

Meet Roots Rising | Pittsfield, MA



# WHOLE CITIES FOUNDATION

2023 SUPPLIER PARTNERSHIP  
OPPORTUNITIES

WHOLE FOODS MARKET  
MARKETING &  
MERCHANDISING SUPPORT



## PARTNER WITH COMMUNITIES TO INCREASE ACCESS TO HEALTHY FOOD AND NUTRITION EDUCATION!

- Whole Cities Foundation (WCF) is a 501(c)3 nonprofit on a mission to improve individual and community health through collaborative partnerships, education, and broader access to nutritious food.
- Whole Foods Market covers the Foundation's operational expenses. All donations are 100% tax deductible and directly invested in our work.
- Visit the [Whole Cities Foundation website](#) to learn more about our programs and social impact.



Newark Science and Sustainability Newark, NJ





HEALTHY FOOD ACCESS AND NUTRITION  
EDUCATION ARE MUTUALLY DEPENDENT ON  
ONE ANOTHER IN PURSUIT OF LONG-TERM  
COMMUNITY HEALTH.

*Whole Cities Foundation believes  
that community members know  
best.*

*Guided by our Community First  
Principles, we have a deep  
respect for the powerful work  
that exists in local food systems.  
We aim to listen carefully to  
community-led organizations to  
understand their specific needs,  
then support and amplify their  
efforts.*

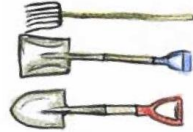
[Learn More About Our  
Community First Principles!](#)



COMMUNITY  
GARDENS



URBAN  
FARMS



AGRICULTURAL  
SKILLS DEVELOPMENT &  
FARM STANDS



POP-UP  
MARKETS



MOBILE  
MARKETS



SNAP  
INCENTIVES



FARMER'S  
MARKETS



COLLABORATIVE HEALTH  
PARTNERSHIPS



HEALTHY COOKING  
CLASSES

## WHO & WHAT WE SUPPORT

- Projects that will broaden access to fresh, healthy food and/or nutrition education
- 501(c)3 nonprofit organizations
- Locally led organizations
- Organizations with strong community engagement
- Programs focused on serving adults and/or older youth (ages 16-22)

# SUPPLIER PARTNERSHIP OPPORTUNITIES

Suppliers who support Whole Cities Foundation can be featured in Whole Foods Market retail marketing and merchandising strategies.



## 2023 Whole Cities Foundation Opportunities

- WFM Scanback Donation Program
  - May A, July A, Oct. A, Nov. B
- Email Inclusion Opportunity
  - May 8
- WFM Front-of-House Kiosk Sign
  - May A and October A
- WFM.com & WFMOA Landing Pages
  - July – December

## SCANBACK PROGRAM



### Michele's Granola **Granola**

For every purchase, Michele's Granola will donate 40¢ per item sold, up to \$15,000, to Whole Cities Foundation to help make fresh, healthy food an option for all.

***Your Purchase Expands Access to Fresh, Healthy Food!***

VALID: 5/4-5/17/22

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Whole Cities Foundation will create a 4"x3" shelf talker featuring one product line during a single promo period.

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To participate: \$10,000 per promo period

Timing: May A, July A, Oct. A, Nov. B

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Suppliers should submit their product information and donation commitment 10 weeks in advance.

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## Whole Cities Foundation



### **Together we're expanding fresh, healthy food access.**

Whole Cities Foundation partners with communities to increase access to healthy foods and nutrition education by providing grants to locally led urban farms, mobile markets and more.

[Learn more](#)

## EMAIL INCLUSION OPPORTUNITY

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Supplier partners can be included in a Whole Foods Market circulated email about Whole Cities Foundation.

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To participate: \$25,000 for a logo lockup

Timing: May 8

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Emails are targeted to shoppers based on their brand preferences associated with the Foundation. This is a limited opportunity.

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## FRONT-OF-HOUSE KIOSK SIGN

Supplier partners will have their logo featured on a front-of-house (FOH) digital kiosk prominently placed in high traffic areas with a Whole Cities Foundation themed message.

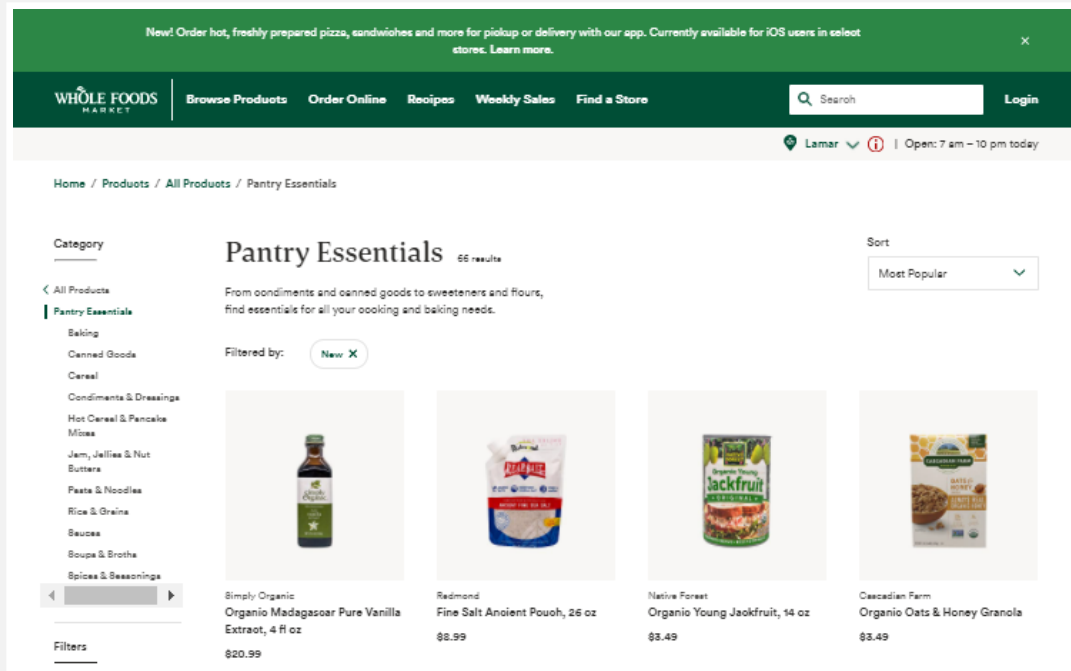
To participate: \$25,000 for a logo lockup

Timing: May A 5/3 - 5/16

Oct A 10/4 - 10/18

Estimated 5 million impressions during a promo period. Suppliers should submit their product information and donation commitment 10 weeks in advance.





# WFM.COM & WFMOA LANDING PAGE

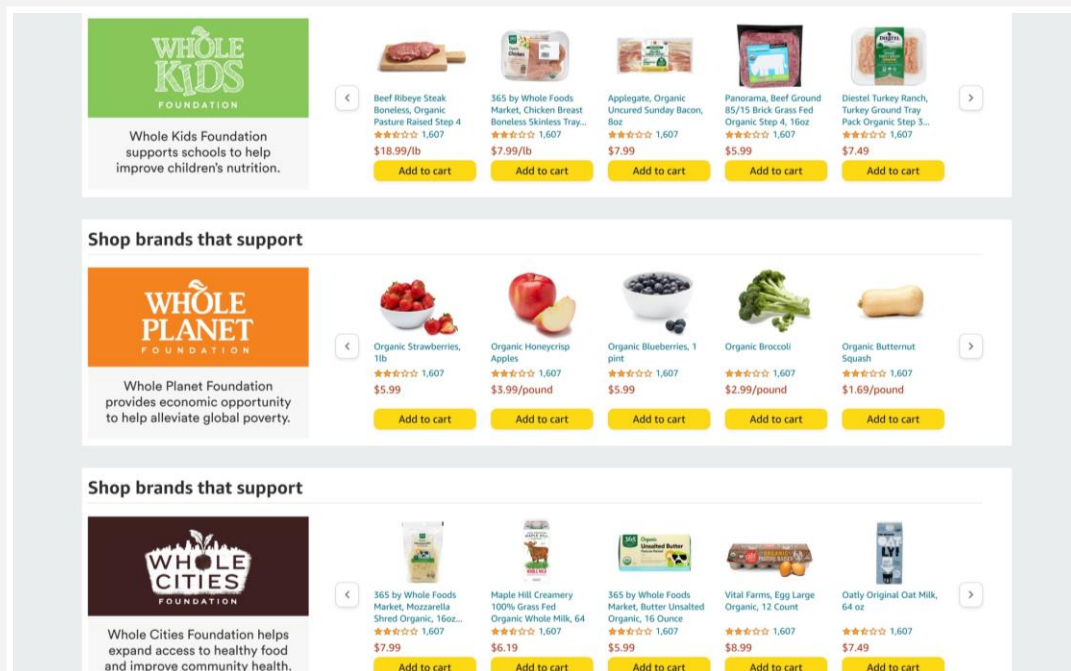
WFM.com and WFMOA will highlight supplier partners through a “Foundations Donor” filter or shoveler on the “Shop Brands That Give Back” landing page.

WFM will promote the product pages through monthly channel marketing execution to drive consumers to browse and shop brands that give back.

To Participate: \$50,000 for 6 months

Timing: Program B July – Dec.

Prioritized products due 10 weeks prior to activation





THROUGH YOUR  
SUPPORT, WE CAN  
NURTURE A  
COMMUNITY'S POWER TO  
GROW FOOD AND  
EXPAND THE RANGE OF  
FRESH PRODUCE  
AVAILABLE IN THEIR  
NEIGHBORHOOD.

# THANK YOU!

For more information about Whole  
Cities Foundation sponsorship  
opportunities, please contact:

Ashley Reinhardt

Foundations Development Specialist

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