

# Increasing Access to Healthier Food for All in our Home Region

Walmart Foundation, Northwest Arkansas Giving



# Agenda Items

---

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

Review the Request for Proposals  
Timeline

Proposal Scoring & Review  
Check Lists

How to Apply – Cybergrants  
Application Process



# Overview Northwest Arkansas Giving Program

2026 Request for Proposals





# 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.



# Increasing Healthier Food for All in Northwest Arkansas

## Purpose

- We are seeking proposals that work to systematically improve access and availability to healthier food for underserved communities, and collaboration with local nonprofits to meet the area's long-term needs.
- \*\*Programs support and actively participate in regional approach to solving food insecurity-through the NWA community of practice

Programs should focus one of the following areas:

- Nutrition education
- Improving access to federal nutrition programs.
- Evolving food recovery models for charitable food distribution.

## 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 and availability of food
- Meet an unmet need in our community that their organization is uniquely positioned to address
- Capture core metrics to measure success of the project.
- Collaboration with other organizations is encouraged
- Funds are NOT to be used to purchase food.
- Include beneficiaries' voices in the goals of this grant



## Dates We're Running Towards





## Scoring Rubric

### Program Design: 40%

- Does the program align with one of key strategic areas?
- Is the plan feasible with the proposed timeline?
- Are relevant partners thoughtfully engaged or consulted?
- Is the population served engaged in the decision making?

### Measurable 25%

- How will you measure the success of the program?
- What do you hope to learn and/or test?
- How will this program inform future program decisions?

### Budget 15%

- Is your program cost effective?
- Is there clarity in line items and descriptions as it relates to the project implementation plan?

### Sustainability 10%

- How the program will be sustained and integrated into the organization's work following the end of the grant?

### Track Record 10%

- Do you have the trust, experience and reach with the population served?
- Do you have deep experience implementing programs?



## 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. **This funding cannot be used to purchase food for charitable distribution.**
- 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 - **HFANWACOM**

- 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 screenshot shows a 'Please Log In' page with two login options. The 'Standard Login' option is highlighted with a blue border and a checked checkbox, indicating it is the selected method. The 'Standard Login' field contains the email 'Angela.Oxford@walmart.com'. Below the email field is a 'Password' field with a 'Show password' link. To the right of the password field are links for 'Create account' and 'Forgot password?'. At the bottom of the page are links for 'Need Support', 'Terms of Service', and 'Privacy Policy'.

# Support Contacts & Best Practices

---

## 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.”