



## 2023 Supplier Donor Programs

Whole Planet Foundation and Whole Foods Market spotlights on brands that give back

# 2023 Supplier Donor Programs

Thank you for your interest in supporting microlending programs through Whole Planet Foundation, a 501C3 nonprofit of Whole Foods Market! 100% of your giving level commitment goes to alleviate global poverty in communities where Whole Foods Market sources products.

To date, suppliers of Whole Foods Market have contributed over \$17 million to fund microloans for entrepreneurs, primarily women, living in poverty. Below are the ways we work with suppliers to further our mission. Please review these opportunities and reach out to set up a time to discuss which programs best suit your brand and answer any questions you may have.

**Sandy Mariscal**  
*Whole Planet Foundation*  
*Senior Marketing & Outreach Program Manager*  
[sandy.mariscal@wholefoods.com](mailto:sandy.mariscal@wholefoods.com)





# WHOLE PLANET FOUNDATION

Fund business capital for  
entrepreneurs and smallholder  
farmers living in poverty in the  
communities where Whole  
Foods Market sources products



80

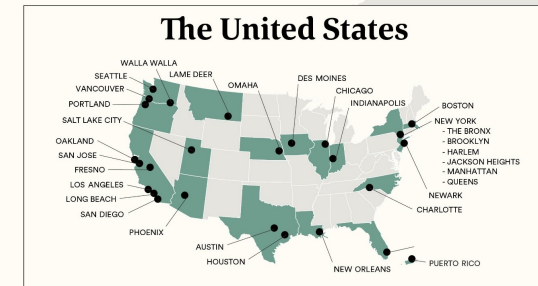
countries

26

US cities

277

projects



# Impact Numbers

95%  
Repayment  
Rate

Average First  
Loan is under  
\$500

89 %  
women

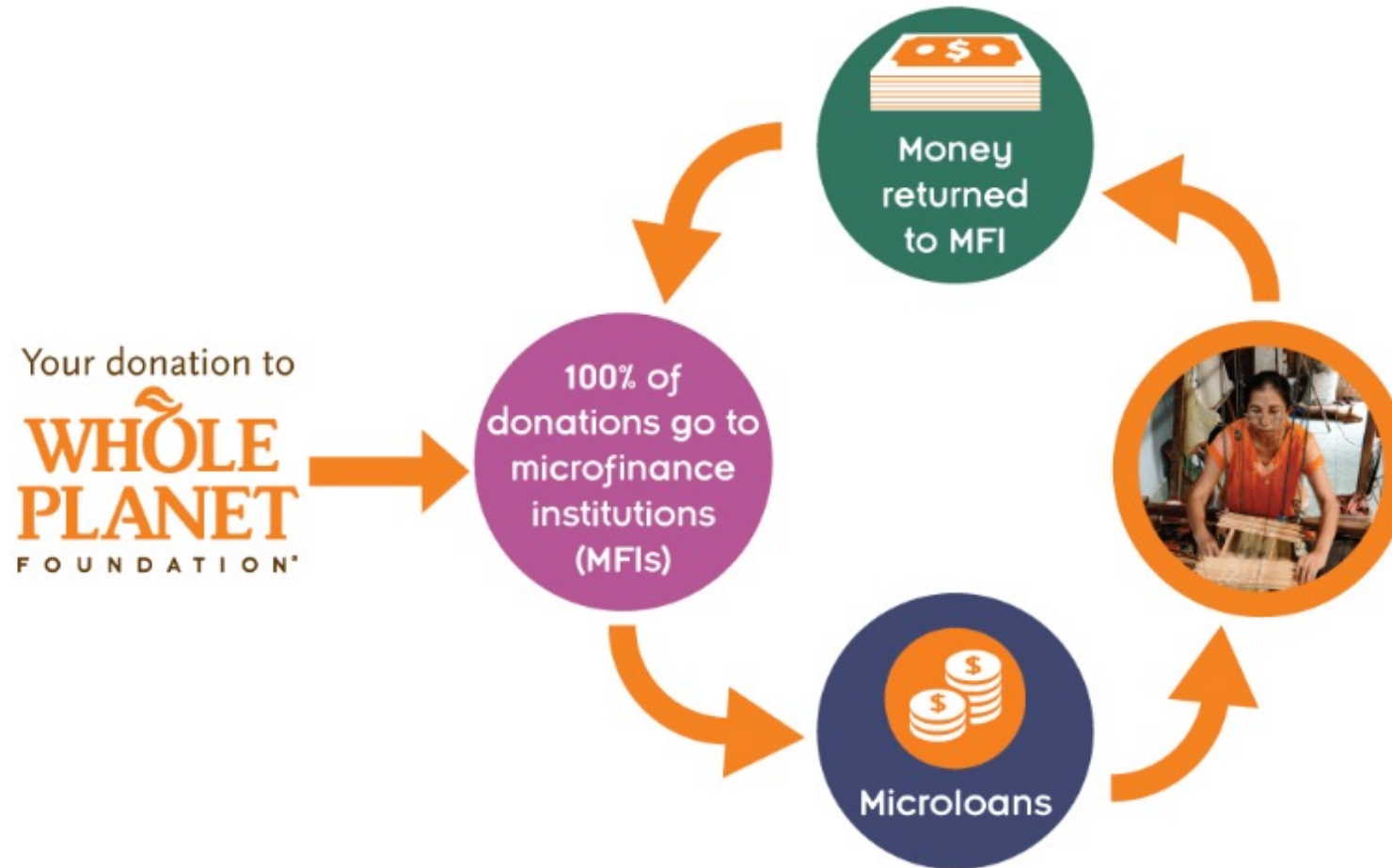
6.8 Million  
Microloans  
Funded To  
Date



\$119  
Million  
Disbursed



# The revolving power of microcredit



# Who We Work With

132 Microfinance Partners (MFIs)

## Center Meeting

*Entrepreneurs meet frequently to repay loans in small amounts*

## Regional Director

*Visits microfinance partners to ensure funds are being used correctly*

## Field Officer

*Visits entrepreneurs to facilitate loans and to provide support*







# Meet Margaret

Click on her photo to watch the video





# WPF Funds and 2023 Targets



## Resilient Farmer Fund

*Support 70,000 smallholder farmers by offering farming tools and services that help increase crop production and navigate weather shocks*



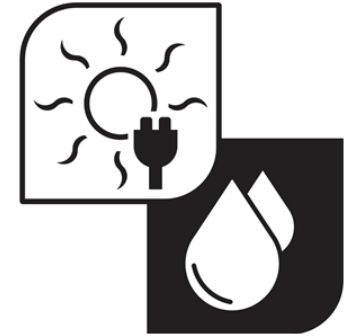
## Economic Opportunity Fund

*Help provide 234,000 business microloans to people who do not have access to banks or financial institutions*



## Food Security Fund

*Graduate 65,000 women out of extreme poverty*



## Energy & Water Fund

*Increase access to 10,000 essential goods like solar home kits, water filters and fuel-efficient cookstoves*

# Areas of Focus and 2030 Targets



## Resilient Farmer Fund

*Offer farming tools and innovative agriculture services to support **70,000 smallholder farmers** increase yields and navigate weather shocks*



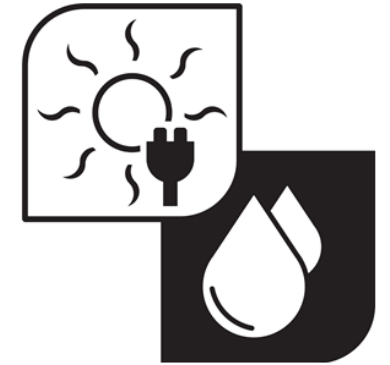
## Economic Opportunity Fund

*Help fund **234,000 business microloans** to financially excluded people*



## Food Security Fund

*Support **65,000 women** move out of extreme poverty*



## Energy and Water Fund

*Increasing access to **10,000 essential goods** like solar home kits, water filters and fuel-efficient cookstoves*

**\$48**  
*million*

Shoppers

**\$17**  
*million*

Suppliers

**\$11**  
*million*

Team Members

**\$3**  
*million*

Corporate  
Donors

Thanks  
To Our  
Stakeholders



**\$42**  
*million*



# Non-profit Guidelines

---

*Whole Planet Foundation is a non-profit entity of WFM*

*As a 501c3 we:*

- *Refrain from promoting products or retail attributes*
- *Do not have stores or retail jurisdiction.*

*We can and are happy to:*

- *Promote supplier generosity via our channels*
- *Promote our partnership*
- *Share supplier missions*
- *Partner with WFM to promote supplier generosity where possible on their channels*
- *Educate & communicate with WFM and supplier Team Members*
- *Create resources to promote supplier donor generosity*



# How can brands support?

---

***Suppliers can join our supplier donor community by:***

- Joining an Annual Giving Level***
- Providing a cash sponsorship for a WPF event***
- Donating in-kind contributions***
- Enhancing our activations with in-person support***



# 2023

## Annual Donor Programs

Mix and match donor levels to suit your team needs. Support via one giving level or select multiple levels with features throughout the year on multiple channels.

WHOLE PLANET  
FOUNDATION

## 2023 Annual Supplier Donor Levels

DONOR RECOGNITION	\$2.5K Fund	\$5K Fund	\$10K Fund	\$25K Fund	\$50K Fund	\$100K Fund
Logo featured on WPF's Supplier Donor webpage	●	●	●	●	●	1yr
Opportunity to collaborate on social media post	●	●	●	●	●	x2
Recognition and inclusion in WPF's Holiday Bazaar for WPF TMs	●	●	●	●	●	●
Feature in WPF's Annual Supplier Impact Report	●	●	●	●	●	●
Logo included in WPF's 2023 Annual Report, mid-year 2024	●	●	●	●	●	●
Recognition as annual partner during WPF's Party With A Purpose Online Auction in October		●	●	●	●	●
Opportunity for social media collaboration		●	●	●	●	x2
Feature in WPF Fund blog post			●	●	●	x2
One 4x3 donation shelf sign during a selected promo period			●		New!	New!
Opportunity for inclusion in WPF \$25,000 Facebook Sweepstakes on WPF's Facebook Page				●	●	x2
Opportunity for brand specific feature in WPF's newsroom on 3BL Media				●	●	x2
Opportunity for inclusion in Whole Foods Market's WPF TM Giving Day				●	●	●
\$25K Fund Mar A or Oct B promo Digital Store Screen 506 Stores				●		
Feature in WPF's Annual education program for WFM TMs					●	x2
2 WFM email inclusions and 2 web pushes					●	x2
\$50K Fund products on WFM.com Foundations supporter product page					6m	1yr
\$50K Fund products on WFMOA Foundations Landing Page					6m	1yr
Logo features on WPF Annual Brochure and other annual features						1yr

For more information on these and other ways to support Whole Planet Foundation contact [Sandra.Mariscal@wholefoods.com](mailto:Sandra.Mariscal@wholefoods.com).



# \$25,000 Fund Store Screen Program

**2023 Available Timing Options:** Sept B, Oct B

**Agreement Deadlines:** Aug 31, Sept 30

**Note:** Each screen is limited to 6 brands. Donors can commit a brand/logo to multiple programs or make multiple brand/logo commitments for the same program if space permits. One brand logo feature per \$25,000 commitment.



Suppliers that make a \$25,000 donation, will have their logo featured as a hero donor a Whole Planet Foundation donor screen on a Front of House (FOH) Digital Screen rotation across 506+ stores in CAN and the US.

- 5 Million impressions via FOH screens
- Logo on WPF's Supplier Donor Webpage
- Inclusion in \$25,000 Blog Post on WPF digital channels during program timing
- Opportunity for inclusion in WPF events
- Opportunity for inclusion in WPF \$25,000 Facebook Sweepstakes on WPF's Facebook Page
- Opportunity for brand specific feature in WPF's newsroom on 3BL Media
- Annual donor recognition during WPF's Annual Party With A Purpose Auction in October
- Recognition and inclusion in WPF's Holiday Bazaar for WFM Team Members in December
- Feature in WPF's Annual Supplier Impact Report to Whole Foods Market Team Members, January 2024
- Logo included in WPF's 2023 Annual Report, mid-year 2024
- Lump sum or quarterly payment option available. Total commitment due by the end of the contractual period



# \$10,000 Fund Shelf Sign Program

**2023 Available Timing:** Request available 2022 WPF approved promo periods between now and November (Sept B, Oct B, Possibly November)

**Agreement Deadline:** 6 weeks prior to start of scanback promo period. If not, utilizing a scanback program, join anytime.

**Minimum Contribution:** \$10,000 per brand per promo period feature, 1 sign per brand per \$10,000 contribution

**Note:** Suppliers can commit a brand/logo to multiple programs or make multiple brand/logo commitments for the same program if space permits. One brand/logo feature per \$10,000 commitment.



WHOLE PLANET FOUNDATION®  
**TEN THOUSAND DOLLAR FUND**

- 4x3 shelf sign distributed to WFM stores for 2-week promo period
  - 1 sign per \$10,000 contribution per promo period
- Inclusion in one \$10K Fund donor blog post either in 1<sup>st</sup> half or 2<sup>nd</sup> half of the year on WPF website and 3BL Media
- \$10K Fund donor recognition on WPF supplier donor webpage
- Opportunity to collaborate on social media post
- Recognition as annual donor during WPF's Party With A Purpose Event in October
- Recognition and inclusion in WPF's Holiday Bazaar for WFM Team Members in December
- Feature in WPF's Annual Supplier Impact Report to Whole Foods Market Team Members, January 2024
- Logo included in WPF's 2023 Annual Report, mid-year 2024

## Example of WPF scanback sign

### *Alleviating Global Poverty*



**BRAND NAME**

**All Products**

From January 1 - 31, 2023, proceeds from the sale of these products will be donated to fund micro-loans to empower the world's poorest entrepreneurs with income-generating opportunities where Whole Foods Market sources products.

**WHOLE PLANET**  
FOUNDATION

# \$20,000 Holiday Shelf Sign Program

**2023 Available Timing:** December A & B (5-week period)

**Agreement Deadline:** **October 31, 2022, space permitting**

**Minimum Contribution:** \$20,000 per brand, 1 sign per brand per \$20,000 contribution for the double promo period duration

**Note:** Suppliers can commit multiple brand/logo commitments for the same program if space permits. One brand/logo feature per \$20,000 commitment.



WHOLE PLANET FOUNDATION®  
**TEN THOUSAND DOLLAR FUND**

- 4x3 shelf sign distributed to WFM stores for December A & B promo periods
  - 1 sign per \$20,000 contribution per holiday scanback period
- Inclusion in one holiday scanback blog post in December
- Opportunity for inclusion in December holiday sweepstakes on WPF Facebook page
- Inclusion in 3BL Media holiday scanback program post
- \$10K Fund program donor recognition on WPF supplier donor webpage
- Recognition as annual donor during WPF's Party With A Purpose Event
- Recognition and inclusion in WPF's Holiday Bazaar for WFM Team Members in December
- Feature in WPF's Annual Supplier Impact Report to Whole Foods Market Team Members, January 2024
- Logo included in WPF's 2023 Annual Report, mid-year 2024

Example of holiday scanback sign

**Brands That Give Back**

**MARYRUTH'S**  
**All Products**

From November 30, 2022 - January 3, 2023, proceeds from the sale of these products will be donated to fund microloans to empower the world's poorest entrepreneurs where Whole Foods Market sources products.

**WHOLE PLANET**  
FOUNDATION



# \$5,000 Fund

**Agreement Deadline:** Join anytime

**Timing:** Contractual year

**Minimum Contribution:** \$5,000 per brand per feature

**Note:** One brand/logo feature per \$5,000 commitment. Can make multiple brand/logo commitments per contractual year



WHOLE PLANET FOUNDATION  
**FIVE THOUSAND DOLLAR FUND**

- Logo featured on WPF's Supplier Donor Webpage.
- Opportunity to collaborate on social media post
- Recognition as annual donor during WPF's Party With A Purpose Event in October
- Recognition and inclusion in WPF's Holiday Bazaar for WFM Team Members in December
- Feature in WPF's Annual Supplier Impact Report to Whole Foods Market Team Members, January 2023
- Logo included in WPF's 2022 Annual Report, mid-year 2023

# \$2,500 Microloan A Month Fund

**Agreement Deadline:** Join anytime

**Timing:** Contractual year

**Minimum Contribution:** \$2,500 per brand per feature

**Note:** One brand/logo feature per \$2,500 commitment. Can make multiple brand/logo commitments per contractual year



- Logo featured on WPF's Supplier Donor webpage
- Opportunity to collaborate on social media post
- Recognition and inclusion in WPF's Holiday Bazaar for Whole Foods Market Team Members in December
- Feature in WPF's Annual Supplier Impact Report to Whole Foods Market Team Members, January 2023
- Logo included in WPF's 2022 Annual Report, mid-year 2023

# \$50,000 WFMOA Bi-Annual Program \$100,000 Annual Program

**2024 Bi-Annual Program: Program A (Jan- Jun), Program B (Jul – Dec)**

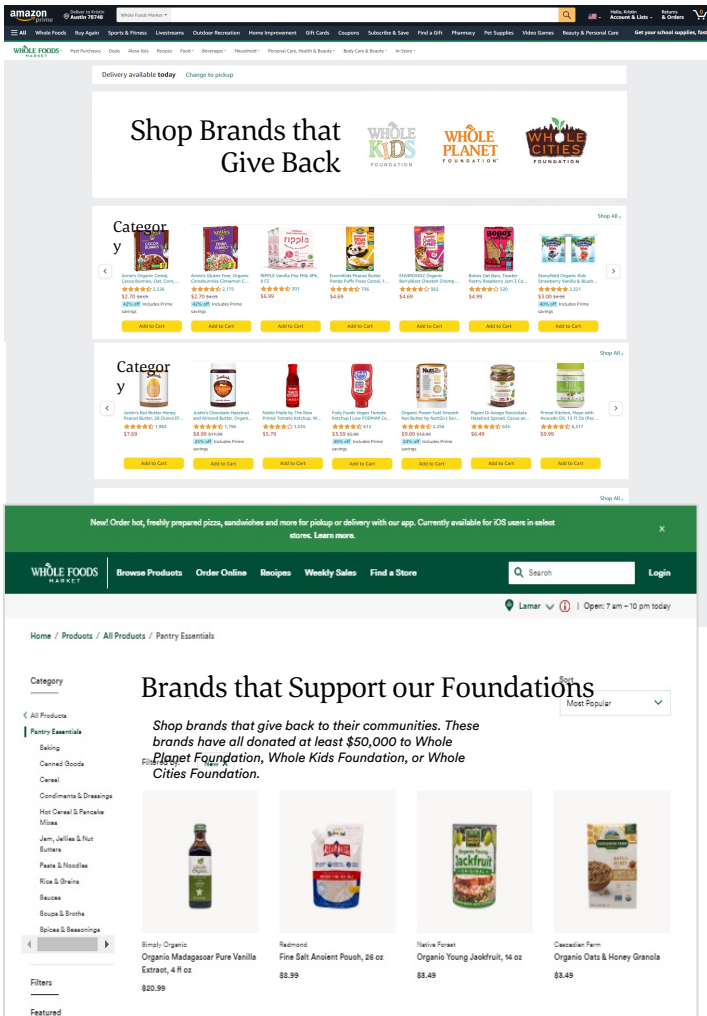
**Agreement Deadline: November 15 for Program A**

**Note:** Suppliers can make multiple brand commitments for the same program. One logo feature per \$50,000 commitment.



Suppliers that make a \$50,000 or higher donation via this program will be featured in marketing and receive online merchandising support from Whole Foods Market via a curated product page on wholefoodsmarket.com and on Whole Foods Market on Amazon (WFMOA).

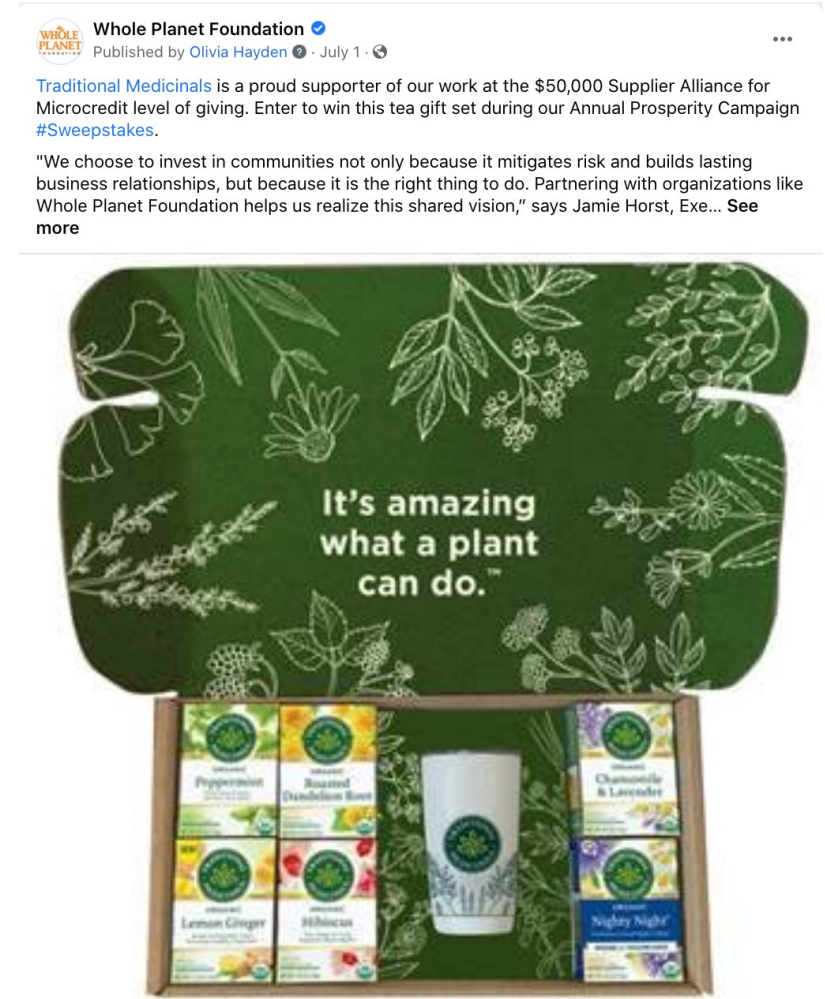
- **2023 feature of brand's prioritized product assortment list under a Foundation-branded WFMOA Hero banner. UPC list of 30 SKUs due April 1, 2021, for Program B.**
- **Foundations' landing page highlighted through Whole Foods Market email and web banners to drive consumers to page: 2 email inclusions and 2 web inclusions per program period**
- **Product assortment featured on Whole Foods Market Foundation Supporter Page on wholefoodsmarket.com for the partnership period**
- **NEW! One 4x3 in-store donor shelf sign during a select promo period**
- **Feature in Whole Foods Market's Daily Note, the central communications hub for WFM Store Teams to view their daily to-do and to-know information**
- Logo on Whole Planet Foundation's Supplier Donor Webpage for the partnership period
- First pass for inclusion in WPF events, such as Whole Foods Market's WPF Team Member Giving Day or Party With A Purpose
- Feature in Whole Planet Foundation's Annual education program for Whole Foods Market Team Members
- An inclusion in WPF's Top Donor Blog Post on Whole Planet Foundation's digital channels
- Opportunity for inclusion in Whole Planet Foundation's Top Donor Facebook Sweepstakes on WPF's Facebook page
- Opportunity for brand specific feature on WPF's newsroom on 3BL Media
- Recognition as annual donor during WPF's Party With A Purpose Online Auction in October
- Recognition and inclusion in WPF's Holiday Bazaar for WFM Team Members in December
- Feature in WPF's Annual Supplier Impact Report to Whole Foods Market Team Members, January 2024
- Logo in WPF's 2023 Annual Report, mid-year 2024
- Lump sum or quarterly payment option available and total commitment due by the end of program timing





# Promoting supplier generosity on digital channels

- Blog posts and social sharing
- Social media guide & resource page
- Facebook Sweepstakes
- Email newsletter



Reach out to [Sandy.Mariscal@wholefoods.com](mailto:Sandy.Mariscal@wholefoods.com) for more information.

# Promoting Supplier Generosity through 3BL Media

- ❖ Whole Planet Foundation newsroom on 3BL Media:  
<https://www.3blmedia.com/News/Campaign/Whole-Planet-Foundation>
- ❖ WPF Newsroom Stats
  - ❖ 43 releases on 3BL in 2021
  - ❖ 199 releases total during 2017 to date
  - ❖ Garnering 6M impressions compared to 2.5M benchmark impressions
  - ❖ 2M pageviews compared to 300k benchmark pageviews

## Whole Foods Market Foundations

Corporate Social Responsibility (CSR), Sustainability and Cause News & Media

### Flexible Media Releases

**Advocates Making Change Through The Poverty Is Unnecessary Project 2021**  
Oct 25, 2021 6:00 PM ET

**Foresters Financial and Whole Kids Foundation Team Up to Green Up Henderson-Area Elementary Schools**  
Oct 25, 2021 11:10 AM ET

**Pact Apparel Recipient of Whole Planet Foundation 2021 Trailblazer Award**  
Oct 23, 2021 10:00 AM ET

**Whole Planet Foundation Poverty Is Unnecessary Partners Commit \$325,000 to Alleviate Global Poverty**  
Oct 22, 2021 5:55 PM ET

**Whole Planet Foundation Launches 2021 Poverty Is Unnecessary Project**  
Oct 20, 2021 11:50 AM ET



As a mission-driven company, Whole Foods Market has established three independent nonprofit foundations to address significant global issues. This work was born from and continues to support the company's [core values](#).

**WHOLE CITIES FOUNDATION**  
Broadens access to fresh, nutritious food & healthy eating education.  
[Wholecitiesfoundation.org](http://Wholecitiesfoundation.org)

**WHOLE KIDS FOUNDATION**  
Improves children's nutrition by supporting schools & inspiring families.  
[Wholekidsfoundation.org](http://Wholekidsfoundation.org)

**WHOLE PLANET FOUNDATION**  
Alleviates poverty through microcredit in communities around the globe.  
[Wholeplanetfoundation.org](http://Wholeplanetfoundation.org)



# Additional in-kind and cash sponsorship opportunities:

*Support an exciting 2023 event or activation benefitting Whole Planet Foundation's mission to raise funds for microcredit.*

- **OCTOBER 25, 2023, Annual Party With A Purpose Auction and Benefit:** \$2,500 - \$25,000 sponsorships, in-kind contributions (including food/drink menu inclusion and goody bag inclusion), virtual and in-person on the WFM Lamar Rooftop
- **DECEMBER 4-5 2023, Online Holiday Bazaar Sponsorship opportunity:** \$500-\$5,000 sponsorship and/or in-kind prize
- **DECEMBER 7, 2023, In-person Holiday Bazaar Sponsorship opportunity:** min \$500 sponsorship to table, in-kind opportunities available
- **2024**
  - WFM Team Member Giving Day
  - International Women's Day Activation
  - TBD Power Your Purpose Virtual 5K, \$1,000- \$10,000 sponsorship and team building opportunities

## EVENT SPONSORSHIP



Reach out to [Sandy.Mariscal@wholefoods.com](mailto:Sandy.Mariscal@wholefoods.com) for more information.



# Benefit & Auction 2023 Sponsorship Levels

Sponsor Recognition	Contribution Level Tickets	\$2,500 Bronze 4	\$5,000 Silver 6	\$10,000 Gold 10	\$15,000 Platinum 15	\$25,000 Presenting 25
• Right to creative toolkit for use in sponsor advertising		●	●	●	●	●
• Logo placement on thank you email to all participants		●	●	●	●	●
• Logo on digital event platform		●	●	●	●	●
• Opportunity to include item in the in-person and/or online auction		●	●	●	●	●
• Inclusion in event press releases and media alerts on 3BL distributed media platform (70K-100K impressions)		●	●	●	●	●
• Opportunity for item inclusion in in-person event goodie bag		●	●	●	●	●
• Logo inclusion and sponsor mention in organic social media posting		●	●	●	●	●
• Logo inclusion in public monthly newsletters between August and October (Estimated 4 emails:45K+ subscribers)			●	●	●	●
• Opportunity for item inclusion in registration drawing			●	●	●	●
• Opportunity for special feature of auction item on WPF channel				●	●	●
• Dedicated social media post				●	●	●
• Sponsor recognition on Whole Foods Market internal channels					●	●
• Logo included on event page and Classy event page					●	●
• Logo inclusion in registered attendee communications (Estimated 5 emails)						●
• Logo Inclusion/name recognition on paid social media ads						●
• Featured in dedicated SMS to event participants						●
• Custom interview highlighting your company shared on 3BL Media						●

## → In-Kind Donors:

We are seeking in-kind donors for volunteer prizes, auction items, event menu option, and in-person attendee goodie bag items (600 items requested). Agreed upon recognition for in-kind donations is commensurate to contribution value.



# In-Kind Opportunities: Ex. TM Giving Day

- ❖ Feature in Whole Foods Market's Daily Note, the central communications hub for WFM Store Teams to view their daily to-do and to-know information
- ❖ Feature in Whole Planet Foundation's Annual education program for Whole Foods Market Team Members
- ❖ Support 2023 WPF Team Member Giving Day on March 8
  - **Goal:** to encourage Team Members to join our Team Member Giving program
  - Each store will hold an event with the support of supplier donated swag in March
  - **Goal for Swag Items Requested:**
    - Help us provide swag for approximately 550 stores
    - We hope to gather 22,000 highly desired items in compliance with WFM guidelines. We will provide a list of approved items.
  - **Deadlines:**
    - Confirm items with WPF by February 1
    - Items to land at the Allegro Facility by February 10

## 2021 Impact



# Get Involved

---



## Give

*Donate through our website  
or upcoming events*



## Follow

*On Social Channels*

Facebook: @wholeplanetfoundation

Instagram: @wholeplanet

YouTube: @wholeplanetfound



## Learn

*Visit our website or invite us to  
a call*

**wholeplanetfoundation.org**



## Celebrate

*Annual Auction and Benefit*

***Party With A Purpose  
October 25th***

# To learn more about supplier donor opportunities, contact:

---

## **Sandy Mariscal**

***Senior Marketing & Outreach  
Program Manager***

[sandy.mariscal@wholefoods.com](mailto:sandy.mariscal@wholefoods.com)

- *WFM Supplier Donor Programs*
- *Promotion of Supplier Donor Generosity*
- *Marketing Project Management*



*Sandy with microcredit client in Austin*