



2020 Community First Grant (CFG) Program Team Member FAQ

What is the Community First Grant Program?

The Community First Grant Program is an initiative designed to support Whole Foods Market (WFM) Team Members (TM) in the U.S. and Canada who are engaged with community partners increasing access to fresh, healthy food and nutrition education in neighborhoods with few options.

What is a “community partner”?

A community partner is a non-profit organization that is led by community members in your city. A community partner understands the assets, needs, and goals of local residents and uses this knowledge to direct and shape its work.

What changes have been made to the 2020 Community First grant program?

With all of the urgent priorities for stores and Team Members during the pandemic and recent protests for racial justice, we have decided to forego the TM nomination portion of the CFG program and invite all 137 current and previous CFG partners to apply for \$8,000 grants. This will allow TMs to focus on urgent matters, while ensuring that the organizations TMs champion continue to receive an opportunity for funding.

How many partners will receive grants in 2020?

We anticipate funding 30-40 organizations with grants of about \$8,000 each this year. In January 2020, we made the decision to increase the grant amount from \$5,000 per organization to make deeper investments and build stronger relationships with exceptionally aligned organizations and refocus our mission of funding locally led, community support efforts.

What is the 2020 CFG timeline?

Please note that the dates below are subject to change.

- Community Partners invited to apply from June 22– July 22
- WFM Team Member Review Panel to begin around August 24 through September 9
- Community Partners announced in mid-September

How will WFM TMs be involved in 2020?

We will work hard to make sure that our stores and TMs are involved, supportive, and engaged – to the extent that you can be. When partners apply, we'll ask them to let us know if they are still in touch with the Team Member who previously nominated them. If not, we'll reach out to the store so that partners and Team Members can reconnect. We want keep local connections strong! Team Members are welcome to volunteer with their partner this year in any way that safely meets the goals of the partner and the capacity of the Team Member. As always, Team Member engagement is optional.

What if I want to nominate a community partner in 2020?

If TMs are looking to nominate a community partner that is not a previous CFG partner, they should connect with their community giving network point person. The organization should also apply for support via the WFM portal at <https://www.wholefoodsmarket.com/companyinfo/donate>.

Can individual Team Members receive funding from Whole Cities Foundation?

No. We do not award grants to individuals.

What is the plan for the 2021 CFG Program?

We are constantly evaluating the current climate for Team Members and community partners. We hope to return to the regular process for TM nominations next year, but we will announce any updates or changes closer to April 2021.

What if I have feedback about the CFG Program?

We LOVE to hear from Team Members! Please send any feedback, questions or thoughts to Chanta.Williams@wholefoods.com and Nikki.Newman@wholefoods.com.