

# DONATE YOUR DIMES 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 COMMUNITY GIVING PROGRAM

Whole Foods Market's Community Giving Program is dedicated to helping local organizations that seek to better our community with outreach, education and opportunity. Our Community Giving Program supports organizations that address community issues, such as: food access, environmental concerns, organic and sustainable agriculture, animal welfare, healthy eating/wellness and social services. Our focus is to partner with innovative groups that share in our Mission & 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>

## ABOUT THE DONATE YOUR DIMES PROGRAM

This program is designed to reduce our impact on the environment while supporting local nonprofit organizations! When customers shop and reuse their bags from home, they receive 10¢ per bag used, and can donate it to our current "Donate Your Dimes" program recipient.

In general, we feature a selected organization for 3-6 months at a time. At the completion of program, Whole Foods Market issues a check to the designated nonprofit group for the total amount raised.

This program is primarily designed to bring attention and exposure to small, but meaningful organizations in our local communities. Through this program, selected organizations are provided with a platform for communicating their mission to our customers. Organizations are welcome to work with the Marketing Team Leader to promote the program in our store, including store presence, reusable bag giveaway, press releases, event features, etc.

Organizations are encouraged to spread the word via web, newsletter, social media and general outreach.

Applications are kept on file for one year, and organizations will be notified if they are selected for this program. The same organizations can only be selected to participate in the Donate Your Dime Program once every two years.

To apply for our Donate Your Dimes Program, please complete the application in full.

### Attach your organizations:

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

## 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.

**Please note: A completed application does not guarantee a donation from Whole Foods Market. We like to help as many organizations in our community as possible, so a prior donation to your organization does not ensure continued support.**

Completed applications can be returned to:



### Community Giving Program

Whole Foods Market, North Raleigh  
8710 Six Forks Road  
Raleigh, NC 27615  
FAX: 919-354-0367  
[NRLDonations@wholefoods.com](mailto:NRLDonations@wholefoods.com)  
Questions: 919-354-0350

**DONATE YOUR DIMES APPLICATION**

---

TODAY'S DATE: \_\_\_\_\_

**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 PROCEEDS WILL DIRECTLY SUPPORT? \_\_\_\_\_

\_\_\_\_\_

EVENT/PROGRAM DATE: \_\_\_\_\_

EVENT/PROGRAM DETAILS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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)? \_\_\_\_\_

IS THERE A SPECIFIC TIME OF YEAR THIS PROGRAM WOULD MOST BENEFIT YOUR ORGANIZATION? ☐ YES ☐ NO

IF YES, WHY? \_\_\_\_\_

WHY DO YOU WANT TO PARTNER WITH WHOLE FOODS MARKET FOR THE DONATE YOUR DIMES PROGRAM? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TELL US HOW YOU WOULD PROMOTE THIS PROGRAM 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.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_