



Whole Kids Foundation
2023 Supplier Partnership Opportunities

Whole Foods Market
Marketing & Merchandising Support





Help Kids Build Healthy Habits for a Lifetime!

Whole Kids Foundation (WKF) is a 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 and become environmental stewards.

Whole Foods Market covers the Foundation's operational expenses. All donations are 100% tax deductible and directly invested in our work – salad bars, gardens and bee grants.

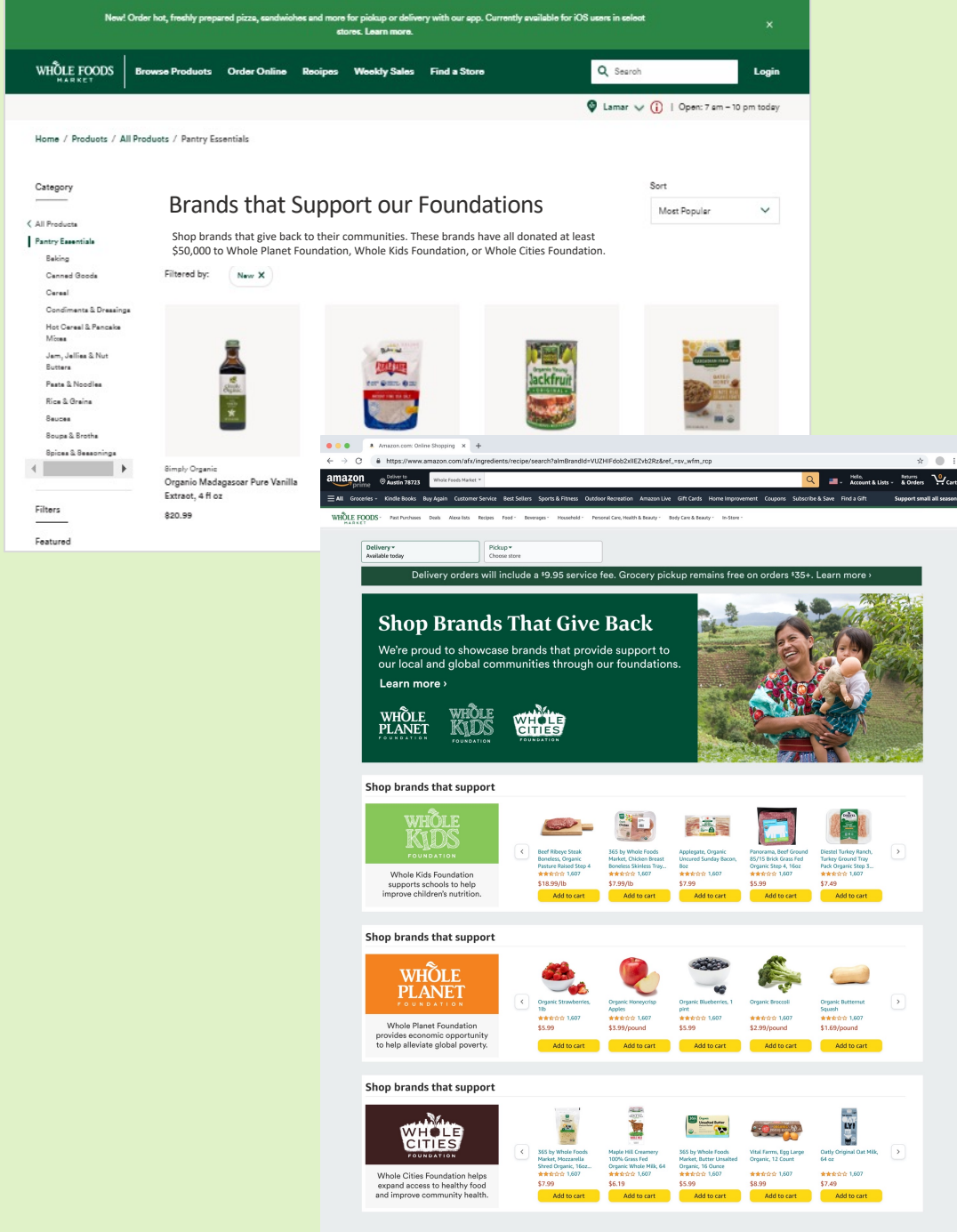
Visit the [Whole Kids Foundation website](#) to learn more about our programs and social impact.

Whole Kids Foundation Supplier Partnership Opportunities

Whole Foods Market offers value to supplier partners supporting Whole Kids Foundation mission through its channel and retail marketing and merchandising strategy.

2023 Whole Kids Foundation Opportunities

- WFM and WFMOA Landing Page Participation
 - 6-Month Period or Calendar Year
- WFM Front of House (FOH) Kiosk Signage
 - Protecting Pollinators, April Timing (Earth Month)
- WFM FOH Kiosk Signage & Scanback Shelf Tag Bundle
 - Back-to-School, August Timing
- WFM Scanback Donation Program Benefiting Whole Kids Foundation (WKF)



WFM & WFMOA Foundations Landing Pages

The “brands that give back” websites serve to highlight the foundations and supplier donor products to promote mission-brand visibility and encourage sales. Suppliers prioritized products will be featured at [wholefoods.com \(WFM\)](https://www.wholefoods.com) and [Whole Foods on Amazon \(WFMOA\)](https://www.wholefoods.amazon.com) on shovellers.

Whole Foods Market will promote the product pages through monthly channel marketing execution to drive consumers to browse and shop brands that give back.

Program A

January–June Inclusion

Join by 11/1/22

Program B

July–December Inclusion

Join by 4/21/23

To participate:

- Donate \$50,000 to Whole Kids Foundation
- Select 6-month program period
- Prioritized products due dates: Program A by 11/7/22 | Program B by 4/28/23

Ad-On Option:

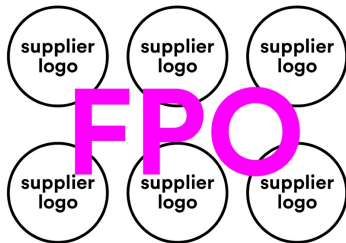
- Donate \$25,000 for product inclusion in WFM Sept dedicated email banner
- Limited to 3 suppliers



Give
bees a
chance.



Shop these brands helping
to protect pollinators.



wholekidsfoundation.org



Front-of-house Kiosk Sign
Displayed at WFM Store
Entrance

Earth Month – Protecting Pollinators Programming

For Earth Month, Whole Kids Foundation will celebrate pollinators and the important role they play in our environment and the foods that we eat. Supplier partners will have their logo featured on a bee-friendly themed front-of-house (FOH) digital screen kiosk sign which is prominently placed at 525+ WFM stores at the front entrance or high traffic area.

- In-store Activation Timing: April B (4/19 – 5/2)
- Plus, Whole Kids Foundation will recognize suppliers as pollinator partners in its digital messaging (website, social) in April

100% of donations will fund school beehive grants so kids can observe and learn about pollinators and help give bees a chance to thrive.

To participate:

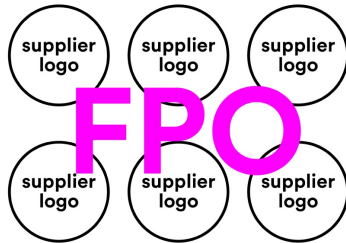
- Donate \$25,000 to Whole Kids Foundation's bee grant program
- Participation limited to 6 suppliers
- Join by Feb 28th for execution planning
- Consider bundling with the scanback donation program during the April B period (4/19 – 5/2) to align with POS shelf tag messaging



We dig
school
gardens.



Shop brands planting seeds to
improve children's nutrition.



wholekidsfoundation.org

Front-of-house Kiosk Sign
Displayed at WFM Store
Entrance

Back-to-School Partnership Programming

As families prepare for school, supplier partners will have their logo featured on a front-of-house (FOH) digital kiosk sign prominently placed at 525+ stores with a Whole Kids Foundation themed message. This opportunity can be bundled with the scanback donation program for POS shelf tag sign placement.

In-Store Activation Timing: August A (8/2 – 8/22)

Option 1 – FOH Sign + Aug A Scanback Program Bundle, \$35,000 Donation

Option 2 – FOH Sign, \$25,000 Donation

Option 3 – Aug A Scanback Program, \$20,000 Donation

Plus, Whole Kids Foundation will recognize FOH sign partners in its August back-to-school digital messaging (website, social).

To participate:

- Select partnership level
- FOH sign is limited to 6 suppliers
- Aug A scanback program is limited to 10 suppliers
- Join by May 5th for execution planning

100% of donations support [Whole Kids Foundation's school-based programs](#) – salad bar, edible learning garden and beehive grants – to grow the next generation of healthy eaters.



Vital Farms

Pasture-Raised Eggs, Dozen



Vital Farms will donate 5¢ per item sold, up to \$15,000, to Whole Kids Foundation. Together we're helping kids make healthier choices.



Buy this & give back!

VALID: 8/17-9/6/22

Scanback Shelf Tag Examples

Aura Cacia Kids

Aromatherapy, Mist or Roll-On



Aura Cacia will donate \$1 per item sold, up to \$10,000, to Whole Kids Foundation. Your purchase supports pollinator education for kids.



Buy this & give back!

VALID: 6/15-7/5/22

Whole Kids Foundation Scanback Donation Program

Our scanback donation program allows 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 POS shelf tag sign for one product category and communicate activation instructions to store team members for display.
- Plus, Whole Kids Foundation messages brand/product scanback support in its social channels.
- We generate a sales report and invoice suppliers directly.

Select a scanback period:

Jan B, Feb B, April B, June B, Aug A*, Aug B, Sept A, Nov A

To participate:

- Donate \$10,000 to WKF
- Determine scanback period and product category
- Sign a commercial co-venture agreement
- Supply UPC details 8 weeks prior to activation

** Donate \$20,000 to WKF for participation in Aug A scanback program.*





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



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