Whole Foods Market Team Members can nominate a local nonprofit increasing access to fresh, healthy food or nutrition education for a $5,000 grant.

WholeCitiesFoundation.org

Belinda Croft | Louisville Store
Louisville, KY

Belinda has been a Team Member since 2011 and is currently a Cashier and Team Trainer. “As a Front-End Team Member, community partnership and service are an extension of what I do daily,” Belinda explains. “I believe in healthy food and the accessibility of nutrient-dense food for all.” New Roots, Inc. aims to do just that by creating year-round affordable access to healthy food. Its Fresh Stop Markets, pop-ups at local churches, businesses and community centers, also include opportunities for volunteers to teach cooking classes. Belinda has volunteered at the markets and hopes to teach on-site cooking classes soon, too. Beyond Team Member volunteer opportunities and financial support, she continues to explore additional ways the store can help New Roots flourish.

New Roots
newroots.org

New Roots’ mission is to ignite community power for fresh food access, and they are actively working to help make fresh food a basic human right in Kentucky and beyond. The organization’s main fresh, healthy food access work is Fresh Stop Markets, sliding-scale fresh food markets held biweekly in seven urban locations that don’t have farmers’ markets or grocery stores. These markets are nearly all volunteer driven and set up like farmers’ markets, with healthy cooking demos and recipe sharing. The cooking demos are centered on plant-based, no sugar added recipes. Because many participants are new to scratch cooking, these demonstrations play a critical role in fulfilling the organization’s mission. The Community First Grant will be utilized to support these cooking demos.