRENT COMMUNITY SPONSORS/PARTNERS (IF APPLICABLE): _____

WHY DO YOU WANT TO PARTNER WITH WHOLE FOODS MARKET FOR THIS EVENT? _____

TELL US HOW YOU WOULD PROMOTE THIS PARTNERSHIP/SPONSORSHIP TO THE COMMUNITY AND YOUR SUPPORTERS:

LIST SOME POTENTIAL CROSS-PROMOTIONAL IDEAS THAT INVOLVE YOUR ORGANIZATION AND WHOLE FOODS MARKET:
THESE CAN BE IDEAS SUCH AS: * ACTIVITIES FOR TEAM MEMBERS * CUSTOMER INVOLVEMENT/CLASSES
* EDUCATION IN OUR STORE * PRE-PROMOTIONAL EVENTS OR TIE IN * GIVEAWAYS
* BLOG/WEB/MEDIA *COMMUNITY OUTREACH * COMMUNITY EVENTS/EXPOSURE ETC.

THANK YOU FOR SUBMITTING YOUR REQUEST TO WHOLE FOODS MARKET!
PLEASE FEEL FREE TO INCLUDE MISSION DOCUMENTS, SPONSORSHIP LEVEL PROPOSAL AND OTHER RELEVANT SUPPORTING DOCUMENTS