

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), a project of Whole Kids Foundation, is 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.

About Fresh | Boston, MA

*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)

NEWARK FRESH, HEALTHY FOOD ACCESS GRANT

- Our focus is to grow the local food system and improve community health in Newark, New Jersey.
- Newark-led organizations apply for funding between \$5,000 and \$15,000.
- Review applicants with the Newark Community Advisory Council, a rotating panel of eight local leaders.
- Since 2017, WCF has awarded more than \$1 million to 29 organizations across all five wards.

COMMUNITY FIRST GRANT

- The Community First Grant (CFG) supports nonprofits addressing healthy food access and nutrition education.
- Total Impact: 342 grants in 128 cities, investing over \$2,203,000.
- Whole Foods Market Team Members (employees) nominate local organizations and pledge to volunteer with them throughout the grant year.

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
- Demo Program Scanback Donation

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

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

To participate: \$10,000 per promo period

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

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



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

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

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

Timing: May 8

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



FRONT-OF-HOUSE KIOSK SIGN



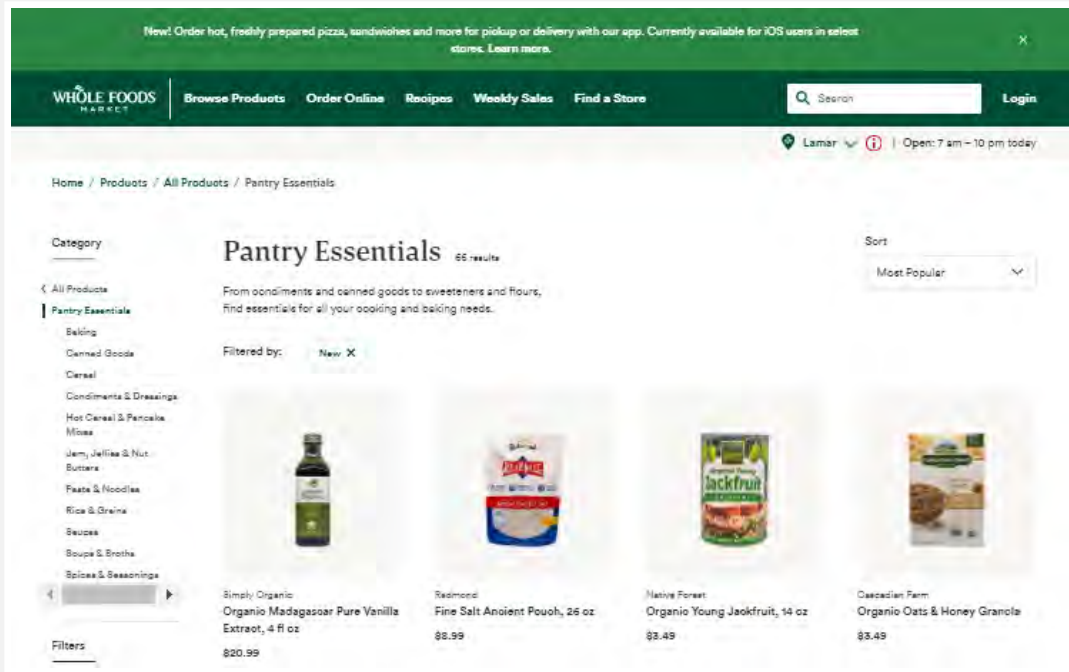
Supplier partners will have their logo featured on a front-of-house (FOH) digital kiosk prominently placed in high traffic areas with a Whole Cities Foundation themed message.

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

Timing: May A 5/3 - 5/16

Oct A 10/4 - 10/17

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

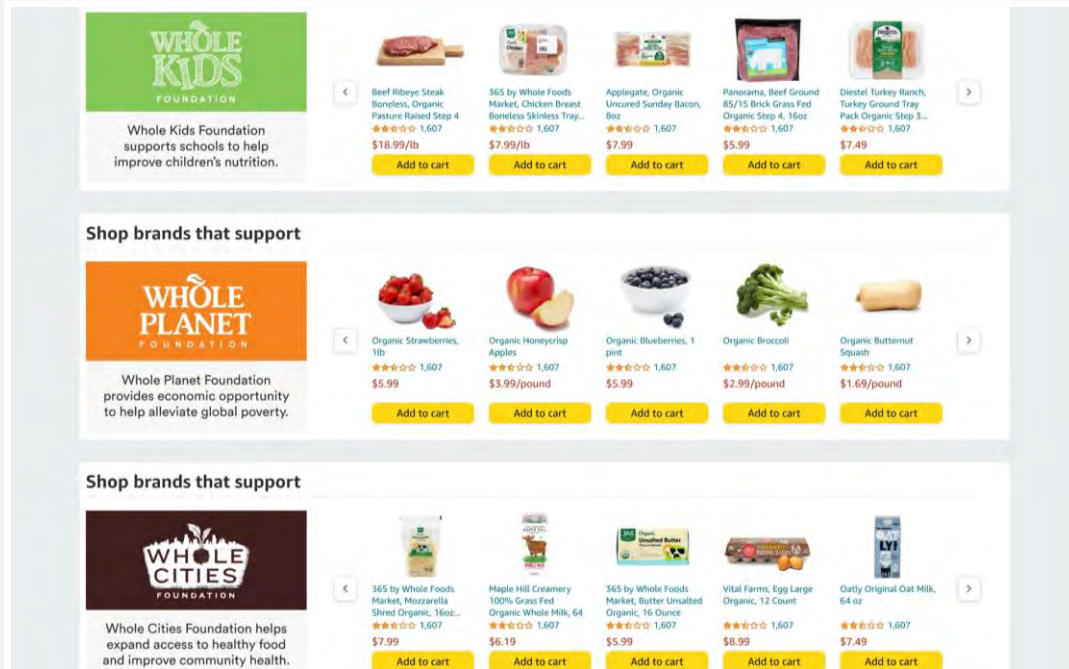
WFM.com and WFMOA will highlight supplier partners through a “Foundations Donor” filter or shoveler on the “Shop Brands That Give Back” landing page.

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



DEMO PROGRAM SCANBACK DONATION

LOVE, CORN! MULTIPACKS 2/\$5
LIMITED TIME ONLY! 8/3 - 9/20

WHOLE KIDS FOUNDATION GIVEBACK:
AUGUST 8 8/15 - 9/11
\$0.50 DONATION PER BAG PURCHASED

Sea Salt 0.7oz Multipack Cheezy 0.7oz Multipack

Build giveback awareness with Whole Foods Market customers through donating a portion of proceeds and messaging about brand support through demo signage.

This opportunity is open to local, regional, and nationally sold brands.

Supplier would determine the donation terms such as time period, location, per item donation and min/max donation amounts.

Supplier would be responsible for creating demo assets, which would primarily be a tabletop sign messaging about donating a portion of sales to the foundation.



CORPORATE AND SMALL BUSINESS OPPORTUNITIES

If you are an emerging brand, small business, or corporation there are opportunities for you!

[Small Business Challenge](#)

With \$9,000 you can sponsor a non-profit by funding their Community First Grant.

[Mission Cultivator](#)

Amplify the WCF mission through donations and unique win-win partnerships including content collaborations, event, blog or newsletter sponsorships, co-branded materials, more.





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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