



2021

# Sponsorship Opportunities

*Help kids build healthy habits for a lifetime!*

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 so children can connect to the root of real food
- Offer cooking and nutrition education to teachers and cafeteria staff to improve their own personal health
- Collaborate with school districts on school food reform initiatives such as salad bars and scratch cooking in schools

Together, we can broaden access to fresh healthy food, giving more children nutritious food choices and opportunities to learn how food is grown.

**Whole Kids Foundation is a 501c3 nonprofit.**

*Whole Foods Market covers the Foundation's operational expenses. Therefore, all donations are 100% tax deductible & directly invested in our work.*

## Connect with us!

[WholeKidsFoundation.org](http://WholeKidsFoundation.org)

@WholeKidsFoundation

@WholeKidsFnd

WholeKidsFoundation

WholeKids



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





# Our Programs

*Reaching more than  
8 million kids!*



## Garden Grant Program

To date, we've invested in more than 6,000 edible learning gardens which 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 enabled more than 6,000 schools to successfully implement salad bars, providing more nutritious meals and fresh vegetables 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 500 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 nearly 20,000 teachers and cafeteria staff through virtual and in-person workshops where they learn 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***

***Timing: August B (8/18–9/07)***

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.

To appreciate your generosity, Whole Kids Foundation (WKF) will feature your company logo or name in:

*Get rooted with Whole Kids Foundation and build brand visibility on a national level through our annual Back-to-School campaign at 525+ Whole Foods Market stores.*

## Lead Sponsor — \$100,000

All of the benefits listed under Core Sponsor and more, including:

- Larger logo and prominent placement on campaign materials
- Logo featured on additional, high-visibility in-store campaign materials: plexi-cling or register wrap at checkout and 48" x 24" end cap sign near guest services

## Core Sponsor — \$50,000

- Co-branded supplier aisle blade 5 x 16.5" shipped to stores for activation in August B
- 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

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 social content to support activation.



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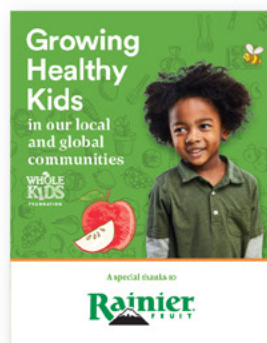


# Growing Healthy Kids Campaign

## Supplier Assets – FPO



WKF Aisle Blades 5x16.5", Displayed in aisle by product



Produce Vendor 1up,  
Displayed by product



Topper 48x24", Displayed at Customer Service entrance  
Recognizing \$100k Lead Sponsors



Scanback Signs 4x3",  
Displayed by product



Supplier sponsor digital graphic



Register Plexi-Cling 5.5x8.5",  
Displayed on plexi-glass at POS  
Recognizing \$100k Lead Sponsors



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# Garden Circle or Beehive Club

***\$3,000+ Sponsorship***

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

***Adopt a school  
garden or  
beehive grant!***



**\$3,000**  
Funds 1 Grant



**\$6,000**  
Funds 2 Grants



**\$15,000**  
Funds 5 Grants

Each year we receive more qualified grant applicants than we can award. These schools are ready to teach kids about where their food comes from and the important role pollinators play.

As thanks for your participation, Whole Kids Foundation will:

- Promote your generosity on our website
- Send an email to awarded school(s) acknowledging the gift made on behalf of your brand and make an introduction should you desire



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# Scanback Donations

## *Contribution Levels Vary*

*Our Scanback Donation Program allows Whole Foods Market suppliers to donate a portion of product sales to Whole Kids Foundation to support our work. Social good and giving back increases brand loyalty with customers.*

*These scanback donation requests are submitted directly to Whole Foods Market Global Merchandising through the promo calendar and occur when products are on national promotion for a limited time.*

*As thanks for your participation, Whole Kids Foundation will:*

- Promote your generosity on point-of-sale 6-up 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 Whole Kids Foundation sponsorship opportunities.

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



**Kidfresh**

## ***Frozen Meals***

Kidfresh will donate 50¢ per item sold, up to \$5,000, to Whole Kids Foundation. Together we're helping kids make healthier choices.

VALID: 8/12-8/25



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