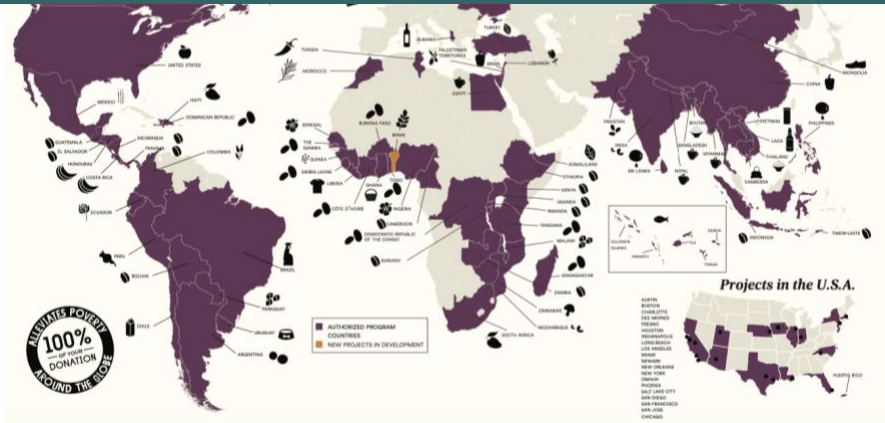


*Alleviating Poverty Around the World Where Whole Foods Market Sources Products*



**Real Estate Agents  
Reducing Poverty**

Whole Planet Foundation is a Whole Foods Market non-profit dedicated to alleviating poverty around the globe. We fund microcredit loans to the world's poorest people – mostly women – for the chance to create or expand a small business, often homebased, and have the opportunity to lift themselves and their family members out of poverty. Since 2006, we are alleviating poverty in the United States and 76 other countries through \$92 million disbursed via microfinance partners, and *you are invited to join this mission!*

Join other real estate professionals and real estate agencies to reduce poverty. Whole Planet Foundation launched this giving program during the pandemic while the housing market is booming but the world's poorest people are slipping further into poverty. Because Whole Foods Market covers 100% of Whole Planet Foundation's operating expenses, you can give with confidence that your entire donation benefits people working hard to improve their lives and living conditions for themselves and their family members. You can give with confidence as the Foundation has, since 2006, a proven track record of [domestic and global impact](#) and GuideStar's 2021 Platinum Seal of Transparency.



**Donate Now or Donate the Next Time You Sell A House**

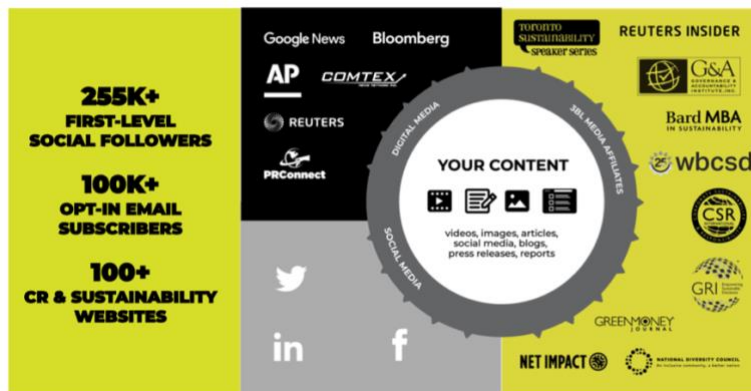
Your donation will help us reach more microentrepreneurs in poverty. The average first microloan we fund is about \$174. This business capital can help a woman with a small shop purchase inventory for her neighborhood kiosk or help a hairdresser to purchase products for her customers. Then profits from these microbusinesses could be used to improve living conditions for herself and her family. See [who we support](#) and [donate here](#).



## Promoting Your Generosity

To appreciate you and promote your generosity, Whole Planet Foundation will include your name, photo, company tagline, and website URL on our website [here](#).

For repeat advocates who donate a first loan amount to Whole Planet Foundation each time they sell a home, your generosity will be featured in the Foundation's [newsroom on 3BL Media](#), a platform for purpose-driven communication where we have generated 5.5 million impressions (twice the benchmark impressions) and 1.6 million pageviews (8x benchmark pageviews). Inclusion here does not guarantee lead generation or business development, but it is good brand awareness for you.



## Real Estate Advocates

Real Estate Agents Reducing Poverty was inspired by a realtor, Tony Huston, whose previous employer arrived at the Whole Foods Market headquarters office in Austin, Texas with a check made out to Whole Planet Foundation for \$100,000. Tony had heard about Whole Planet Foundation's U.S. and global impact from Whole Foods Market team members and wanted to join the mission.

As an entrepreneur himself, Tony became a realtor and established Tony Sells SLC, with five tenets to his mission: service, active listening, open communication, client satisfaction and giving back. In his words, *"I believe it's important to give back to our communities."*

Whole Planet Foundation interviewed Tony as part of our 3BL Media Entrepreneurs Empowering Entrepreneurs interview series. Here's his answer to the question ***What inspired you to become a realtor and continue to support Whole Planet Foundation?***

*"I became a realtor for three primary reasons; 1) I love helping others 2) timing had never been right when I had considered it previously 3) after traveling for work every week for 25+ years, I was ready to work where I live. The reason I chose to continue to support Whole Planet Foundation is because I sincerely believe in their mission. I had the extraordinary opportunity in my previous career to both support and visit specific locations around the globe where Whole Planet Foundation was impacting communities and hear the stories directly from microcredit clients and how microloans had dramatically changed their lives."* [Read the full release here.](#)

## Differentiate Your Work

Are you a realtor or real estate agency? Get involved today and advocate in a turn-key way for the world's poorest people. For questions, email Development & Outreach Director [Joy.Stoddard@wholefoods.com](mailto:Joy.Stoddard@wholefoods.com).

