

WHOLE30[®] | COACHING CERTIFICATION

SCHOLARSHIPS AND DISCOUNTS

Our Intent

Through our Whole30 Certification programs, we offer opportunities for individuals to affiliate with us and license the use of the Whole30 program and its marks as they build their own individual businesses and brands.

Our [Whole30 Certified Coaches](#) are the only group who can accept Whole30 clients - and make a business out of it. They can market themselves as Whole30 practitioners in their local community, conduct group coaching (and one-on-one coaching, if allowed by their state laws), present seminars, and essentially act as part of the extended Whole30 team. They also get plenty of perks and advance access to our resources.

Our Whole30 Certified Envoys don't work directly with clients, but they champion and amplify the Whole30 program in their communities. Like Coaches, they get advance notice of Whole30 programs and partnerships, access to the Whole30 HQ team, business development content and education, exclusive partnership opportunities with our Approved Partner brands, special discounts, and prominent recognition across our community.

We have seen firsthand the power of a Whole30 certification in creating new opportunities for our Coaches and Envoys - and it's our great pleasure to offer discounts and scholarships that we hope will make the process more accessible for everyone.

As you know from reading our [Whole30 DEI Community Statement and Goals](#), ***our Coaching and Envoy certification programs are committed to pursuing and empowering coaches and clients of all race, socioeconomic status, ethnicity, gender, sexual orientation, family responsibility or family status, marital status, religious or political conviction, pregnancy, age, body size and/or shape, and ability.***

Several of these discounts and scholarship opportunities were specifically designed to reflect our active commitment to welcome more Coaches who are Black, Indigenous, or people of color (BIPOC) and/or lesbian, gay, bisexual, and transgender (LGBTQIA+), or are otherwise part of a historically excluded community. *We believe Whole30 is for everyone, and we want our community members to see themselves reflected in you.*

Below is an outline of the scholarships we offer to:

- Members of historically marginalized communities, including BIPOC applicants and LGBTQIA+ applicants
- Healthcare workers
- Military families
- Other applicants with economic need

You'll also find information below on the process of requesting a discount or scholarship.

Discounts We Offer

Discount/Scholarship Group	Discount/Scholarship Amount	Discount/Scholarship Eligibility
BIPOC, LGBTQIA+, or other historically marginalized community member	50%	You'll be asked to answer a few questions about your Whole30 experience. That's it!
Medical or allied healthcare worker	50%	You'll be asked to provide proof of your state licensure. Only professions regulated by the state are eligible. Some examples include: <ul style="list-style-type: none"> ● MDs ● DOs ● RNs/NPs If you have a state licensure in a healthcare profession, you're eligible.
Active-duty military member or partner/spouse	50%	You'll be asked to provide proof of your (or your partner's) military status, such as a military ID card or a DD 214 form.
Other economically-based requests	50-100%	We are sensitive to the fact that sometimes you have a dream, but you need a little help to achieve it. If you want to build a brand or business around Whole30 certification, but the cost is a barrier for you, we encourage you to chat with us. This category requires a little more discussion, but we promise to be sensitive to not requiring undue proof about your financial situation (no bank statements involved).

See below for details on how to request a scholarship.

Request Process

We are committed to a process that does not place undue burden on the recipient to “prove” eligibility or need. If at any time you feel uncomfortable during the process, please start a conversation with us: coach@whole30.com.

Note that a Whole30 Coach certification requires having completed 3 full rounds of Whole30 (including reintroduction) and a Whole30 Envoy certification requires having completed 2 rounds. Before you apply for a scholarship or discount, please ensure that you meet the requirements of the role you want. Consult the Coach FAQs and Envoys FAQs for more information, or email us: coach@whole30.com.

Please also be reassured that requesting a discount or scholarship will not affect the outcome of your application to the Whole30 Certification program.

We accept applications twice per year (April 20-May 20 and August 16-September 16). You can request a scholarship or discount at any time before the testing process starts.

If you have any questions, please contact us: coach@whole30.com.

Otherwise, **please use this form to request your discount/scholarship** and get started with your Whole30 Certification process today! We're so happy you want to join us.