



Whole Kids Foundation
2022 Supplier Partnership Opportunities

Whole Foods Market
Marketing & Online Merchandising
Support





Help Kids Build Healthy Habits for a Lifetime!

Whole Kids Foundation (WKF) is 501c3 nonprofit on a mission to improve children's nutrition and wellness by inspiring and educating kids, families and schools to make healthier food choices. We know that, given the right opportunity, kids get excited about fresh vegetables, fruit, whole grains, and other nutritious foods.

Whole Foods Market covers the Foundation's operational expenses. All donations are 100% tax deductible and directly invested in our work except where noted.

Visit the [Whole Kids Foundation website](#) to learn more about our programs and social impact.

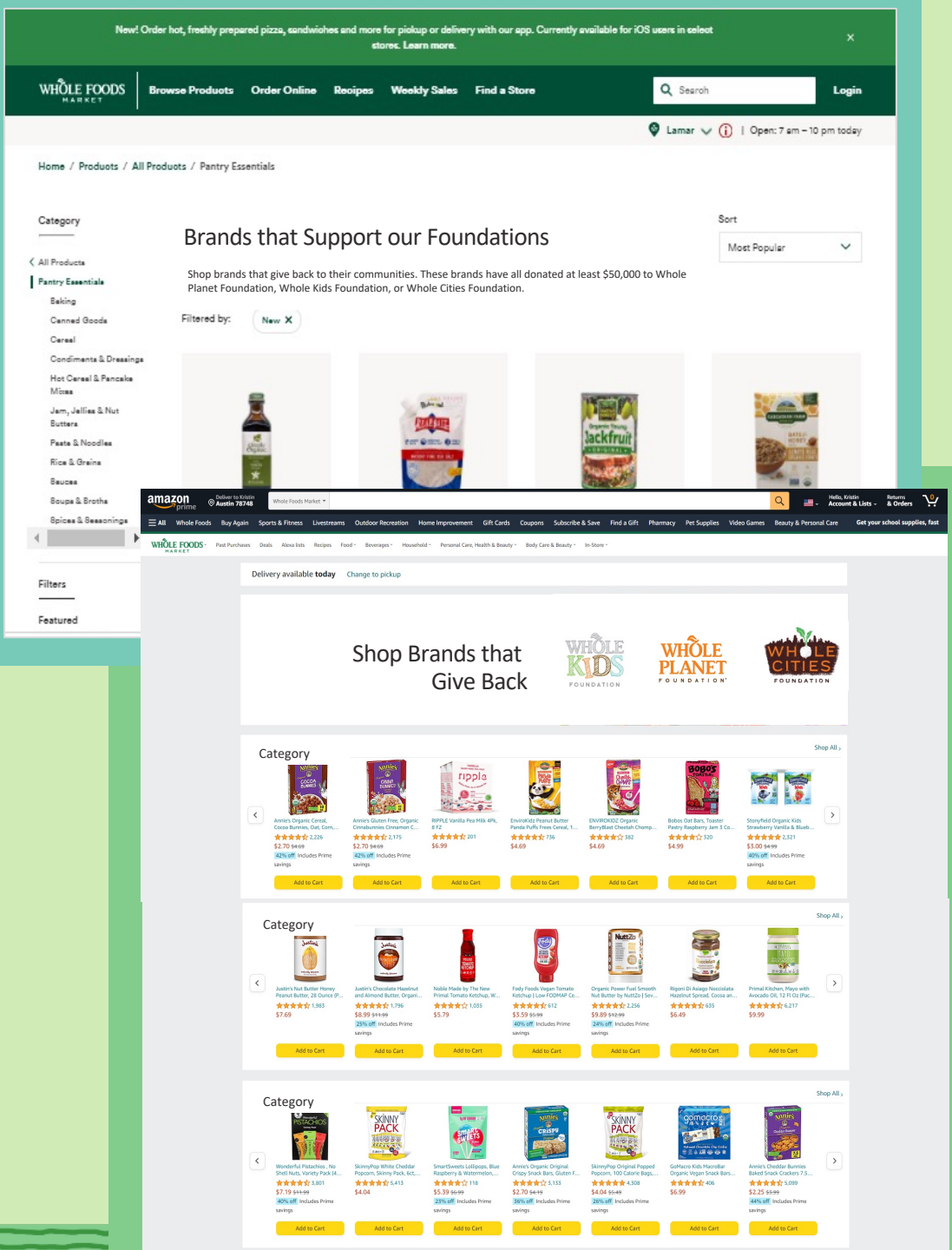
Whole Kids Foundation Supplier Partnership Opportunities

Whole Foods Market spotlight on brands that give back to their communities.

Suppliers donating at certain levels to Whole Kids Foundation in 2022 will have the opportunity to be featured in Whole Foods Market's marketing and online merchandising.

2022 Opportunities

- WFM and WFMOA Landing Page Inclusion
- Calendar Year or 6-Month Period
- WFM Front of House (FOH) Digital Signage
- Give Bees A Chance, June Timing
- WFM FOH Digital Signage & WFMOA Delivery Bag
- Back-to-School, August Timing
- WFM Scanback Donation Program Benefiting Whole Kids Foundation (WKF)



WFM Landing Page Inclusion

Suppliers may feature their brand’s prioritized product list across landing pages on both wholefoods.com and Whole Foods on Amazon (WFMOA). These pages will serve to highlight the products of donor brands and encourage sales.

The 3 Foundations product pages will be promoted by Whole Foods Market through email and web banners throughout the year to drive consumers to shop brands that give back.

2022 WFM Landing Page Dates:

- Feb–June (5 WFM emails & 3 tile banners as traffic drivers)
- July–Dec (5 WFM emails & 3 tile banners as traffic drivers)

To participate:

- Option 1: Donate \$100,000 to Whole Kids Foundation for calendar year inclusion, February–December 2022
- Option 2: Donate \$50,000 to Whole Kids Foundation for 6-month inclusion, July–December 2022
- Supply UPC information 8 weeks prior to launch



WFM FOH Sign: Give Bees A Chance

June is National Pollinator month. Donating brands will have their logo featured as a hero donor on a front-of-house (FOH) Digital Screen rotation that features messaging about Whole Kids Foundation and pollinator education for kids. The screens are featured in stores at the front entrance or high traffic area.

FOH Signage Timing: June B (6/15 – 6/29)

Brand focus: Organics, Regenerative Agriculture, Pollinator Habitats

Whole Kids Foundation will also recognize suppliers in its Give Bees A Chance digital (website, social) messaging in June.

To participate:

- Donate \$25,000 to Whole Kids Foundation
- Participation limited to 6 suppliers



Give Bees
a Chance
WHOLE KIDS
FOUNDATION



WFM FOH Sign & WFMOA Delivery Bag: Back-to-School

As families prepare for back-to-school, donating brands will have their logo featured as a hero donor on a front-of-house (FOH) Digital Screen rotation and WFM on Amazon (WFMOA) delivery bag that features a Whole Kids Foundation mission-aligned marketing message.

FOH Signage: 525+ WFM Stores, high traffic area

WFMOA Delivery Bags: 300k+ units, 5 – 7 WFM Stores in 1 Region

Timing: August B (8/17 – 8/30)

Whole Kids Foundation will also recognize supplier partners in its growing healthy kids digital (website, social) messaging in August.

To participate:

- Donate \$50,000* to Whole Kids Foundation
- Participation limited to 6 suppliers

*\$30,000 donation to Whole Kids Foundation and \$20,000 covers the bag production cost



WFM In-Store Point-of-Sale Scanback Donation Program

Our Scanback Donation Program allows Whole Foods Market suppliers to donate a portion of product sales to Whole Kids Foundation to support our work during a dedicated promo period.

- We create one 6-up sign and communicate scanback sign activation instructions to store team members.
- Whole Kids Foundation also messages brand/product scanback support in its digital channels.
- Generate a sales report and invoice supplier directly.

To participate:

- Donate \$10,000 or more to WKF – one 6up sign
- Sign a commercial co-venture agreement
- Supply UPC details 10 weeks prior to launch





**YOUR SUPPORT MEANS
THE WORLD TO US—AND
MILLIONS OF KIDS!**

THANK YOU!

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

Adrienne Dickey-Merrill
Senior Partnerships Program Manager

adrienne.dickey-merrill@wholefoods.com

