

## 2022 Guidelines for Whole Planet Foundation

### Messaging, Logo, and Photo Usage

#### WHOLE PLANET FOUNDATION NAME & LOGO

Potential advocates of Whole Planet Foundation must obtain prior approval to reference “Whole Planet Foundation” in print or media. Approval can be obtained from the Foundation’s Development and Outreach Director Joy Stoddard at [Joy.Stoddard@wholefoods.com](mailto:Joy.Stoddard@wholefoods.com). Whole Planet Foundation may revoke consent in its sole discretion at any time.

Once usage is approved, download Whole Planet Foundation’s basic logo options, annual evergreen brochure and brand standards at <https://www.wholeplanetfoundation.org/about/media-kit/>.

We are happy to collaborate on custom or co-branded artwork. Each year, Whole Planet Foundation utilizes an annual design toolkit that can be repurposed for collaborative custom graphics. If interested, request the current Design Toolkit from [Joy Stoddard](#).

To use the Whole Planet Foundation logo anywhere including on a product, article of clothing, website or social channel, request approval from [Joy Stoddard](#).

All Whole Planet Foundation mentions must adhere to the Foundation’s brand standards, including the full Foundation name “Whole Planet Foundation” in all mentions.

#### MESSAGING

Our approved Whole Planet Foundation mission statements:

- Alleviating global poverty through microcredit
- Alleviating poverty worldwide where Whole Foods Market sources products
- Alleviating global poverty in communities around the world that supply Whole Foods Market stores with products

Approved taglines:

- Alleviating global poverty through microcredit
- Alleviating poverty worldwide
- Investing in a future without poverty

- Power her potential
- Fund her future
- Creating opportunity around the globe
- Example of unapproved: “ending world poverty”

Website: [wholeplanetfoundation.org](http://wholeplanetfoundation.org)

Whole Planet Foundation impact:

- Please utilize current Whole Planet Foundation metrics which can be found at <https://www.wholeplanetfoundation.org/about/our-impact/> and are updated quarterly.
- These are up-to-date metrics by fiscal quarter, including total number of loan recipients, number of microentrepreneurs, average first loan size in the developing world, U.S. average first loan size, number of countries, number of projects, repayment rate, percent women clients, dollars authorized and disbursed, count of microfinance partners.

## **SOCIAL AND DIGITAL MESSAGING**

Whole Planet Foundation brand standards apply to all digital mentions and can be found at <https://www.wholeplanetfoundation.org/about/media-kit/>.

Hashtag: #WholePlanet #FundHerFuture

Whole Planet Foundation Social Media Channels/Tags:

- Instagram: @WholePlanet  
Twitter: @WholePlanet  
Facebook: @WholePlanetFoundation

Sample posts for specific channels exist and can be requested.

Relevant Whole Planet Foundation website links:

Get Involved: <https://www.wholeplanetfoundation.org/get-involved/>

Donate: <https://www.wholeplanetfoundation.org/donate/>

## **PHOTOS & VIDEOS**

**Guidelines:**

- To utilize any Whole Planet Foundation photo or video, request approval from [Joy Stoddard](#).

- Standard caption format is “[Microcredit client first name] is a microentrepreneur of Whole Planet Foundation’s partner [microfinance partner name] in [country]”.
- Please allow for at least a 72-hour turnaround for approval or requested edits and indicate “For Placement Only” (FPO) on copy document.

## **WHOLE FOODS MARKET Guidelines**

Whole Planet Foundation will request any necessary approval from Whole Foods Market, but cannot guarantee any approval. Approval does not imply a commitment or endorsement of any in- or out-of-store execution by Whole Foods Market.

Photos & Videos at Whole Foods Market Locations

*Media, professionals, customers, guests and bloggers* are not allowed to film in Whole Foods Market stores for a film, documentary, TV segment, TV show, news or any other produced video piece without prior written permission from Whole Foods Market.

Contact [Joy Stoddard](#) for support on such requests.

Whole Foods Market mentions must adhere to the company brand standards, including using the full company name, Whole Foods Market, in all instances.

### **Agreement**

Organization/Company \_\_\_\_\_ has read and agrees to abide by the above guidelines.

Signature: \_\_\_\_\_

Printed name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_