



# 2021 Community First Grant Q&A

# AGENDA

- Intros
- Whole Cities Overview
- Learn about Community First Grant
- Tips for finding a nonprofit
- How to submit a nomination
- Q&A



# Your WCF Community First Grant Team



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# Whole Cities Overview

Since 2014, Whole Cities Foundation has worked to **expand fresh, healthy food access and nutrition education.**

We help to build individual and community health through partnerships with community-led organizations.





# COMMUNITY FIRST PRINCIPLES

BRINGING TO LIFE THE WHOLE FOODS MARKET CORE VALUE:  
WE CARE ABOUT OUR COMMUNITIES AND ENVIRONMENT

Focus our work on  
**MEETING THE NEEDS AND  
REFLECTING THE DESIRES**  
of the community.

**BE PATIENT**  
with everyone,  
including ourselves.

**BE HONEST  
AND OPEN**  
in our thoughts  
and words.

**SEEK TO  
UNDERSTAND**  
before being understood.

**ALWAYS DELIVER  
WHAT WE PROMISE;**  
do not promise what  
we cannot deliver.

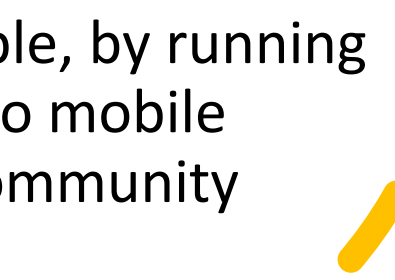
**BE  
CONSISTENT**  
in our message  
and commitment.

**STAY TRUE TO THE CORE VALUES  
OF WHOLE FOODS MARKET** and use them  
as a guide as we work to build a better world in which  
fresh and healthy foods are accessible to all.



# Our Definition of Food Access

When we use the term “food access” we are talking about increasing fresh, healthy food options. This means that:

- Fruits and vegetables are affordable, high quality, familiar and close by.
  - Community members have a safe, accessible way to reach them.
  - Access is for the long-term (ex. a garden that produces for years, not a one-time meal)
  - Community members have a say in the sources of these fruits and vegetables. For example, by running an urban farm, directing their dollars to mobile markets, or investing their time in a community garden.
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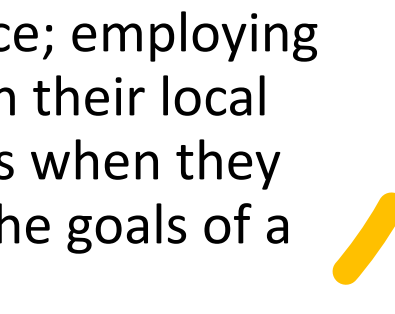
# Food Access vs. Food Redistribution

Both are important. ***Whole Cities focus is on food access.***

Food donations feed more people experiencing hunger today.

We support community members who are expanding their own healthy food access for the long-term (ex. a donated bag of produce vs. a garden that produces for years).

This often means growing more food locally to increase the availability of high quality, affordable produce; employing more neighbors, and keeping more dollars in their local economy, but solutions can take many forms when they are informed by the barriers and based on the goals of a community.



# Types of Community Partners

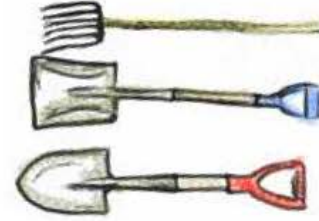
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COMMUNITY  
GARDENS



URBAN  
FARMS



AGRICULTURAL SKILLS  
DEVELOPMENT &  
FARM STANDS



FARMER'S  
MARKETS



POP-UP  
MARKETS



MOBILE  
MARKETS



HEALTHY COOKING  
CLASSES



# What We Fund

- Projects that will expand access to fresh, healthy food and/or nutrition education
- 501(c)3 nonprofits or organizations partnered with a 501(c)3 nonprofit
- Locally-led organizations.
- Organizations with strong community engagement that request and use feedback from their community
- Programs focused on serving adults and/or older youth (ages 16-22)

# What We *Don't* Fund

- Food Donation or Food Redistribution Programs (ex: food banks or food pantries).
- Individuals
- Fitness or Arts Programs
- Programs primarily focused on children or based in schools. Our sister foundation, [Whole Kids](#), offers a variety of grant programs that might be a better fit.

Whole Cities has supported **195 nonprofits** across **113 cities** in the United States and Canada, contributing more than **\$2.6 million** to local communities.



# Community First Grant (CFG)

Support Team Members engaged with nonprofits working to expand fresh food access or nutrition education in their local community.

Since 2016, over 140 Team Members have nominated nonprofit partners through the CFG investing \$1.3M to 135 organizations.



Team Member Volunteers in Miami, FL

# CFG > Per Region, Per Year

	FL	MA	MW	NA	NC	NE	PN	RM	SO	SP	SW	GLOBAL
2016	2	2	3	4	2	1	3	4	4	4	2	1
2017	3	3	6	6	2	0	5	4	7	2	6	0
2018	3	2	5	6	5	5	3	2	8	2	6	1
2019	3	3	5	11	4	6	9	7	5	1	3	3
2020	2	1	5	8	3	5	3	5	4	2	2	0
TOTAL	13	11	24	35	16	17	23	22	28	11	19	5



# Eligibility

- In good standing.
- STL must complete an STL Support Form by May 28.
- Volunteering with your nonprofit community partner must be done on personal time. *No compensation will be provided from Whole Foods Market or Whole Cities Foundation.*
- Submit a short mid-year and end of the year update.



FL APS Team  
Members  
hosting The  
Fresh Stop Bus



Global TMs  
volunteering  
in Austin

# How CFG Works

Interested Team Members complete a quick training before submitting a nomination



TM gets STL/TL approval then nominates an organization they are engaged with doing work in food access or nutrition education.



A TM review panel reviews the nominations then WCF extends an invitation to eligible orgs to complete a grant application.



WCF reviews applications and final CFG partners are awarded \$8,000 U.S. dollar grants and up to \$10,000 CAD.



Throughout the grant year, TMs and partners submit a mid-year and final report

# 2021 CFG Timeline

April 26	Team Member Nominations Open
May 28	Team Member Nominations Close
July	Eligible Community Partners Invited to Apply
August	Community Partner Applications Due
Mid-October	CFG Partners Announced

# 2021 Resources & Materials

Help spread the word with fellow Team Members about the Community First Grant with these resources available at [wholecitiesfoundation.org/cfg](https://wholecitiesfoundation.org/cfg)

Information about the CFG will also be posted to The Daily Note and Innerview!



Since 2016, Whole Cities Foundation has partnered with over 135 organizations in the U.S. and Canada through the Community First Grant (CFG) program.

The CFG program is designed to support Whole Foods Market Team Members who are engaged with community partners expanding access to fresh, healthy food and nutrition education (ex. community gardens, urban farms, mobile markets and more!).

**Did You Know?**  
Team Members can nominate community partners to receive a grant from Whole Cities!



**What is a Community Partner?**  
A nonprofit org that is led by community members in your city.

In 2021, Team Members can submit partner nominations from April 26 - May 28.

Learn more at [wholecitiesfoundation.org/cfg](https://wholecitiesfoundation.org/cfg)

3 Huddle Topic one-pagers



## WHAT CAN \$8,000 DO FOR A LOCAL NONPROFIT?



Whole Cities Foundation Community First Grant supports Team Members engaged with local nonprofits expanding access to fresh, healthy food or nutrition education in the U.S. and Canada. Whole Cities will offer \$8,000\* grants to qualified nonprofit community partners.

### READY TO NOMINATE?

Complete a nomination form in support of a nonprofit focused on expanding fresh, healthy food access in your city.

If your nomination is accepted, the nonprofit will be invited to complete a Community First Grant application.

[www.wholecitiesfoundation.org/cfg](https://www.wholecitiesfoundation.org/cfg)

**APPLY BY FRIDAY, MAY 28<sup>TH</sup>**



### COMMUNITY FIRST GRANT PARTNER TYPES

- Community Gardens
- Farmers' Markets
- Healthy Cooking Classes
- Mobile Markets
- Urban Farms
- Pop-Up Markets & CSAs
- and more!

\*Each Canadian grant is up to \$10,000 CAD



8.5"x11" poster to print and hang by time clocks and post in logbooks



# Tips for Finding a Nonprofit Community Partner

- Personal Network > Engage with your fellow TMs, friends, and family to see if someone you know is aware of a partner looking for support
- Google Search > Start on Google by searching your local city + key words (urban agriculture, community garden, mobile market)
- Geographic Location > Look for a partner you can visit regularly in your nearby area. This allows TMs to engage with partners with volunteer opportunities, events, etc.

# What to Share/Learn When Approaching a Potential Partner...

- **Contact** the nonprofit organization
- **Introduce** yourself & the program
- **Explain** your “why”
- **Be curious.**
- **Share** links & information
- **Keep** your partner and your TL in the loop



Lowcountry Street Grocery | Charleston, SC



# Q & A

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**Additional questions?**

Email [Nikki.Newman@wholefoods.com](mailto:Nikki.Newman@wholefoods.com)



Grow Nashua | Nashua, NH