

# Strengthening our Community: Through Access to Arts and Recreation:

Walmart Foundation, Northwest Arkansas Giving



# Agenda Items

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Overview of Walmart Foundation  
& **Northwest Arkansas Giving  
Program**

Review the Request for Proposals  
Timeline

Proposal Scoring & Review





# Improving the quality of life in NWA using our unique strengths

## Creating Opportunity

- **Foster economic mobility in local workforce** through collaboration, training, skill development for the jobs of the future

## Advancing Sustainability

- **Improving the local recycling system** through regional coordination, consumer engagement and adequate infrastructure

## Strengthening Community

- **Strengthening hunger relief** through the charitable food network, food recovery programs and nutrition benefits access
- **Supporting a caring and connected** NWA through engagement with volunteerism and designing access and connection into arts and recreation programs

### Associate Engagement

Helping our associates in Northwest Arkansas to connect and engage with regional non-profits through sponsored **events, volunteering and board service** and create social connections



# What we're looking for:

## Mission Aligned

The program addresses a specific need in the community and makes sense for Walmart to sponsor (for example Walmart is a large grocer, so we often fund hunger relief).

## Builds Trust

Organizations must comply with all applicable laws, regulations and best practices, adheres to the highest standards of ethical conduct, and seeks to bring people together .

## Effectiveness

It is clear what the organization and the event does, how funds will be used and the impact the work will have in the community.

# What Does All of This Mean?

## What is Belonging?

Individuals “feel that they fit in and are part of the community, and feel accepted and recognized for their abilities” (van Gijn-Grosvenor & Huisman, 2020)

## What is Social Connection?

When researchers refer to the concept of social connection, they mean the feeling that you belong to a group and generally feel close to other people. Scientific evidence strongly suggests that this is a core psychological need, essential to feeling satisfied with your life.  
[https://greatergood.berkeley.edu/topic/social\\_connection/definition](https://greatergood.berkeley.edu/topic/social_connection/definition)

## Why the Arts?

Communities are made stronger when everyone has access to the **arts**. Research has shown: *“collective arts activities can support community wellbeing, cohesion and development...collective artistic engagement can reduce social isolation, facilitate group working ...strengthen interpersonal relationships, build trust, and create a sense of belonging”* (Johnson and Monney, 2021)

## Why Recreation?

Access to community **recreation** leads to well being: *“Relationship building at community centers provided users with access to social support, information, and resources that contributed to their health and well-being. They developed social ties with others during program participation, with people beyond the boundaries of their community, with community center staff”* (Schmalz, Glover, 2017)

# Creating Community in Northwest Arkansas through Access and Social Connection in Arts and Recreation

Walmart and the Walmart Foundation have an ongoing commitment to growing a stronger community in Northwest Arkansas. Our goals are steeped in the belief that when our neighbors thrive and feel a sense of belonging in our shared community, we all are stronger and better.

As we continue to make investments to help create a culture of belonging in the Northwest Arkansas region, we are releasing a **request for proposals focused on increasing access to arts and recreation programming and are working to build social connection within their programs.**

- ***Access to arts and recreation programming:*** support to ensure access to and availability of high-quality arts and recreation programming for underserved members of the community
- ***Building social connection into the design of arts and recreation programming:*** efforts that are incorporated into the design of arts and recreation programming that deepen relationships between groups of people in our community



# Access to Arts and Recreation:

## Purpose

- We are seeking proposals that work to provide access to arts and recreation through: scholarships, field trips, ticketing and free programming. Proposals should also have a detailed volunteer engagement program

Programs should focus one of the following areas:

- Scholarships
- Ticketing
- Field trips
- Free programming
- Strong volunteer & community engagement

## Awards

- We expect to provide approximately **\$1,000,000** in funding for all projects under this RFP.

- Requests: \$20,000-\$100,000
- LENGTH OF GRANT: 12 months

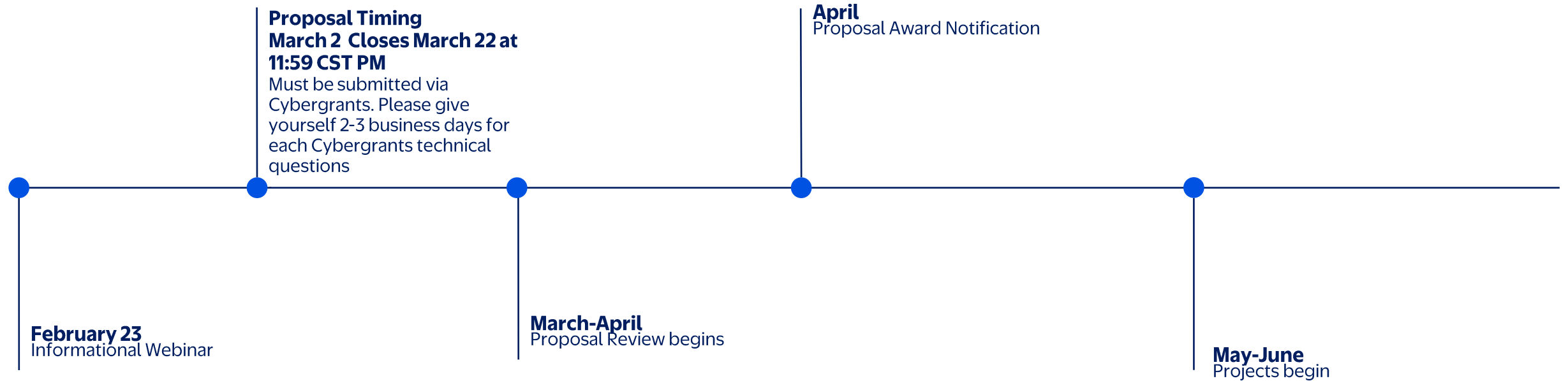
## Approach

- Increase access to arts and recreation to underserved communities
- Provide details on means testing for accessibility
- Capture core metrics to measure success of the project.

- Deep volunteer engagement to build strong community relationships
- Thoughtful recruitment plan for those served



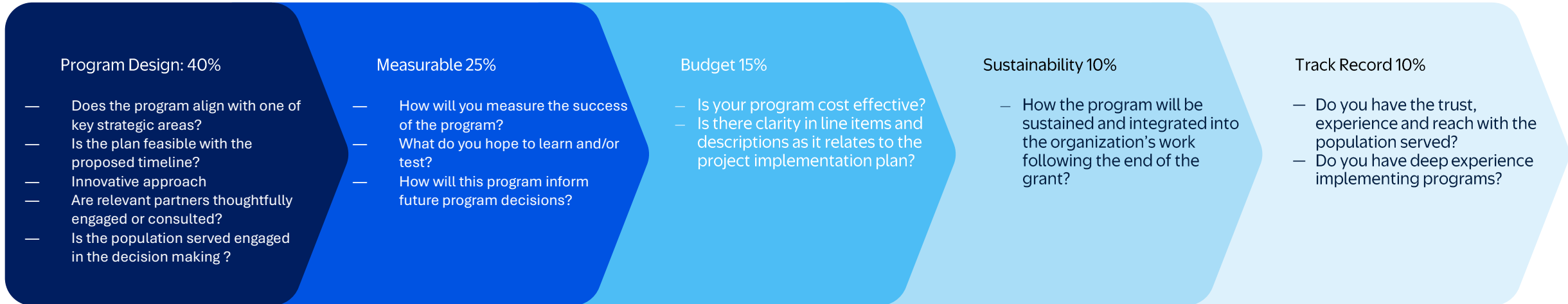
## Dates We're Running Towards







## Scoring Rubric





## Award Conditions

- Projects are based in Washington or Benton County in Northwest Arkansas
- Grant request amount should **not exceed 30% of the applicant's total operating budget** for the most recent fiscal year. Example if your agency's annual operating budget on your most recent 990 is \$100,000 your request must not exceed \$30,000 over a one-year period.
- Overhead/indirect costs (non-program-related expenses) **may not exceed 15%** of the total program budget.
- While the majority of grants are one year, No-cost extensions may be requested for up to an additional 12 months, if necessary.
- Funding provided by the Walmart Foundation cannot be used to provide services, compensation, or preferential treatment to Walmart stores or Walmart affiliated businesses.
- Funds cannot be used to purchase food that will be used charitably

## Funding Exclusions

- Association/chamber memberships
- Athletic sponsorships (teams, events)
- Faith-based organizations when the proposed grant serves private interests rather than conferring a benefit to the community, in general
- Unrestricted funding
- Political causes, candidates, organizations, or campaigns
- Grants to individuals, to include scholarships (tuition, room and board or any other expense related to college, university, or vocational school attendance)



## How to Access the Application:

### Step 1:

Use the following

link: <http://www.cybergrants.com/walmart/shortform>

### Step 2:

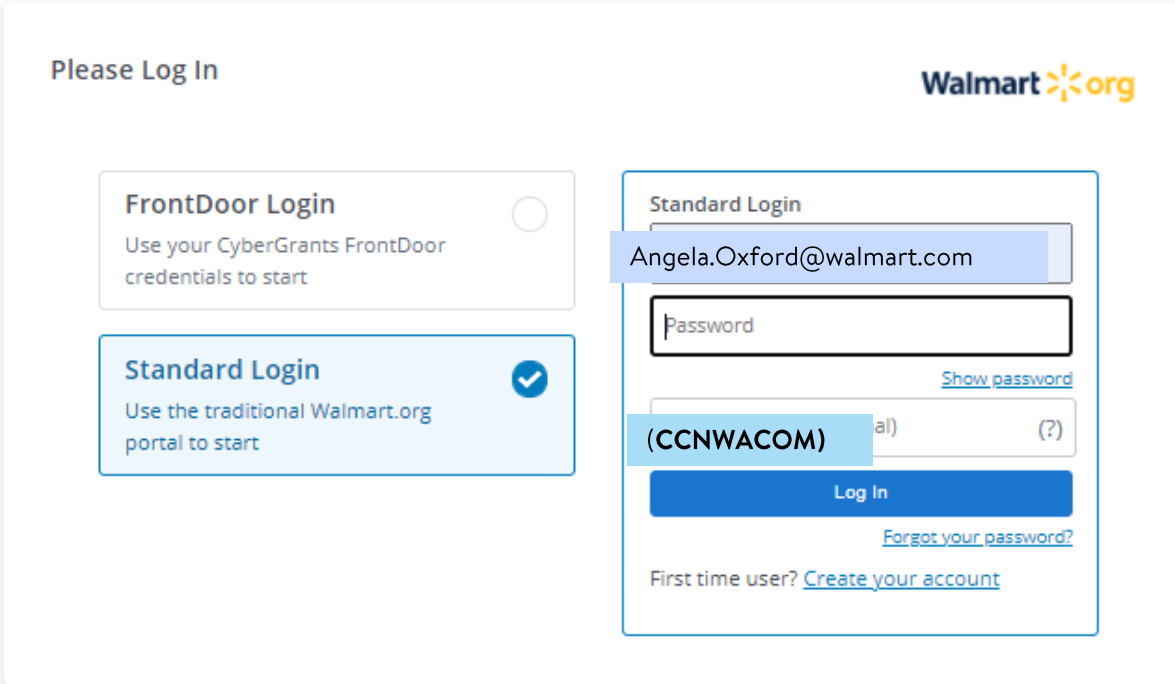
On the log-in screen please use the *standard* log-in field and enter your email.

### Step 3:

Enter invitation code - **CCNWACOM**

- You will need to use this invitation code every time you log-in to the system. This will also ensure the application is directed to me for review. If you log in without the invitation code, you will not be able to start or edit a new proposal.

*If you need help with the CyberGrants, there is a “Need Support” button that you can click at the bottom of the website page. This will connect you with the CyberGrants help desk.*



The image shows the Walmart.org login interface. At the top left, it says "Please Log In". At the top right is the Walmart.org logo. There are two login options: "FrontDoor Login" (with a radio button) and "Standard Login" (with a checked radio button). The "Standard Login" section contains a text input field for the email address (filled with "Angela.Oxford@walmart.com"), a password input field (labeled "Password"), a "Show password" link, a dropdown menu for the invitation code (filled with "(CCNWACOM)"), a "Log In" button, a "Forgot your password?" link, and a "First time user? Create your account" link. At the bottom, there are links for "Need Support?", "Terms of Service", and "Privacy Policy".

# Support Contacts & Best Practices

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## Organization Support:

- ❑ [“Needs Support” link](#)
- ❑ [wmsupport@cybergrants.com](mailto:wmsupport@cybergrants.com) for general CyberGrants needs, technical issues, issues within the application.
- ❑ [frontdoor@cybergrants.com](mailto:frontdoor@cybergrants.com) for assistance with FrontDoor registration, update organization profile or add a person to the record

## Best Practices:

- ❑ Log in early to ensure you can access your account and the correct application type.
- ❑ With your proposal, be sure to upload the correct documents:
  - IRS Determination Letter/ DBA if necessary
  - 990 or 990 EZ
  - Detailed budget spreadsheet
- ❑ Thoroughly review the scoring criteria.
- ❑ If you refer to us as a funder at any point in your proposal, refer to us as the “Walmart Foundation” not “Walmart.”