Whole Kids Foundation (WKF) is 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.

Here’s How We Achieve Our Goals:

- Provide schools and youth organizations with edible learning gardens and beehive grants
- Fund school salad bars and training to K-12 school food service staff
- Provide wellness and nutrition workshops to teachers and cafeteria staff to improve their own personal health

Together, we can broaden access to fresh healthy food and cultivate adventurous eaters who understand and enjoy nutritious food choices!

All donations are 100% tax deductible & directly invested in our work.

For more information about our sponsorship opportunities, please contact:
Adrienne Dickey-Merrill | Corporate Partnerships | adrienne.dickey-merrill@wholefoods.com

Connect with us! WholeKidsFoundation.org | @WholeKidsFoundation | WholeKidsFoundation | @WholeKidsFnd | WholeKids
Our Programs

Reaching more than 7.2 million kids!

Garden Grants
To date, more than 5,452 edible learning gardens harvest results in four key areas: knowledge, understanding, curiosity, and consumption. Hands-on gardening education gets kids rooted to real food and encourages healthy choices for a lifetime.

Result: Kids who grow veggies, eat veggies!

Salad Bars To Schools
We provide equipment and essential online training that’s enabled more than 5,711 schools to successfully implement salad bars, providing more nutritious lunches and fresh veggies to students.

Result: Kids with a salad bar at school eat 33% more fruits and veggies compared to those without!

Bee Grant Program
With more than 401 bee grants funded, we support schools and youth organizations with traditional and observation beehives so children can understand the important role pollinators play in the foods that we eat.

Result: Kids are curious about bees and ways to protect native habitats so they can thrive!

Healthy Teachers Program
Currently, Whole Kids Foundation has educated more than 17,000 teachers and cafeteria staff through workshops where they learned healthy, affordable cooking techniques, basic nutrition education, and practical, convenient tips to improve their personal health and wellness.

Result: Healthy teachers make healthy role models!
Growing Healthy Kids Campaign

$100,000 Lead Sponsorship
$50,000 Core Sponsorship

Get rooted with Whole Kids Foundation and build brand visibility on a national level through our annual Back-to-School campaign at 500+ Whole Foods Market stores.

Our annual Growing Healthy Kids campaign takes place in August B during the Back-to-School timeframe and is an in-store fundraising and awareness-building campaign in each Whole Foods Market (WFM) store, giving your brand added exposure while helping to generate the support that makes our work possible.

As thanks for your generosity, Whole Kids Foundation (WKF) will feature your company logo or name in:

**Lead Sponsor — $100,000**
All of the benefits listed under Core Sponsor & more, including
- Larger logo and prominent placement on campaign materials
- Logo featured on additional, high-visibility in-store campaign materials: register wrap at checkout and at least one additional noticeable marketing piece

**Core Sponsor — $50,000**
- In-store kitted campaign materials activated during August B such as banner, poster, POS signage and branded aisle blade
- WKF digital campaign communications including e-newsletter, blog post, press release, website banner and donation page
- Internal campaign communications and training webinars to WFM leadership and store-level team members for campaign execution
- Recognition in August B WFM Direct Mailer, featured alongside other brands supporting Growing Healthy Kids and distributed to 2.5 million customers

All sponsor logos on WKF website and scroll at the bottom throughout the year! Sponsors can offer product samples and giveaway items to stores to build awareness about brand. And, sponsors are invited to promote campaign in owned digital channels; WKF provides content to support activation.

For more information about our sponsorship opportunities, please contact:
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Give Bees a Chance

$25,000 Bee Keeper Sponsorship
$12,500 Hive Sponsorship

*limited availability

Bee the change—Share the buzz!!!

June is National Pollinator Month—a time to celebrate bees and spread the word about how we can protect them and educate each other and our children about the important role that they play in our ecosystem and the foods that we eat. Pollinators are responsible for 1 out of 3 bites of food we eat—yet their habitat is shrinking, and many species are in danger.

With support from supplier partners and customers, Whole Kids Foundation’s Give Bees A Chance digital fundraising campaign will build awareness about this cause and award grants to provide educational beehives to schools to help teach children about the importance of pollinators to our food system.

To appreciate your generous support, Whole Kids Foundation will feature your company logo or name in:

**Bee Keeper Sponsorship**—$25,000
- All the benefits listed below under Hive Sponsorship
- Plus, larger tile (4×3”) placement and short description in 1-page spread in May WFM Direct Mailer, featured alongside other brands supporting Give Bees A Chance and distributed to 2.5 million customers

*limited availability

**Hive Sponsorship**—$12,500
- Single tile (2×3”) placement and short description in 1-page spread in May WFM Direct Mailer, featured alongside other brands supporting Give Bees A Chance and distributed to 2.5 million customers
- Logo positioning on Whole Kids Foundation website homepage and donation page with inclusion in a website banner on regular rotation
- Whole Kids Foundation digital campaign communications including a series of emails distributed to 150,000 dedicated Whole Kids Foundation subscribers from June 1 to June 30
Garden Circle or Beehive Club

$3,000+ Sponsorship

Adopt a school garden or beehive grant in a community that’s special to you!

Building a connection with a school garden or beehive grant recipient is a powerful way to connect with our work in a meaningful way. With a minimum contribution of $3,000, you can support a school garden or beehive grant! And, if you have a goal of supporting multiple schools, we can make that happen, too.

Each year, we have a waiting list of qualified schools ready to teach kids about where their food comes from and the important role pollinators play. Our team will share qualified garden and beehive grant programs based on your specific criteria.

As thanks for your participation, Whole Kids Foundation will:

- Promote your generosity on our website as a Garden Circle/Beehive Club sponsor
- Send an email to awarded school(s) acknowledging the gift and include your contact information should you wish to be identified
- Make an introduction to the school directly should you desire to cultivate a relationship

For more information about our sponsorship opportunities, please contact:
Adrienne Dickey-Merrill | Corporate Partnerships | adrienne.dickey-merrill@wholefoods.com
Scanback Donations

Contribution Levels Vary

Put your brand values on display by contributing to our work through product sales at Whole Foods Market.

Our Scanback Donation Program allows Whole Foods Market suppliers to contribute a portion of product sales to Whole Kids Foundation to support our work. More and more customers are interested in purchasing products from brands that give back.

These scanback donation requests are submitted directly to Whole Foods Market Global Purchasing through the promo calendar and occur when products are on national promotion for a limited time or are offered as an exclusive item.

As thanks for your participation, Whole Kids Foundation will:

- Promote your generosity on point-of-sale signage distributed to WFM stores
- Communicate your support to global, regional, and store team members
- Run sales report and send invoice to supplier directly for payment

Special Note: Funds raised through the Scanback Donation Program may be applied to sponsorship opportunities.

For more information about our sponsorship opportunities, please contact:
Adrienne Dickey-Merrill | Corporate Partnerships | adrienne.dickey-merrill@wholefoods.com
Whole Kids Foundation is committed to awarding grants to youth-led organizations that are supporting the next generation of entrepreneurs in the nutritious food space. Many nonprofits and schools are mentoring students as they venture to create and launch food products and social enterprises while learning vocational skills, such as culinary, marketing, design, sales and accounting.

As a company in the natural products industry, you understand what it takes to start a business and get product on store shelves. We invite you to donate to Whole Kids Foundation’s Young Entrepreneurs Program so we can fund and create meaningful experiences that encourage youth to nurture their innovation, collaborate together, develop job skills and discover new possibilities.

As a Young Entrepreneurs donor, Whole Kids Foundation will invest 100% of your donation to support this program and recognize your generosity in the following ways:

**In December 2020 – Giving Season**

- Appreciate your support in a Whole Kids Foundation eNewsletter article along with other donors distributed to 150,000+ Whole Foods Market customer subscribers during the giving season
- A thank you post in Whole Kids Foundation social media channels

**In Spring 2021 – Grants Announced & Awarded**

- Appreciate your support in a Whole Kids Foundation eNewsletter article along with other donors distributed to 150,000+ Whole Foods Market customer subscribers when awardees are announced
- Highlight your partnership in Whole Kids Foundation Young Entrepreneurs digital communications and media outreach in Spring 2021
- Internal communications to Whole Foods Market team members via a company platform and emails
- An invitation to participate in a Whole Kids Foundation hosted virtual forum to help inspire and answer questions from young entrepreneurs

**Special Note:** Should you participate in the Whole Foods Market scanback donation program to support Whole Kids Foundation, the donation amount can be invested in the Young Entrepreneurs Program as an option to fulfill this commitment at the $10,000 and $25,000 donation levels.

Go here to learn more about Whole Kids Foundation’s Young Entrepreneurs Program.
Whole Kids Foundation offers the following benefits based on contribution levels:

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$2,000</th>
<th>$10,000</th>
<th>$25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thanked by name in 2 Whole Kids Foundation eNewsletter articles</td>
<td>✔️</td>
<td>✔️ Website Hyperlink Included</td>
<td>✔️ Website Hyperlink Included</td>
</tr>
<tr>
<td>Social media in December 2020</td>
<td>✔️ All Supplier Social Media Post Mention</td>
<td>✔️ All Supplier Social Media Post Mention</td>
<td>✔️ All Supplier Social Media Post Mention</td>
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<tr>
<td>Social media in Spring 2021</td>
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<td>All Supplier Social Media Post Mention</td>
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<tr>
<td>Dedicated IG/FB Stories Mention</td>
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<tr>
<td>Dedicated Social Media Post Mention</td>
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<tr>
<td>Included on Young Entrepreneurs web banner and page in Spring 2021</td>
<td></td>
<td>✔️ Logo on Banner</td>
<td>✔️ Logo on Banner, Lifestyle Image &amp; Hyperlink to WFMOA on Website</td>
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<td>Press release mention in Spring 2021</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Whole Kids Foundation blog story in Spring 2021</td>
<td>✔️ Mention</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Email to WFM Team Members in Spring 2021</td>
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<td>✔️</td>
</tr>
<tr>
<td>Logo on Whole Kids Foundation Sponsorship webpage</td>
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<td>✔️</td>
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</table>

For more information, please contact:
Adrienne Dickey-Merrill | Corporate Partnerships | adrienne.dickey-merrill@wholefoods.com

Young Entrepreneurs

Contribution Levels:
$2,000, $10,000 & $25,000