

FAQ for Whole Cities CFG Volunteer Event through WFM Community Connections Program

What's the difference between a CFG volunteer event and a WFM Community Connections event?

The Community First Grant is a program supported by Whole Cities, a project of WFM Foundation. CFG volunteer events are hosted by our CFG Team Members for organizations they nominated and were selected to receive a Community First Grant. CFG TMs are expected to volunteer at least once a quarter with their CFG partner and the time spent volunteering with a CFG partner is unpaid.

Community Connections is supported by Whole Foods Market and is an opportunity for a location to host a team building event. This can include visiting a local supplier, a recycling/composting provider, or volunteering at a local non-profit. Each location is budgeted to allow for 3 events per year and account for TM labor as a paid volunteer event.

CFG TMs may use a Community Connections event to satisfy their quarterly volunteer requirement with their CFG partner if all parameters for holding a Community Connections event are met. Review the info and toolkit on [Innerview](#) for more details.

Does WFM Foundation/Whole Cities own the Community Connections program?

No, Community Connections is a Whole Foods Market led program that encourages team building at each location. WFM Foundation/Whole Cities **does not** own this program. Whole Cities does however complement this program since TMs can chose to host a team build event through Community Connections with a CFG Partner

Am I required to host my CFG volunteer event through WFM Community Connections?

No! Hosting a CFG volunteer event with Community Connections is **entirely optional**.

My CFG volunteer event did not get approved through the Community Connections program.

Can I still hold the CFG volunteer event?

Yes, we encourage you to still hold the volunteer event! Please remember, you are expected to volunteer with your partner at least once per quarter.

Will my time still be paid?

If the CFG volunteer event is not approved through Community Connections, your time and the time of any volunteer will be unpaid.

Why didn't my CFG volunteer event get approved for a Community Connections event?

There are various reasons why the event may not be approved. WFM Foundation/Whole Cities doesn't own the Community Connections program so we're unable to share insight. We recommend connecting with your STL or Culture Champion Ambassador for more info.

What's the best way to get started if I wanted my location to host a Community Connections event with my CFG partner?

Please note the planning of a WFM Community Connections event requires a minimum of 8 week's notice prior to holding the event so we recommend getting started sooner than later!

1. Talk with your CFG partner to confirm their interest and staffing needs to host a larger volunteer event. Discuss a date and time that works for both of you.
 - a) We've included a few scripts below, if helpful.
2. Review the [WFM Community Connections toolkit](#) to ensure your CFG Volunteer event meets all the parameters for a Community Connections event.
 - a) We recommend reviewing the toolkit with your locations Culture Champion Ambassador or STL.
3. Set up time to connect with your STL to discuss the CFG Volunteer Event and share the Community Connections toolkit with them if they don't already have it.
 - a) Come prepared with details such as date, time, and location.
4. If the details align, ask your STL to submit an event form request (linked in the toolkit) to hold an event through WFM Community Connections.
5. Whether the request is approved through WFM Community Connections or not, let your CFG partner know and update them on the number of expected volunteers so they can confirm their staffing needs and stay in the loop.
6. Share pics with us at foundation@wholefoods.com. We love to see your involvement with your CFG partners and may feature you in our next newsletter!

Scripts

CFG Partner Script – use to gauge interest with your CFG partner about holding a larger volunteer group.

Hi [partner]!

Whole Foods Market has launched a program where our team could hold a team-building event by volunteering with a local non-profit and our team member volunteers would be paid for their time volunteering (by Whole Foods Market). I would love to submit a request with WFM to have our team hold a team-building event with you, if you're interested. This would be no different from our typical volunteer events, however since this would be a paid event for our team members, we anticipate having a larger group of volunteers. Wanted to check with you first to make sure you're interested and would have the capacity to support a larger group. Let me know if so and if you have any questions or concerns about this.

CFG STL Script – use to connect with your STL about holding a Community Connections event with your CFG partner.

Hi [STL]!

I'm interested in holding a Community Connections event with our CFG partner. I've discussed this with our partners at [CFG partner name] and they've confirmed they're interested and would be able to host a larger group of volunteers. Would we be able to set up some time to discuss this further? Here's a link to the [Community Connections toolkit](#) if helpful!