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 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)
Brands that Support our Foundations

Shop brands that give back to their communities. These brands have all donated at least $50,000 to Whole Planet Foundation, Whole Kids Foundation, or Whole Cities Foundation.

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) and Whole Foods on Amazon (WFMOA) on shovelers.

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 Activation
Join by 11/1/22

Program B
July–December Activation
Join by 5/19/23

Additional Value:
• Up to 30 priority products featured at WFMOA & WFM.com for 6 months
• Supplier logo inclusion in Sept A WFM WKF dedicated email to customers
• WKF “proud partner” shelf tag sign displayed on shelf within one product category in Sept A, 9/6–9/19, includes brand logo

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 5/19/23
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
Aug A 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 Kiosk Sign + Aug A Scanback Program Bundle, $35,000 Donation**

### Option 2
- **FOH Kiosk 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 kiosk sign is limited to 6 suppliers
- Aug A scanback program is limited to 10 suppliers
- Join by May 19th 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.
Aug B 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 FOH Activation Timing: August B (8/23 – 9/12)

Option 1 – Aug B FOH Sign + Aug A Scanback Program Bundle, $35,000 Donation
Option 2 – Aug B FOH Sign, $25,000 Donation

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

To participate:
• Select partnership level
• FOH kiosk sign is limited to 6 suppliers
• Aug A scanback program is limited to 10 suppliers
• Join by May 19th 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.
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 (Sold Out), Sept A (Sold Out), Sept B, 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