






Supplier Partnership Engagements

Thank you for your interest in supporting Whole Planet Foundation to alleviate poverty around the globe! We are excited to partner with you to promote your generosity and further our collective mission. Please find below our Supplier Partner Engagement Matrix outlining all available supplier levels and corresponding partnership opportunities for you to review.

Partnership Levels	Retail Activation	WPF Activation	Annual Impact Trips		Assets & Collateral		Team Member Base Exposure Opportunities			Social Media and Digital Collaboration				Additional Benefits			
	Poverty is Unnecessary Day: Invitation to stores to celebrate on October 25th the sending of WPF and 525K WPM Scores Supplier generosity during an in-store Oct 8 activation	Annual Virtual SK Event	International Impact Trip: Witness your generosity in action abroad through an international project Domestic Impact Trip: Witness your generosity in action through a project in the US	Opportunity for in-store scanback signage made available to WPM stores for stand alone program or to satisfy a level commitment	Co-Branding: Packaging and/or Supplier Marketing Materials	Whole Planet Foundation Community: Opportunity for exposure to WPM Team Members passionate about WPF 1000+ members	Team Member Volunteer: Opportunity for exposure to 550+ WPM Team Member Volunteer Program Participants and Alumni	Global Office Bazaar: Opportunity to participate in fundraiser exposing your products & generosity to about 1,700 Team Members	WPF Website Mention	Mutually Agreed Upon Social Media Posts: Our Followers: Facebook (33K+), Instagram (12.8K+)	Blog Post Collaboration	E-Newsletter: Opportunity for inclusion and exposure to 70K+ subscribers	WPF Annual Press Release: Includes 10K-100K impressions	WPF Special Events and Engagements Opportunities	Quarterly email: Update from the field, quarterly news from Executive Director Philip Sansone & other relevant project information	Geo-Targeting of Funds: Designate the country your generosity will be allocated to from a list of approved countries	
	✓		1st pass	1st pass	✓	✓	✓	✓	✓	Logo	✓	✓	✓	✓	1st pass	✓	✓
	✓		2nd pass	2nd pass	✓	✓	✓	✓	✓	Logo	✓	✓	✓	✓	2nd pass		
		✓	3rd pass room permitting	3rd pass	✓	✓	✓	✓	✓	Logo	✓	✓	✓	✓	3rd pass		
		✓	4th pass room permitting	4th pass	✓	✓	✓	✓	✓	Logo	✓	✓	✓		4th pass		
			5th pass room permitting	5th pass	✓	✓	✓	✓	✓	Logo	✓	✓			5th pass		
			6th pass room permitting	6th pass	✓	✓	✓	✓	✓	Brand Listing	✓	✓			6th pass		

Subject to availability and agreement.

For more information about supplier partnership opportunities, contact Whole Planet Foundation's Sandy Mariscal at sandy.mariscal@wholefoods.com.