



Welcome to the Spark Good Webinar Series

Today's Session: Local Grants & Storefront Reservations



Thank you for joining! We will be starting soon.



Please use Q&A for questions. You can vote on questions that others posted. We will answer as many questions as we can.



We will share the deck after the webinar. Visit [Walmart.org/sparkgood](https://www.walmart.org/sparkgood) to download the deck under Tools & Resources.



While you are waiting, scan the QR code and visit us at www.walmart.org/sparkgood to learn more!



Spark Good Local Grants and Storefront Reservations

September 2025

AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. How to get started with Spark Good?**
 - 3 Steps to get started on Walmart.com
- 3. Local Grants**
- 4. Storefront Reservation Tool**
- 5. Resources to explore**

Our philanthropy focus on the following



Today, we will discuss Spark Good programs that provide local community support.
Learn more about other focus areas at www.walmart.org

Our Work



Creating Opportunity

Economic Opportunity in
Retail



Advancing Sustainability

Climate

Nature

Waste

People in Supply Chains



Strengthening Community

Local Community Support

Spark Good

Caring & Connected
Communities

Healthier Food for All

Disaster Preparedness &
Response

Spark Good programs strive to spark collective action and have big impact in support of local communities

Spark Good brings together Walmart and Sam's Club's community giving programs under one umbrella and puts customers and associates in the driver's seat, making it easier to give to the causes they care about

Local Organization Engagement

The Walmart.com Spark Good account provides a full suite of charitable resources together in one place.



Customer Engagement

Connect customers with opportunities to support local causes



Round Up



Registry

Facility Engagement

Raise awareness & provide charitable donations to local organizations



Local
Community
Grants



Storefront
Reservation

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate
Giving



Associate
Volunteerism

Partnership with Deed

Walmart Spark Good partners with Deed for organization verification and associate giving and volunteerism!

1

Organization and User Verification Provider

Deed verifies organizations participating in Walmart Spark Good programs.



2

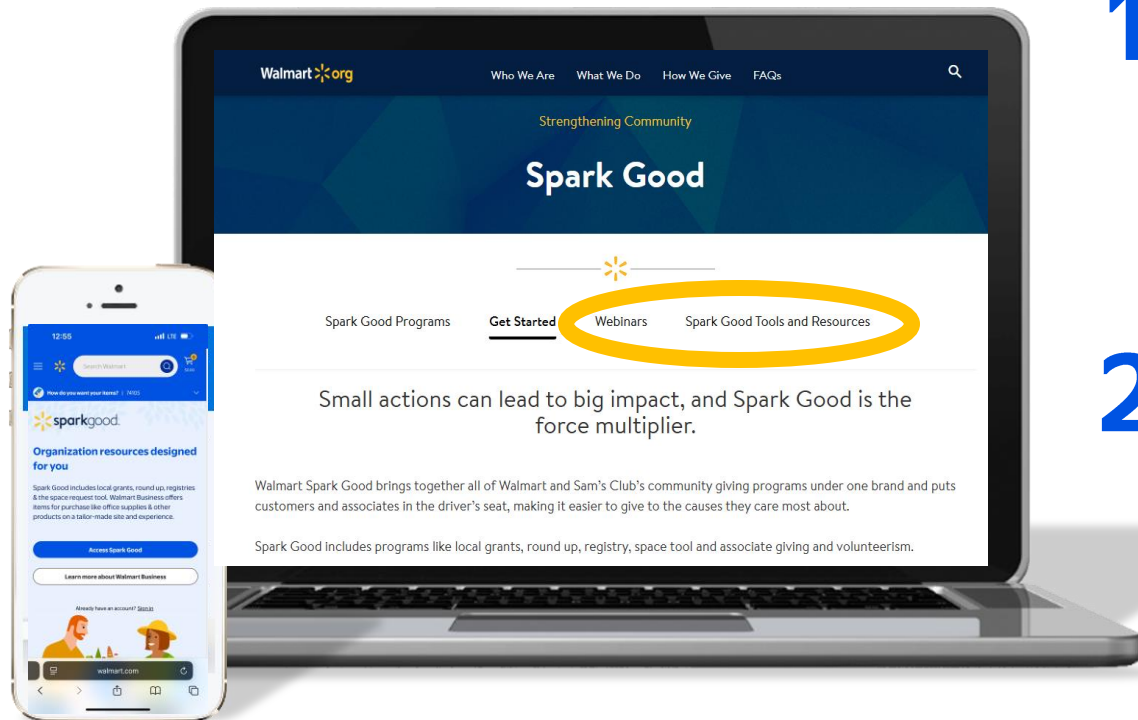
Associate Giving & Volunteerism Platform

Walmart and Sam's Club associates can volunteer and give to organizations they care about through the Spark Good associate platform.

Important: As of 2024, Walmart no longer leverages FrontDoor for organization verification and for associate giving and volunteerism.

How to get started...

Where should organizations start?



1

Learn about Spark Good Programs

Visit Walmart.org/SparkGood to review program guidelines, onboarding checklists or sign up for a webinar.

2

Create a Spark Good Account on Walmart.com

Get Started by visiting Walmart.com/nonprofits

3

Become a Verified Organization

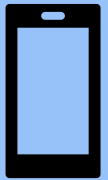
Become verified through a third-party verification partner, Deed. Once complete return to Walmart.com/nonprofits to access programs.

Local Grants



Spark Good local grant guidelines

*To review the local
grants guidelines, FAQs
and examples of local
grants*



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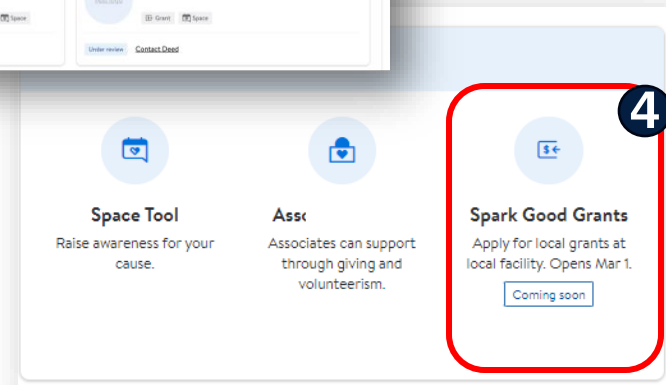
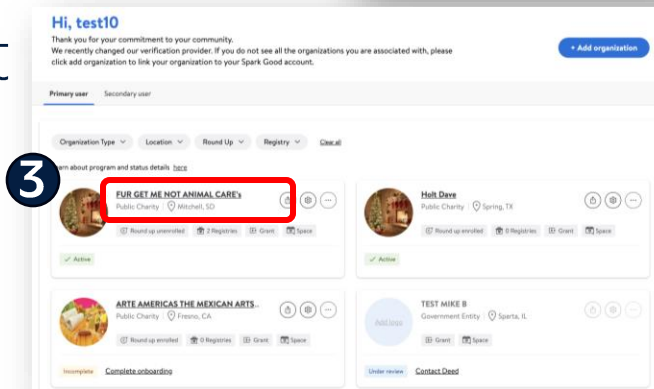
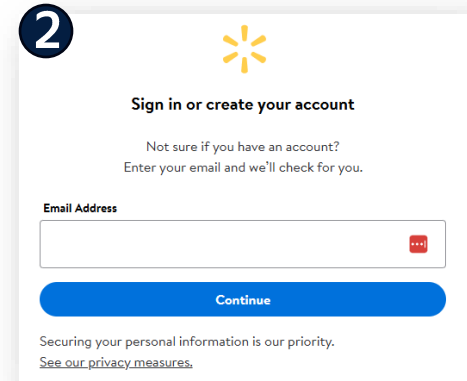
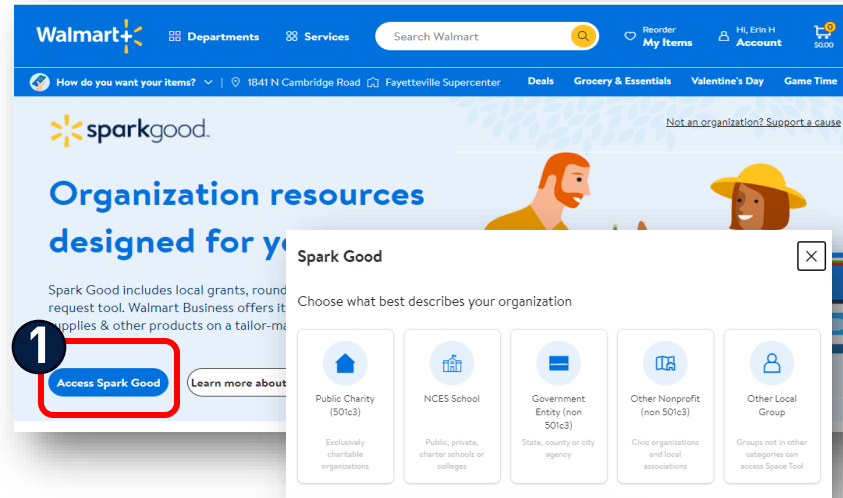
The Spark Good Local grant program is designed to support local organizations that meet the unique needs of the communities where Walmart and Sam's Club operates, build pride among all associates, and deepen relationships with our customers and members.

Each year, Walmart U.S. stores, Sam's Club and Distribution Centers award local cash grants ranging from \$250 to \$5,000.

Before submitting a grant, organizations must review the guidelines.



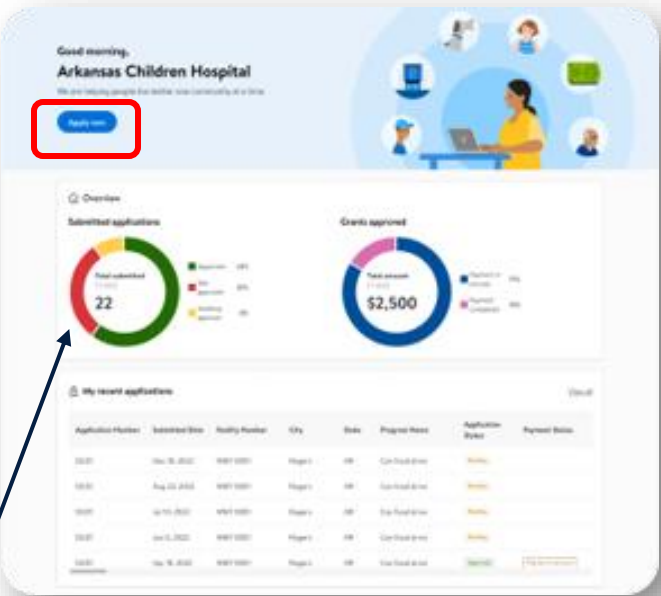
1. On Walmart.com/nonprofits click **“Access Spark Good”** and select your entity type.
2. You will be prompted to sign-in to your Spark Good account
3. Select the organization name in the Spark Good lobby you want to apply for the grant
4. Select **“Spark Good Grants”** under Charitable Tools





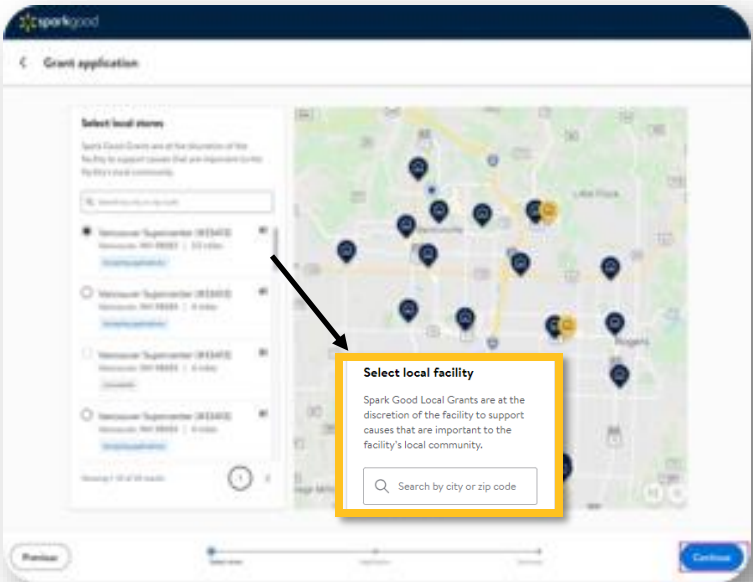
Application Experience

From your Spark Good account, you will have access to your organization’s dashboard and local grant application history.



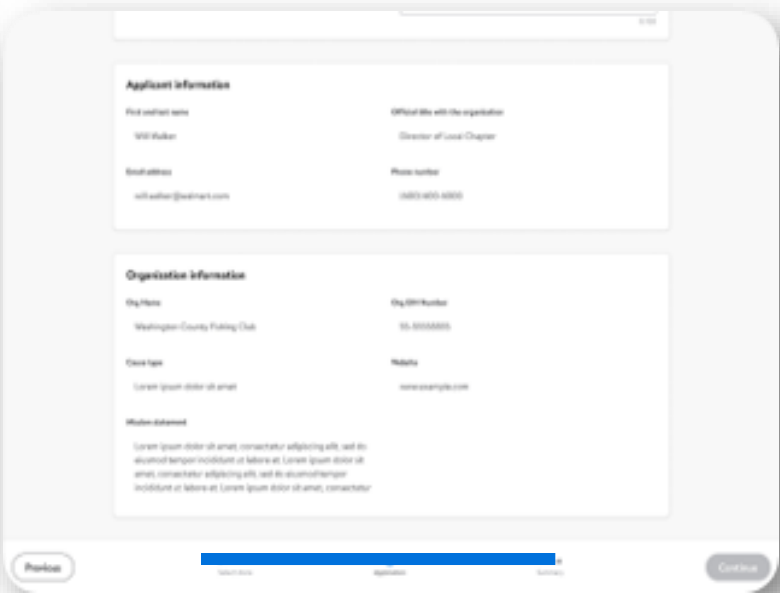
Organizations can monitor status of applications in real time.

NOTE: There is a limit of 25 apps in the system at one time. This includes pending (yellow) and approved (green) status.



Find facilities in your community. This program is intended to support local organizations in the same service area.

**Defaults to your Zip Code but you can search by zip code or City, State (Fayetteville, AR).*



Step by Step guidance help you track the application submission progress.

Make sure your grant is free of mistakes before the grant is submitted. No edits allowed after submissions



A look at the grant application questions

Step 1: Confirm Eligibility

Four “Yes” or “No” questions to ensure eligibility for this program.

Step 2: Proposal Details

Request Amount

Program Title

Program and/or Event Description.

Step 3: Review & Submit

Review your grant

Agree to Program Guidelines & Logo Usage

Submit Application



If a grant is recommended for funding, you will receive an email with instructions for how to submit electronic banking information.

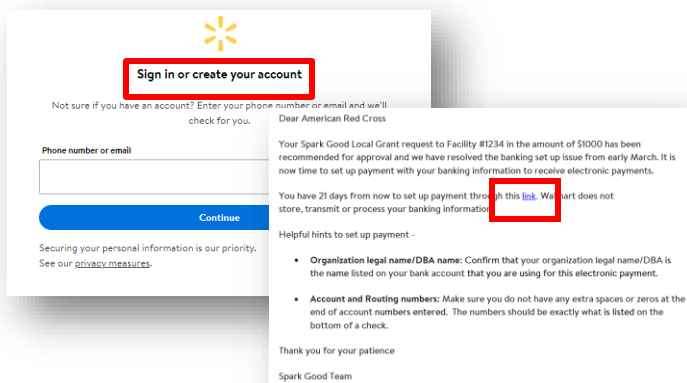
Only the **Primary User** on your Spark Good account can enter the banking information.

Step 1: Initiate the payment set up process – there are two options:

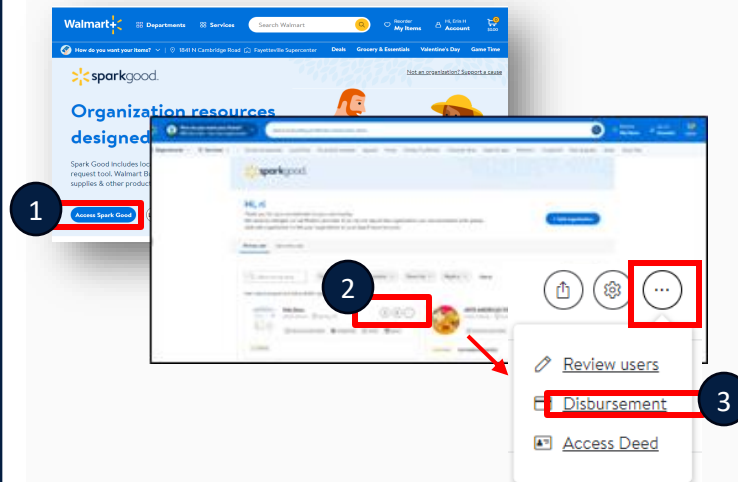
A) Follow Email Instructions

OR

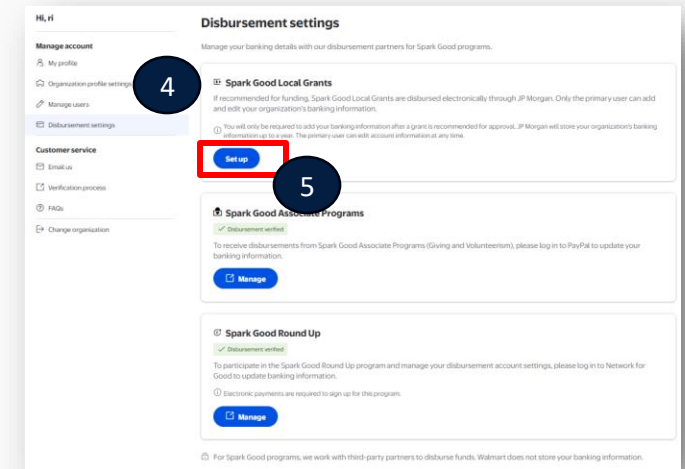
B) From your Spark Good account at *Walmart.com/nonprofits*



1. Click link in Payment Setup Email
2. Make sure you are logged into Walmart.com account with your organization email



1. Log into your Spark Good Account
2. Click on the three dots to expand Quick links.
3. Click **“Disbursement”**



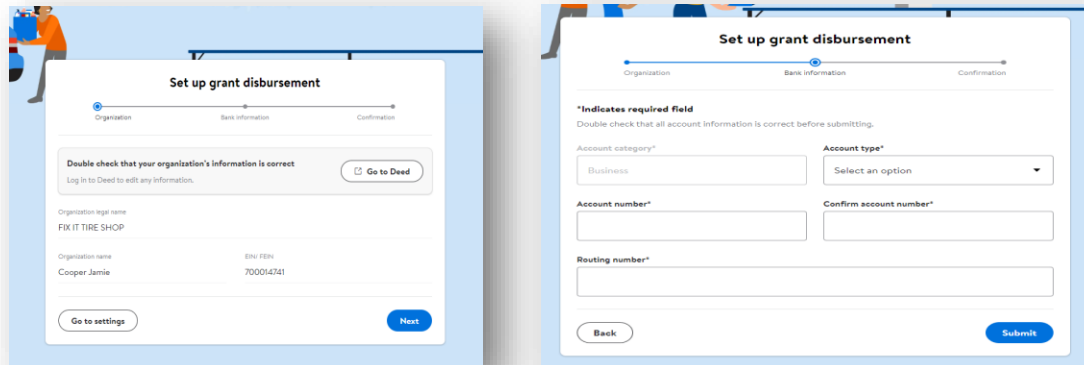
4. Go to Spark Good Local Grant (the first option)
5. Click **“Manage”**.

This payment setup is in partnership with JP Morgan and is not connected to PayPal.



Regardless of which way you choose, you will

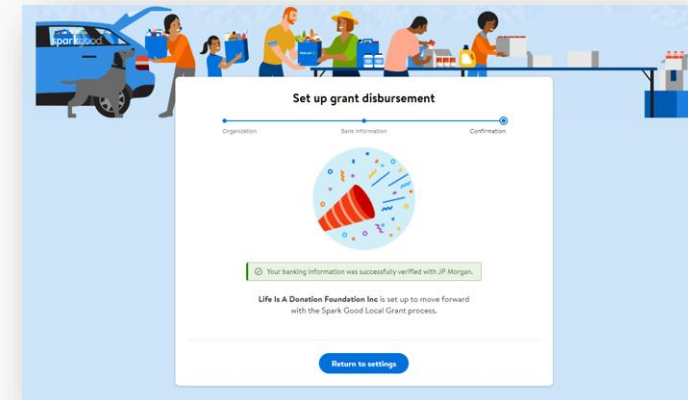
Step 2: Enter Banking Information



- Validate organization details
- Enter Account & Routing Number
- Review all the details carefully before you click **“Submit.”**

Be careful not to submit extra zeros or spaces.

Step 3: Confirmation



Payment is set up!!

You will receive an email once payment has been processed which can take up to 3 business days

This payment setup is in partnership with JP Morgan and is not connected to PayPal.



Most frequently asked questions

!!These are the top 5 questions we receive!!



Application Deadlines - Can you help clarify?

There are 4 application cycles annually to ensure grants are reviewed on a regular cadence



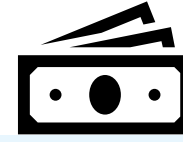
What does local mean when applying?

Your organization can request grants from facilities in the communities your organization serves through your programs



Is there a limit to how many times we can apply?

Each organization can have a combined total of 25 pending and/or approved grants at one time in the system



How many times can my org receive funding?

Each organization can be funded by a facility once per fiscal year



How do I know if payment was sent?

Log back into your local grants portal and check the grant dashboard

To track this total: add the # of apps that are in pending (yellow) and approved (green) status from your grant dashboard



Walmart Oxford - Main St

5d · 🌐

We are very proud to donate to the Oxford Hills High School Project Grad 2025! Congratulations to all of the grad... [See more](#)



Oxford Hills Walmart store has donated a generous \$3,000 to the Oxford Hills Project Graduation, ensuring that seniors from the Class of 2025 can safely and joyfully celebrate their special events.



Walmart Owensboro - Frederica St

Nov 1, 2024 · 🌐

We are so excited to support Hospice and Palliative Care of Western Kentucky with a donation of \$1000 as part of Hea... [See more](#)



The Owensboro Walmart donates \$1,000 to Hospice and Palliative Care of Western Kentucky in ensuring that individuals can live their final days with dignity, comfort, and compassion.



Walmart Sault Sainte Marie

3d · 🌐

We were proud to attend the Construction Kick-off for the Sault Locks Children's Museum. We have enjoyed being... [See more](#)



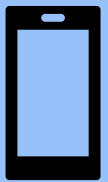
Sault Sainte Marie Walmart donates \$4,000 to kick off the Sault Locks Children's Museum to provide a fun and engaging environment for kids to discover, express themselves, play, imagine, and create

Storefront Reservation Overview



Storefront Reservation guidelines

*To review the guidelines,
FAQs and examples of
storefront reservation*



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Walmart believes investing in local communities strengthens our business as well as the communities we serve. Community engagement is designed to support local organizations that meet the unique needs of the communities where we operate, build pride among all associates and deepen relationships with our customers.

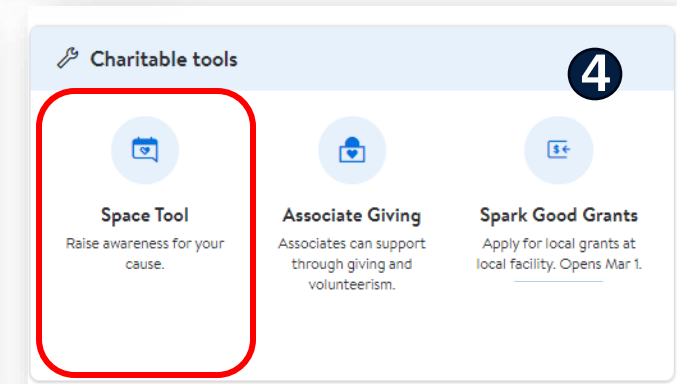
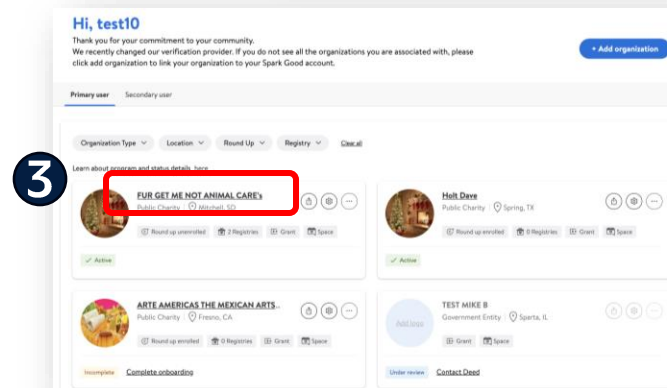
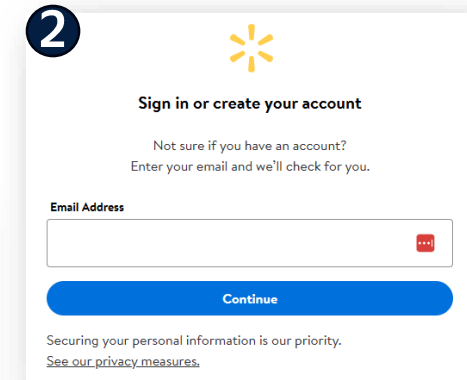
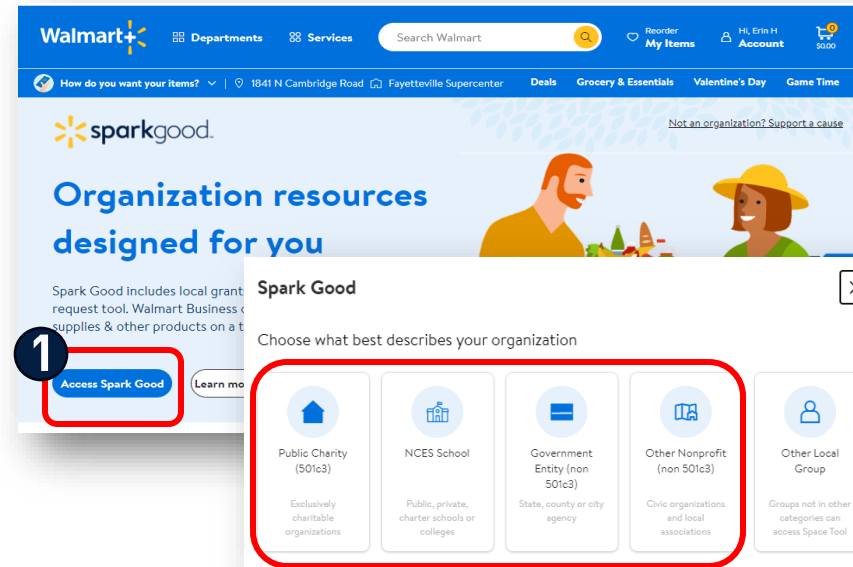
The Storefront Reservation program allows local organizations to request space outside of Walmart stores and Neighborhood Markets for community awareness campaigns. For Sam's Club requests, please contact the local club manager to request the use of space.

Before submitting a request, organizations must review the below guidelines.



Steps for organization listed on the IRS Business Master File or in the NCES database

1. Click **“Access Spark Good”** and select your entity type.
2. Sign-on to your Spark Good account on Walmart.com/nonprofits
3. Select the organization name in the Spark Good lobby you want to submit a reservation
4. Select **“Storefront Reservation”** under Charitable Tools

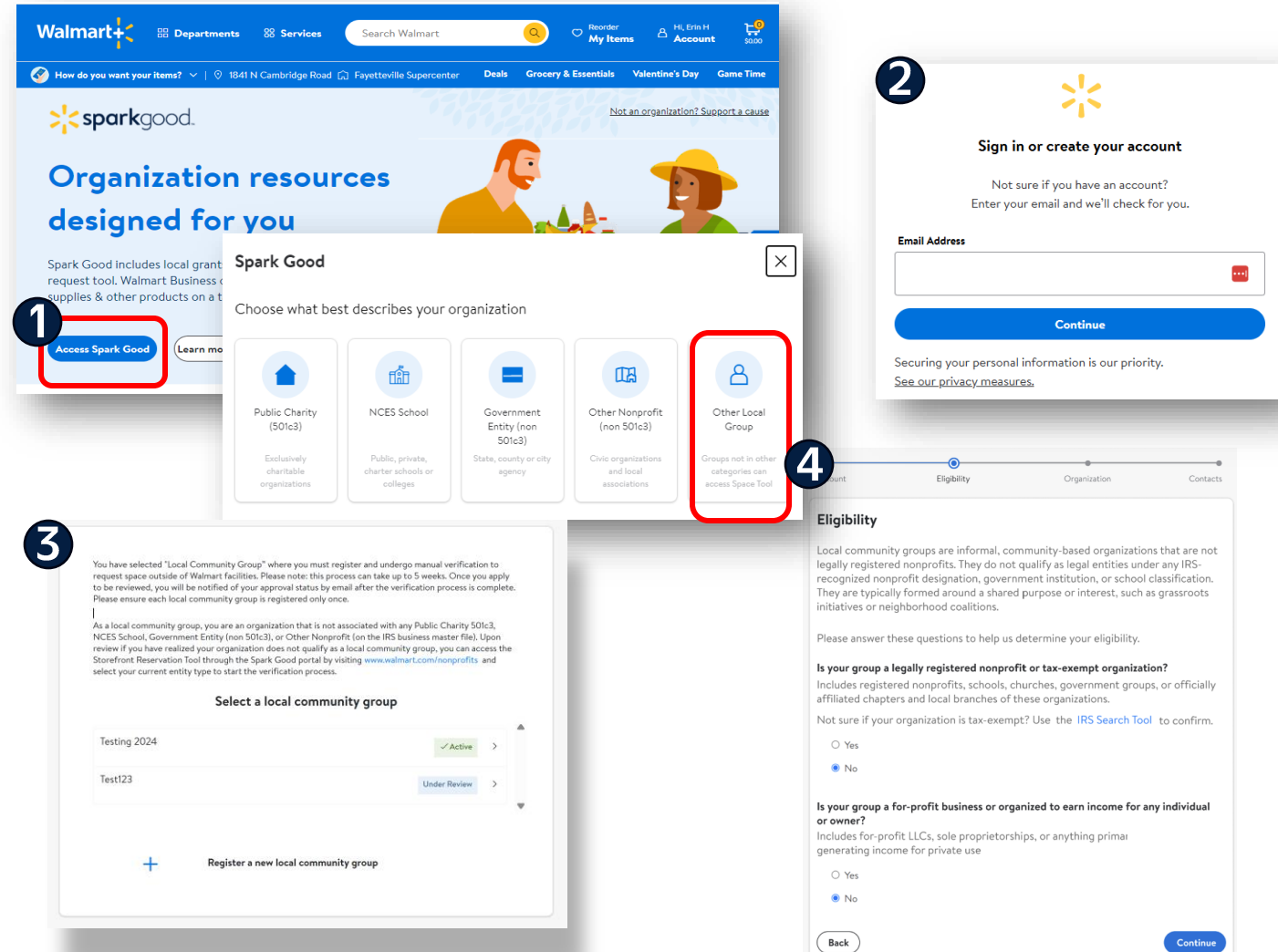




Steps for community groups NOT on the IRS Business Master File or NCES database

1. Click **“Access Spark Good”** and select your entity type.
2. Sign-on to your Spark Good account on Walmart.com/nonprofits
3. Complete your profile and questionnaire for manual review

Note: Turnaround time is 6-8 weeks for verification of Local Groups



1 Click **“Access Spark Good”** and select your entity type.

2 Sign-on to your Spark Good account on Walmart.com/nonprofits

3 Complete your profile and questionnaire for manual review

4 Eligibility

Local community groups are informal, community-based organizations that are not legally registered nonprofits. They do not qualify as legal entities under any IRS-recognized nonprofit designation, government institution, or school classification. They are typically formed around a shared purpose or interest, such as grassroots initiatives or neighborhood coalitions.

Please answer these questions to help us determine your eligibility.

Is your group a legally registered nonprofit or tax-exempt organization?
Includes registered nonprofits, schools, churches, government groups, or officially affiliated chapters and local branches of these organizations.
Not sure if your organization is tax-exempt? Use the [IRS Search Tool](#) to confirm.

☐ Yes
☒ No

Is your group a for-profit business or organized to earn income for any individual or owner?
Includes for-profit LLCs, sole proprietorships, or anything primarily generating income for private use

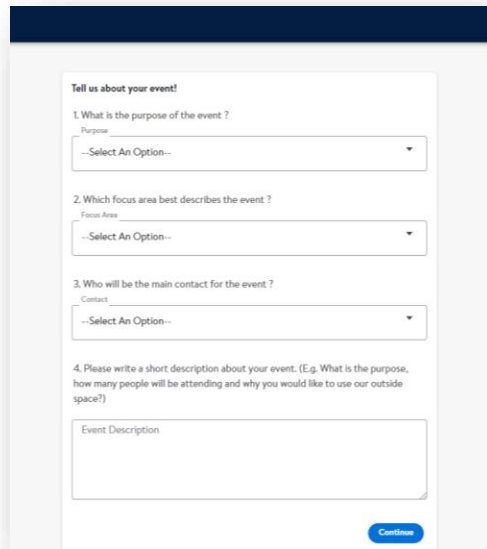
☐ Yes
☒ No

[Back](#) [Continue](#)



Application Experience

From your Storefrontt account, you can submit, manage, and view event history.



Tell us about your event!

1. What is the purpose of the event ?
Purpose
--Select An Option--

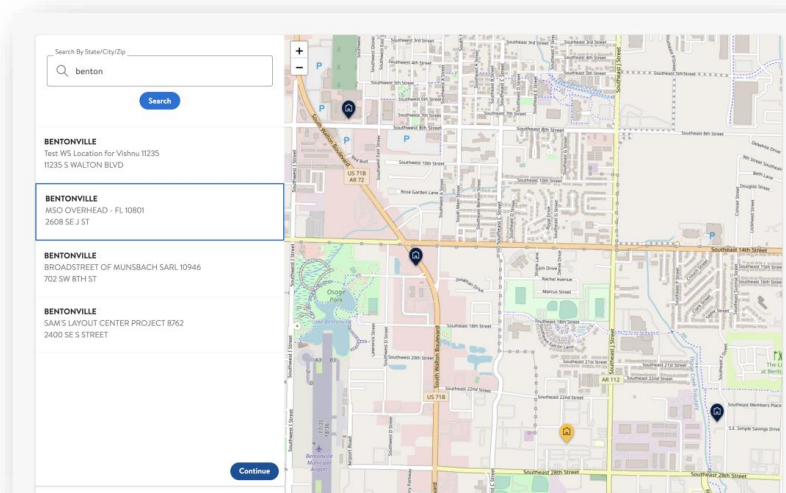
2. Which focus area best describes the event ?
Focus Area
--Select An Option--

3. Who will be the main contact for the event ?
Contact
--Select An Option--

4. Please write a short description about your event. (E.g. What is the purpose, how many people will be attending and why you would like to use our outside space?)
Event Description

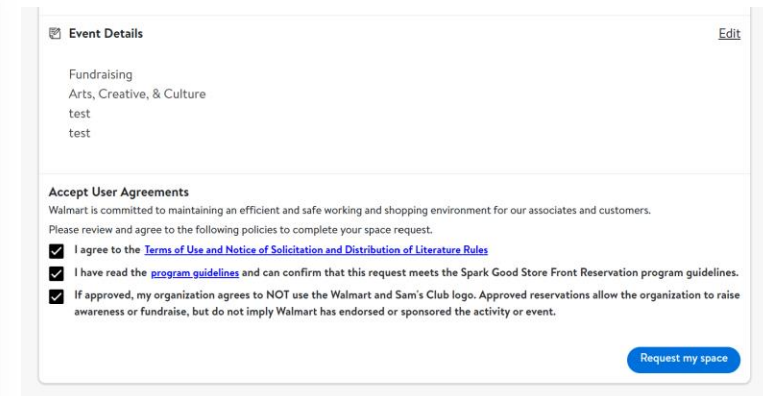
Continue

Complete the form clearly outlining the description of your event



Find facilities in your community. This program is intended to support local organizations in the same service area.

* Defaults to your Zip Code but you can search by zip code.



Event Details Edit

Fundraising
Arts, Creative, & Culture
test
test

Accept User Agreements
Walmart is committed to maintaining an efficient and safe working and shopping environment for our associates and customers. Please review and agree to the following policies to complete your space request.

☒ I agree to the [Terms of Use and Notice of Solicitation and Distribution of Literature Rules](#)

☒ I have read the [program guidelines](#) and can confirm that this request meets the Spark Good Store Front Reservation program guidelines.

☒ If approved, my organization agrees to NOT use the Walmart and Sam's Club logo. Approved reservations allow the organization to raise awareness or fundraise, but do not imply Walmart has endorsed or sponsored the activity or event.

Request my space

You must click on the term agreements link before checking the box.

Note: Managers reserve the right to decline an organization's request based on review of the organization's reputation and activities and its agreement to comply with applicable terms and conditions.

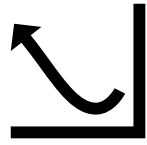
Most frequently asked questions

These are the top 5 questions asked during webinars, help desks and email inboxes



Can organizations request and event inside the store?

No, local organizations can only request space outside a Walmart facility.



How much advance notice is needed to request an event?

An organization must submit a request no less than 21 days in advance of an event date. This is to ensure that store managers have sufficient time to review the space request.



How long will it take for an event to be reviewed?

Facility management review events and make recommendations on all submitted events. Each facility manager may set the frequency and process in which determinations are made. The organization will be notified of the status of a space request no less than 7 days before their event date.



How many times a year can an org. submit an event?

Organizations may request and use space outside a Walmart facility up to 14 days per facility, per calendar year, but no more than 3 consecutive days (and no more than 8 consecutive hours each day).



What kind of events can an organization host in front of the store?

Organizations may host events for fundraising or community awareness events. Events are not to be submitted for for-profit commercial sale of products or services to the public.

SCAN
QR CODE
FOR
GUIDELINES





Boy Scout Troop 270 · Follow
Sep 2, 2023 · 🌐

POPCORN SALE AT WALMART

Boy Scout Troop 270 and Cub Scout Pack 270 would like to thank the Cordele Walmart Supercenter for allowing us to set up a couple of tables and pop-up tents to sell popcorn today.

And thank you to all of the people who bought popcorn or made donations to the two units. Thanks to you customers, we sold out of our products in about two hours.

We have ordered more and are scheduled to be back at Walmart again next Saturday. Please come see us.

Four Boy Scouts and six Cub Scouts participated in today's sale. The Boy Scouts were Landon, Simon, Jacob, and Cody. They were assisted by adults Brady Atkins, Gene Baker, and Britt Brinson.





What's Up, Siloam? · Join
Elisha Dawn McGee · Mar 9 · 🌐

Happy Sunday, Siloam!

Your favorite little Girl Scouts are set up at Walmart Supercenter from 10-2 today!
Cash or card!

Season is almost over, go grab your favorite cookies & support their little entrepreneur dreams while you can 🍪❤️





American Legion Post 57 - Newnan, Georgia · Follow
Nov 8, 2024 · 🌐

Volunteering at Walmart supporting American Legion Auxiliary poppy donations.



Resources

View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at www.walmart.org/sparkgood

Onboarding Checklist

Checklist on how to get started with Walmart Spark Good Programs

This checklist is applicable for 501c3 Public Charities, NCES Schools, Government Entities and Other Nonprofits.

Scenario: You are an organization that is ready to engage with Walmart Spark Good giving programs for the first time!

Step 1: Set up your Spark Good Portal Account

- ☐ Start at Walmart.com/nonprofits. Click "Access Spark Good" and select your entity type.
- ☐ Create your Walmart.com account.
 - Use an email assigned by the organization instead of your personal email.
 - *Note:* This same email address needs to match when you set up your Deed account in Step 3.

Step 2: Connect your organization to your Walmart Spark Good Portal Account

- ☐ To connect your organization to your portal account from the organization list page (lobby), click "Add organization" to claim your profile and complete your verification with Deed who authenticates your organization and users.
- ☐ If you have multiple locations, you will be able to create chapter accounts. Read [here](#) to learn more.

Step 3: Claim your profile and create a Deed account

- ☐ To complete the verification process, the Owner | Primary User will need:

501c3 Public Charity	NCES School	Government Entity	Other Nonprofits
• PayPal Giving Fund account	• PayPal Business account • Network for Good account	• PayPal Business account	• PayPal Business account

- Official IRS documentation such as IRS determination letter and government letters
- Organizational information (mission statement, board members, contact information and website)

How do I know if I've completed all the steps?

- ☐ Click through every Deed pop-up and provide all the information needed in each pop-up.
- ☐ Under "Settings," check the "Payments" tab and make sure that PayPal/Network for Good is setup.
- ☐ Under "Companies," check that your organization is affiliated with Walmart.
- ☐ Review users in Deed under Settings > Users to make sure that they have appropriate access to Walmart Spark Good.
 - Owner | Admin → Primary Users in Spark Good
 - Organizers and Ambassadors → Secondary Users in Spark Good

Step 4: Return to Walmart Spark Good Account

- ☐ Click "In Partnership with Walmart" logo at the top of the screen to return to Walmart Spark Good Portal account to start engaging with Spark Good programs.

Step 5: Engage with Spark Good programs on your Spark Good Account

- ☐ From your Walmart.com/nonprofits portal account, click your organization name to enter your program dashboard to engage!

Public Charity Checklist



NCES School Checklist



Government Entity Checklist



Other Nonprofit Checklist



Spark Good program guidelines

✓ walmart.org/sparkgood

Spark Good customer discovery

✓ walmart.com/sparkgood

Organization Type Guides

🔗 [501c3 Program Eligibility Guide](#)

📁 [NCES School Program Eligibility Guide](#)

📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources

✓ [Frequently Asked Questions](#)

📢 [Promotional Tools](#)

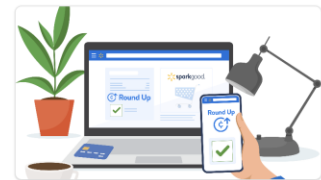


Downloadable Assets:

Click on the logos and images below to download.



Spark Good Registry Image



Spark Good Round Up Image

Spark Good: 3 Steps to Get Started

1. Review program eligibility

2. Become a verified organization

3. Explore Spark Good programs



Need Support?

nonprofits@joindeed.com

sparkgoodsupport@walmart.com

walmart.com/nonprofits
walmart.org/sparkgood

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

Tag us with #SparkGood

