

Alleviating Poverty Around the World Where Whole Foods Market Sources Products



Our Work in the United States



For more information about our Corporate Giving Program and opportunities to alleviate poverty through Whole Planet Foundation, contact Joy.Stoddard@wholefoods.com.

MAKE A GLOBAL IMPACT TOGETHER

Whole Planet Foundation's mission is to alleviate global poverty through microcredit in communities around the world that supply Whole Foods Market stores with products.

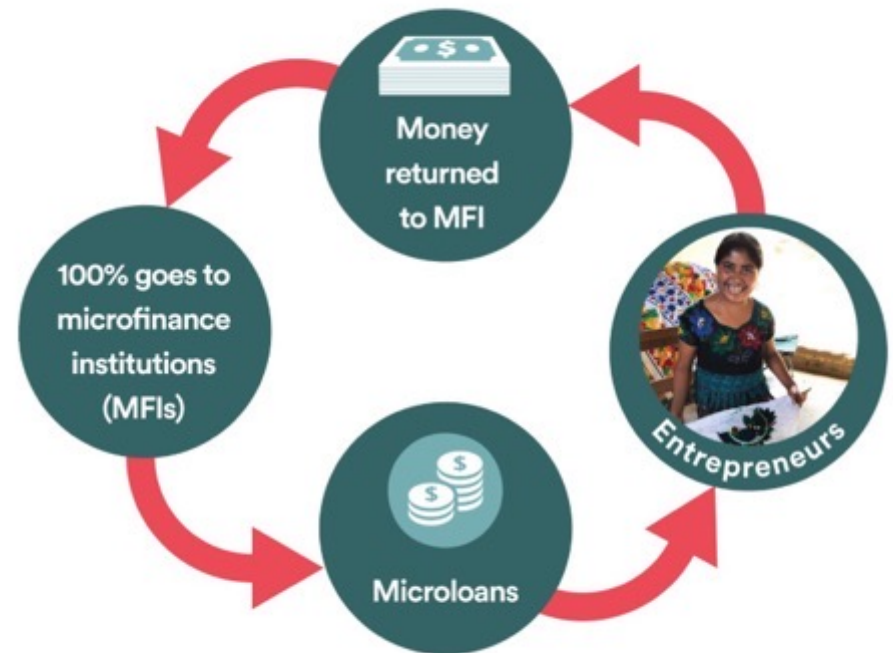
Microcredit is a small loan, usually under \$200, that empowers an entrepreneur to start or expand a business.

Proven Global Impact

See quarterly impact metrics since inception in 2006.
wholeplanetfoundation.org/our-impact/

You Are Invited

With extreme poverty increasing due to the global pandemic, your support is critical.



JOIN THE RANKS OF OTHER GENEROUS BUSINESSES

These businesses alleviate global poverty through Whole Planet Foundation



WHOLE PLANET FOUNDATION
\$1,000,000 FUND

These generous donors have given \$1 Million or more to fund microcredit.



Amazon Rewards Visa Cards

 **Kasperick
Foundation**

JOIN THE RANKS OF OTHER GENEROUS BUSINESSES

These businesses alleviate global poverty through Whole Planet Foundation

Impact Fund

These generous donors have given
\$350,000 or more to fund microcredit.



Global Fund

These generous donors have given between \$100,000-\$249,999 to fund microcredit.



JOIN THE RANKS OF OTHER GENEROUS BUSINESSES

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Enterprise Fund

These generous donors have given between \$50,000-\$99,999 to fund microcredit.



Solidarity Fund

These generous donors have given between \$25,000-\$49,999 to fund microcredit.

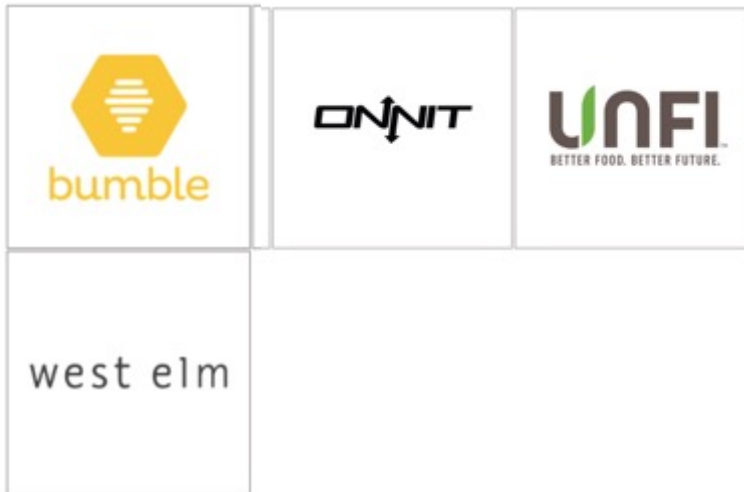


JOIN THE RANKS OF OTHER GENEROUS BUSINESSES

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Opportunity Fund

These generous donors have given between \$10,000-\$24,999 to fund microcredit.



Empowerment Fund

These generous donors have given between \$1,000-\$9,999 to fund microcredit.



JOIN GENEROUS SUPPLIERS

These suppliers alleviate global poverty through Whole Planet Foundation

2022 \$100,000 Fund Members



2022 \$50,000 Fund Members



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WHOLE PLANET FOUNDATION®
POVERTY IS UNNECESSARY FUND
\$25,000 ANNUAL COMMITMENT




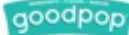











\$25,000 Fund Members



WHOLE PLANET FOUNDATION®
TEN THOUSAND DOLLAR FUND

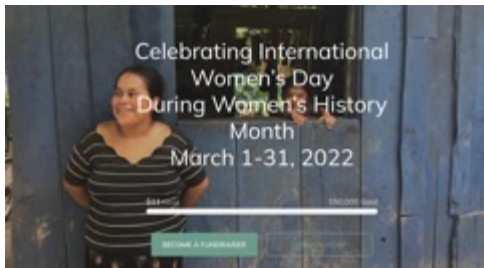
\$10,000 Fund Members

DONATE TO ANNUAL GIVING LEVELS WITH BENEFITS

Giving Level	Empowerment Fund \$1,000+	Opportunity Fund \$10,000+	Solidarity Fund \$25,000+	Enterprise Fund \$50,000+	Global Fund \$100,000+	Founder's Fund \$250,000+	Impact Fund \$500,000+	1MM Dollar Fund \$1,000,000+
	Name	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Logo on WPF website	x	x	x	x	x	x	x	x
Use of approved client profiles to share the story of your donation	x	x	x	x	x	x	x	x
Use of WPF logo on your website and other marketing materials	x	x	x	x	x	x	x	x
Tickets to Annual Benefit & Auction either virtually or in Austin, Texas	x(2)	x(4)	x(8)	x(10)	x(10)	x(10)	x(10)	x(20)
Recognition at October Annual Benefit		x	x	x	x	x	x	x
Opportunity for WPF blog feature and social post		x	x	x	x	x	x	x
Participation announcement in WPF Newsletter to Whole Foods Market Team Members		x	x	x	x	x	x	x
Logo in Annual Report		x	x	x	x	x	x	x
Invitation to international and domestic impact visits, when feasible			x	x	x	x	x	x
Visual impact report tailored to your company to demonstrate your impact			x	x	x	x	x	x
Custom release on 3BL Media announcing partnership				x	x	x	x	x
WPF presentation about your impact at your company/employee event, when feasible			Virtual	In-person	In-person	In-person	In-person	In-person
Mention in internal Whole Foods Market company communications platform				x	x	x	x	x
Logo placement on WPF annual brochure					x	x	x	x
Geo-engage your donation (as feasible by WPF program countries and needs)					x	x	x	x
Private domestic impact trip with annual donation						x	x	x
Private international impact trip with annual donation							x	x
Series of quarterly releases on 3BL Media to spotlight partnership							x	x
Special feature in Annual Report								x

POWER AND PARTICIPATE IN 2022 SPECIAL EVENTS



International Women's Day and Women's History Month during March 2022

- 2022 online activation raised \$25,000:
<https://www.classy.org/campaign/2022-international-womens-day/c390187>
- 2021 virtual event included 600+ participants and raised \$48,000, see that event here: <https://one.bidpal.net/iwd2021/welcome>

Team Member Giving Days During 2022

- Whole Foods Market Team Members and donors join forces to raise half a million dollars to alleviate global poverty during 2022 via paycheck contributions and sponsorships
- March 30th and **October 12th**, 2022
- Sponsorship opportunities include cash sponsorships, matching sponsorships and in-kind product donations



Online Auction October 21, 2022

- **2022 sponsorship opportunities available through mid-September 2022**
- In 2021, 575 attendees joined our online auction, placing over 1,000 bids on 120 local and global auction items. Together, generous sponsors and event attendees raised more than \$52,000 toward our mission. See the 2021 event recap here:
<https://wholeplanetfoundation.org/party-with-a-purpose/>

Kasperick Foundation Impact Visit in Guatemala

Read about this December 2021 impact visit on 3BL Media at

<https://www.3blmedia.com/news/collaborative-partnership-whole-planet-and-kasperick-foundations-visit-friendship-bridge>



Vince Kasperick with WPF partner
Friendship Bridge microcredit clients.



Vince Kasperick, his wife Candace Kasperick, his sister Helen Finneran and WPF Daniel Zoltani, Stephanie Mancigli, Joy Stoddard and Friendship Bridge Marta Ixtuc and microcredit client Carmen and her family, who grows carrots and onions.

JOIN DOMESTIC AND INTERNATIONAL IMPACT VISITS, when feasible



Donors meet Yareli, a microcredit client of Grameen America, in Miami in summer 2019. Yareli used her microloans to purchase flour and supplies for her bakery.

[Miami Supplier Impact Video](#)

WPF was proud to host 25 donors including WFM Florida Regional Leadership! [Read the blog post.](#)

"I am beyond grateful to have been a part of Whole Planet Foundation's 2019 Annual Domestic Impact visit in Miami, FL Through the safety program Shoes For Crews has with Whole Foods Market, we are able to contribute to Whole Planet Foundation and impact the lives of women all over the world. Being able to meet some of these women in Miami was truly an inspiration to me. They had the will--they just needed a little help finding the way. All these women have a true entrepreneurial spirit and through WPF they received the support they needed to make great things happen!"

- Audra, 2019 Strategic Account Manager, Shoes For Crews



Audra with Kenia, a microcredit client of WPF partner Grameen America, who runs her own restaurant in Miami, Florida.



2019 International Impact Visit to South Africa

WPF hosted Naked Juice, KeVita, Primal Kitchen, Seventh Generation (Unilever) and Stacy's to witness the root causes of poverty and solutions with our partner Small Enterprise Foundation in South Africa. [Watch the video here.](#) We hope these trips can resume soon!

HELP US SHARE YOUR STORY WITH OUR FANS

Who are they?...

- **105,000** Whole Foods Market Employees
 - Culture Champions
 - WPF advocates
- Whole Foods Market Supplier Donors, Online Donors, Board Members & Volunteers

Digital Presence

- **70,000** Active email newsletter subscribers
- **30,700** Facebook fans
- **13,000** Instagram followers



EXPAND OUR COLLECTIVE IMPACT ON POVERTY

- **\$101 million** distributed
- **80 countries** and counting
- **6 million+ loans** created
- **30 million opportunities** generated for women and their families

See our Impact Dashboard for the most up to date metrics from the field:

wholeplanetfoundation.org/our-impact/

Platinum
Transparency
2022

Candid.



Doña Cuca used her microloan from WPF microfinance partner Grameen Costa Rica to expand her restaurant. Her first microloan in 2014 was in the equivalent amount of USD \$165, her second was \$250, and the amount for which she qualified in 2020 was just over \$1,050. Women entrepreneurs with small businesses like Doña Cuca's restaurant are unable, or it is very difficult and ultimately too costly for them, to obtain a more traditional loan that also lacks the support of the microcredit system, helping the client to succeed.



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