

2024 Supplier Partnership Opportunities

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# Whole Foods Market Foundation



*Whole Foods Market Foundation, a registered 501(c)(3) non-profit organization, works to nourish people and the planet by helping advance economic opportunities, nutrition, and food access in local and global communities through...*



## WHOLE PLANET

**Alleviating  
global poverty**

*Since 2005, the Foundation has disbursed over \$110M through our network of microfinance partners in over 79 countries around the globe.*

## WHOLE KIDS

**Improving  
children's nutrition**

*Since 2011, the Foundation has invested over \$50M, impacting the healthy lives of more than 10M kids in over 15,000 schools in the US, Canada, and the UK.*

## WHOLE CITIES

**Expanding healthy  
food access**

*Since 2014, the Foundation has partnered with over 250 nonprofits across 130 cities in the United States and Canada, contributing more than \$4M to local communities.*

# Together, We're Nourishing People and the Planet.



*Whole Foods Market Foundation supplier opportunities promote brand generosity and help us broaden our mission and impact.*

*Whole Foods Market covers the Foundation's operational expenses. Therefore, all donations are 100% tax deductible and directly invested in our work.*

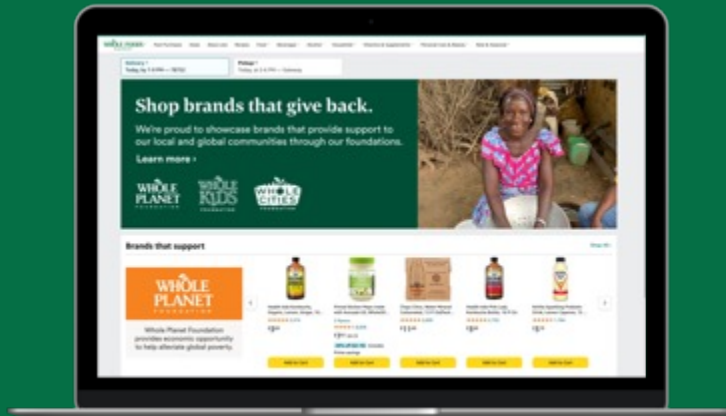
*Visit the [Foundation's Page](#) to learn more about our projects, impact and supplier partnership opportunities.*

# 2024 Whole Foods Market Foundation Opportunities.

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*Foundation Landing Pages  
Omnichannel Program*

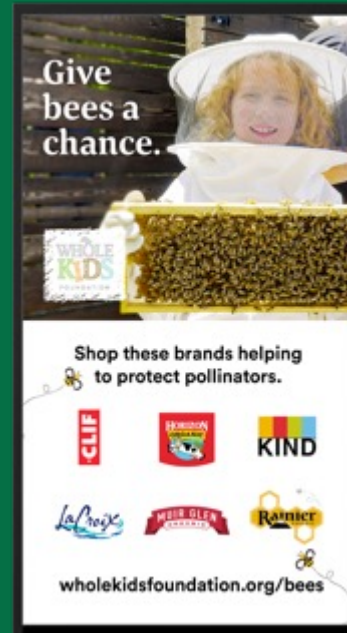
\$50,000  
Donation



2

*Front-of-House Digital  
Screen Program*

\$25,000  
Donation



3

*Foundation Scanback  
Donation Program*

\$10,000+  
Donation



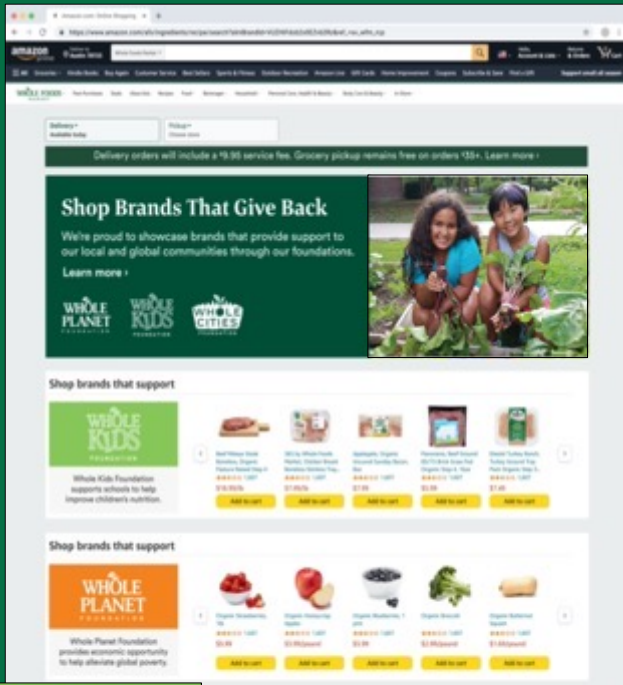
4

*Bundle  
Options*

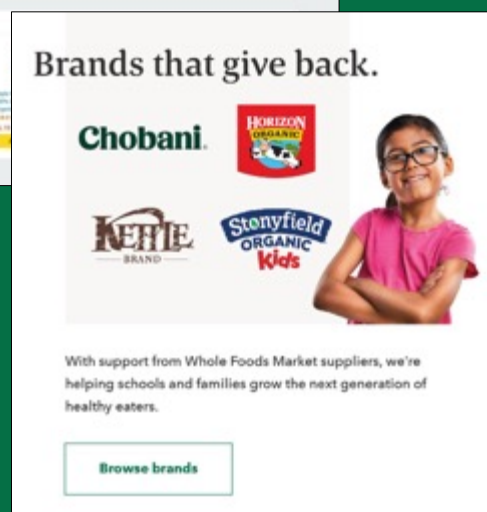


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### WFM on Amazon Foundation Page example



POS shelf tag sign example



WFM Dedicated email supplier recognition example

# Foundation Landing Pages Omnichannel Program

The “Brands That Give Back” webpages spotlight the Foundation, its projects, and supplier donor products to promote mission-brand visibility with customers. Supplier prioritized products will be listed under a Foundation branded Whole Foods Market on Amazon enhanced shoveler and at a [Whole Foods Market](#) webpage under the Foundation Donors category.

**2024 Program:** July – December Activation Period

**Commitment Deadline:** April 26, 2024

### Omnichannel Value:

- Feature of brand’s prioritized product assortment, up to 30 SKUs, listed under a Foundation-branded WFMOA Hero banner.
- Product assortment also featured on WFM Foundation Donor Page on wholefoodsmarket.com.
- Whole Foods Market will drive consumers to these mission-brand sites through 3 skinny email banners and 3 web banners per program period.
- The Foundation will promote via paid social ads to WFM followers, 3 times.
- One 4x3 in-store "proud supporter" POS shelf sign with brand logo activated during a select promo period.
- Supplier logo featured alongside other brands in 1 WFM email dedicated to the Foundation.

### To participate:

- Donate \$50,000 to Whole Foods Market Foundation.
- Select Foundation project as primary WFMOA shoveler placement: Whole Planet, Whole Kids or Whole Cities.
- Prioritized product submissions due by 5/17/24.





*Front-of-House Kiosk Sign  
Displayed at WFM Store Entrance*

## Front-of-House Digital Screen Program

Whole Foods Market will spotlight the Foundation's projects and supplier donors through the digital kiosk screen program. Brand logos will be featured on an animated Foundation digital screen which is prominently placed in high-trafficked areas across 525+ WFM stores.

### Themes and Activation Timing:

**Option 1:** Building Thriving Agricultures, April A (4/3–4/16/24) | **Commitment Deadline:** February 28, 2024

- Highlighting Whole Cities projects such as urban farms and community gardens

**Option 2:** Building a Sustainable Future, April B (4/17–4/30/24) | **Commitment Deadline:** March 20, 2024

- Highlighting Whole Planet projects such as smallholder farmers

**Option 3:** Building Healthy Families, August B (8/21–9/3/24) | **Commitment Deadline:** June 28, 2024

- Highlighting Whole Kids projects such as school food reform and edible youth gardens

### Additional Value:

- Foundation will recognize suppliers in individual social media mention

### To participate:

- Donate \$25,000 to Whole Foods Market Foundation.
- Select a Front-of-House themed activation option.
- Each screen is limited to 8 participating brands.
- One brand logo featured per \$25,000 donation per sign.
- Brands can participate in multiple kiosk sign options if space permits.
- Option to bundle this opportunity with the scanback donation program to align with POS shelf tag sign messaging and broaden visibility with customers.

*View slide #8 for more information about Front-of-House + Scanback Donation bundles.*





Examples of shelf tag signs posted in aisle where items are sold.

## Foundation Scanback Donation Program

The scanback donation program allows suppliers to donate a portion of product sales to Whole Foods Market Foundation to support our work during a dedicated period.

- We create one 3x4" POS shelf tag sign for one product category and communicate activation instructions to store team members for in-store execution.
- The Foundation messages grouped supplier support in its social mentions during the selected period.

### Select a scanback period:

April A (4/3–4/16), April B (4/17–4/30), May A (5/1–5/14), May B (5/15–5/28), June A (5/29–6/11), June B (6/12–7/2), July A (7/3–7/16), July B (7/17–7/30), Aug A\* (7/31–8/20), Aug B\* (8/21–9/3), Sept A (9/4–9/17), Sept B (9/18–10/1), Oct A (10/2–10/15), Oct B (10/16–10/29), Dec A/B HOLIDAY\*\* (11/27–12/31)

### To participate:

- Donate a minimum of \$10,000 to Whole Foods Market Foundation per scanback period (1 sign/per product category). *See exceptions below.*
- Maximum donation can be uncapped, equal to or greater than minimum donation.
- Determine scanback period(s) and product category.
- Sign a commercial co-venture agreement 8 weeks prior to activation.

\* Donate \$20,000 minimum to participation in Aug A or Aug B back-to-school scanback donation program.

\*\* Donate \$25,000 minimum to participate in Dec A/Dec B Holiday (4-week) scanback donation program.



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# Bundle Opportunities for Expanded Reach.

## Front-of-House Digital Screen Program



## Foundation Scanback Donation Program



## Bundle Themes and Donation Amounts:

- *Option 1: Building Thriving Agricultures*  
April A (4/3–4/16/24) Timing  
FOH + Scanback Donation Program  
**\$35,000 Donation Bundle**
- *Option 2: Building a Sustainable Future*  
April B (4/17–4/30/24) Timing  
FOH + Scanback Donation Program  
**\$35,000 Donation Bundle**
- *Option 3: Building Healthy Families*  
August B (8/21–9/3/24) FOH  
Bundle with August A (7/31–8/20) or  
August B (8/21–9/3) Scanback Donation Program  
**\$40,000 Donation Bundle**

See slides 6–7 for more information.



*Participate in Foundation programs to fit your brand goals and desired giving amount.*

## Whole Foods Market Foundation

## 2024 Supplier Donor Programs

DONOR RECOGNITION	\$10K+ Scanback Donation Program	\$25K FOH Digital Screen Program	\$35K+ FOH Scanback Donation Bundle	\$50K Landing Pages Omnichannel Program
Logo featured on a Foundation Supplier Donor webpage	●	●	●	●
One 4x3" donation shelf sign posted in WFM stores during a promo period (no logo)	●		●	
Combined donor group social media mention during activation period	●		●	
Front-of-House 2-Week digital screen displayed at 525+ WFM stores		●	●	
Brand specific social media mention during activation period		●	●	
Supplier products listed on WFM on Amazon Foundation landing page				6m
Supplier products listed on WFM.com Foundation donor product page				6m
3 WFM email skinny banner inclusions and 3 WFM homepage tile banner pushes as traffic drivers				●
Proud supporter 4x3" shelf sign displayed in stores during a 2-week period (logo included)				●
Supplier logos featured alongside other brands in one WFM email dedicated to the Foundation's mission				●
Paid social media ads executed 3x to drive customers to the WFM on Amazon Foundation Landing Page.				●
Combined supplier donor logo lockup inclusion in Foundation eNewsletter linked to the WFM on Amazon "Brands that Give" landing page				●

**Top Donor Benefit: Brands that donate \$75K or more will be mentioned in the Foundation's End-of-Year press release as a major donor.**

Connect with [Adrienne.Dickey-Merrill@wholefoods.com](mailto:Adrienne.Dickey-Merrill@wholefoods.com) to learn more about these programs.



# THANK YOU!

For more information about Whole Foods Market Foundation projects and supplier partnership opportunities, visit:

<https://www.wholekidsfoundation.org/whole-foods-foundations-sponsor-opportunities/>

Contact:

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Adrienne Dickey-Merrill

Senior Partnerships Program Manager