



Spark Good Local Grants

April 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. 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



Center for Racial Equity

Finance

Health

Education

Criminal Justice

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

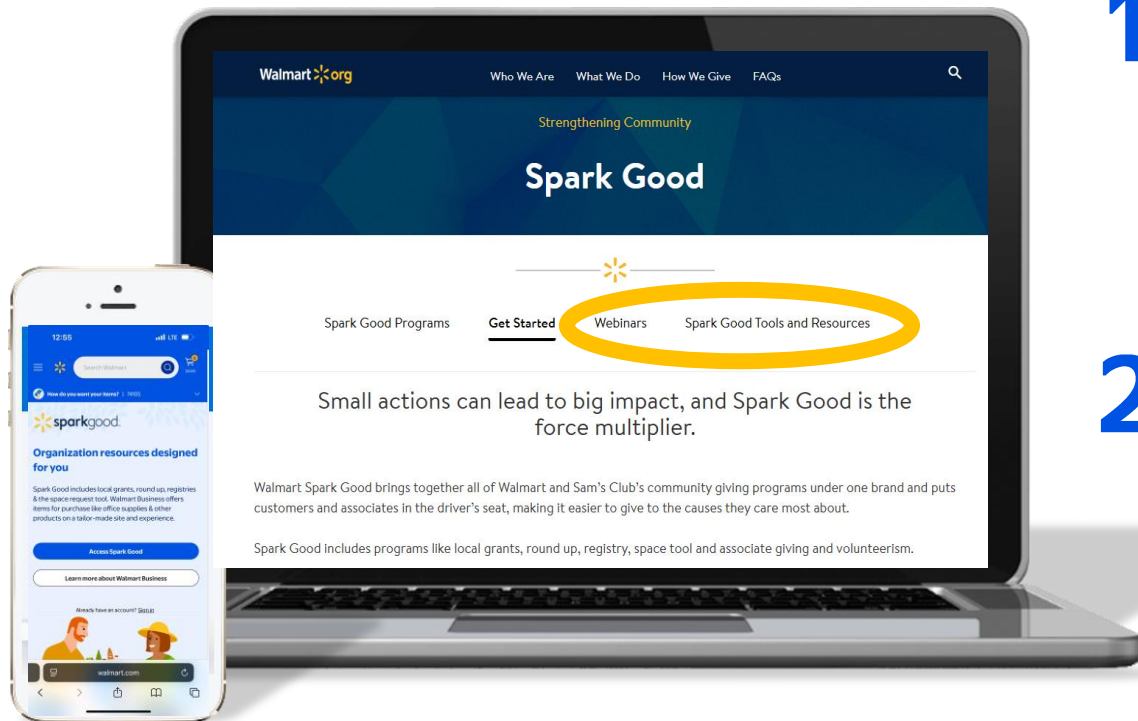
Associate Giving & Volunteerism Platform

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

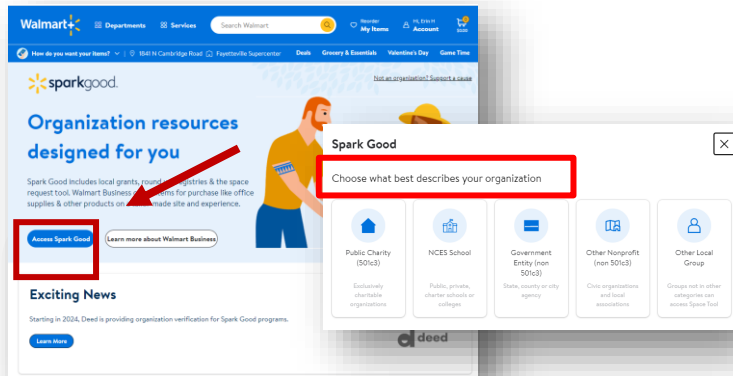
3

Become a Verified Organization

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

3 steps to get started with Spark Good

Step 1



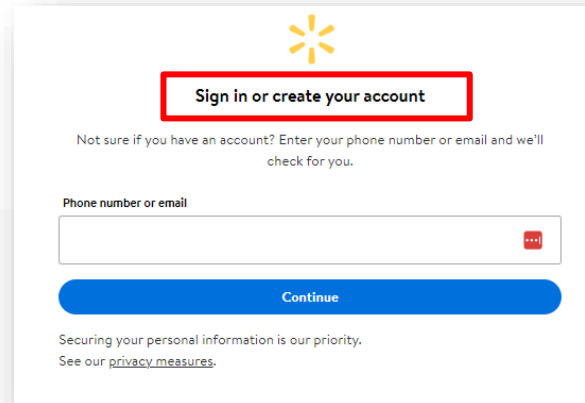
Create a **Spark Good account** at Walmart.com/nonprofits

Click **“Access Spark Good”**

Select your entity type.

- **Public Charity (501c3)** – e.g. NWA Food Bank
- **NCES School** – Public, private schools with a NCES ID.
- **Government Entity (non 501c3)** – State, count or city agency (e.g. Sheriff Dept, Fire Dept)
- **Other Nonprofits** – Non-charitable such as civic orgs or local associations listed on the IRS Business List (501c6, 50c9, etc.)
- **Other Local Group** – Community groups not on the IRS Business List.

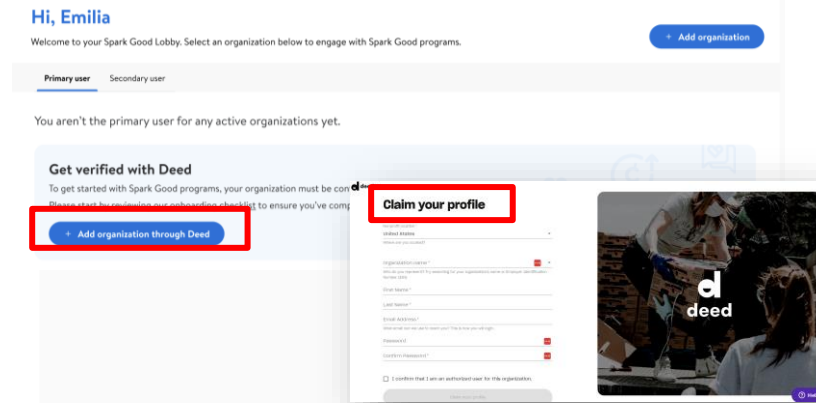
Step 2



Sign in or create your **Walmart.com account.**

**Make sure you log in using your organizational email address.*

Step 3



Click **“Add Organization”**

It will take you to Deed to claim your organization.

Claim your profile.

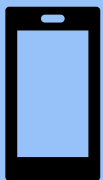
The person claiming your organization's account should have access to your PayPal Business Account/PayPal Charity Fund credentials.

Local Grants



Spark Good local grant guidelines

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



SCAN QR
CODE



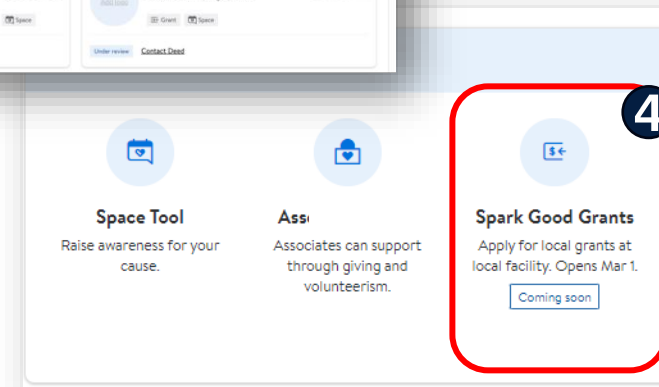
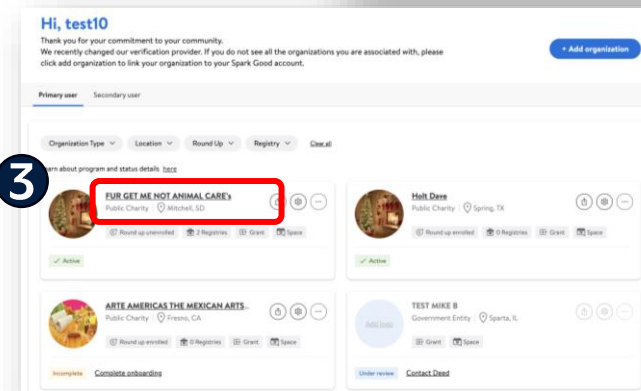
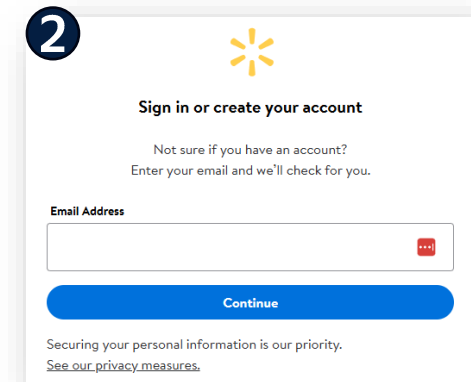
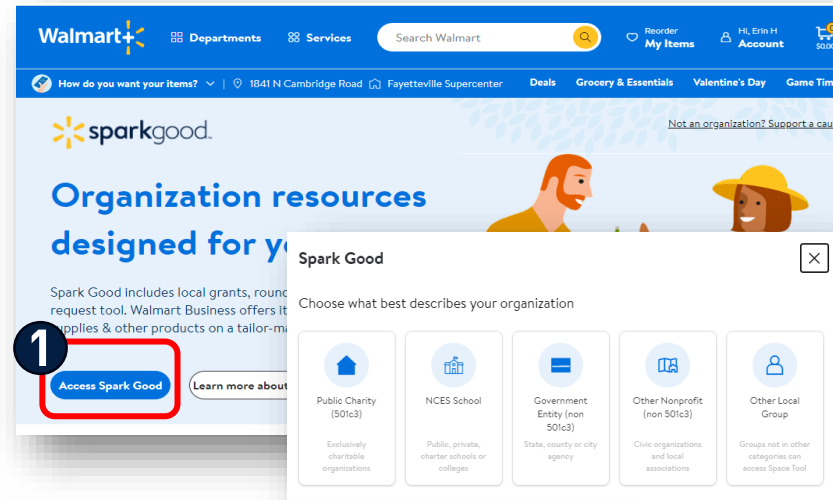
Walmart believes that investing in local communities strengthens our business as well as the communities we serve. Local grants are designed to support local organizations that meet the unique needs of the communities where we operate, build pride among all associates, and deepen relationships with our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

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.



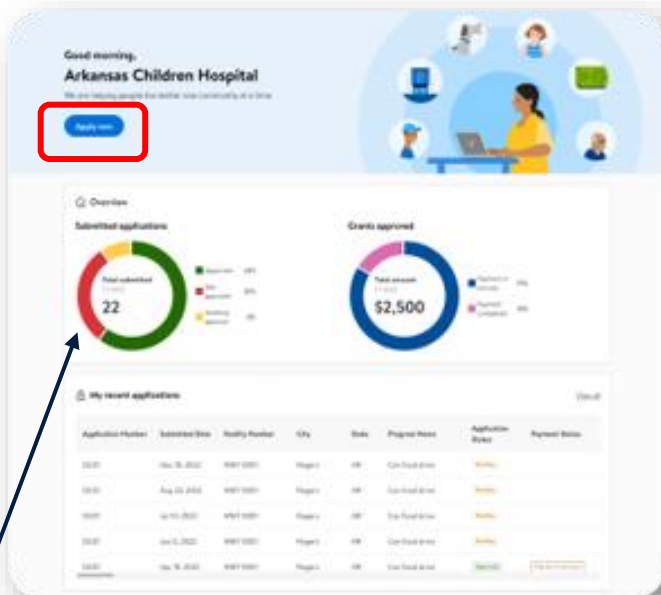
1. Click **“Access Spark Good”** and select your entity type.
2. Sign-on to your Spark Good account on Walmart.com/nonprofits
3. Select the organization name in the Spark Good lobby you want to apply for the grant
4. Select **“Spark Good Grants”** under Charitable Tools





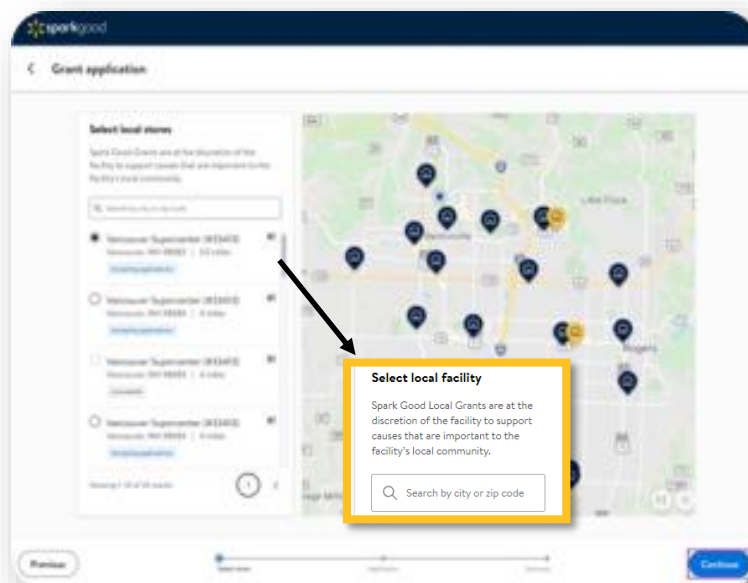
Application Experience

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



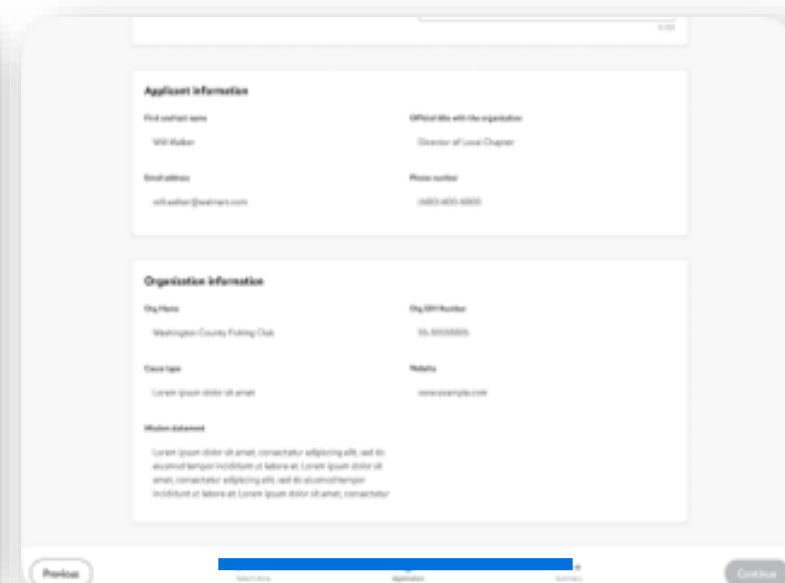
Organizations can monitor status of applications in real time.

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).*

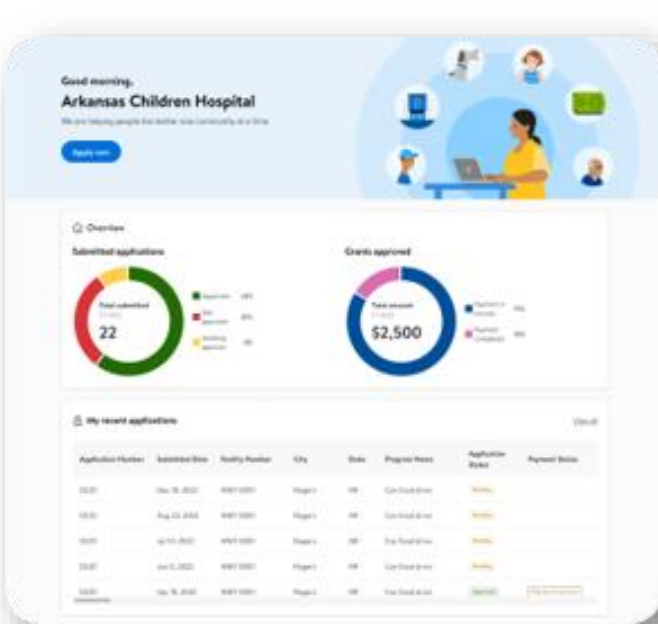


Step by Step guidance help you track the application submission progress.

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

4 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.

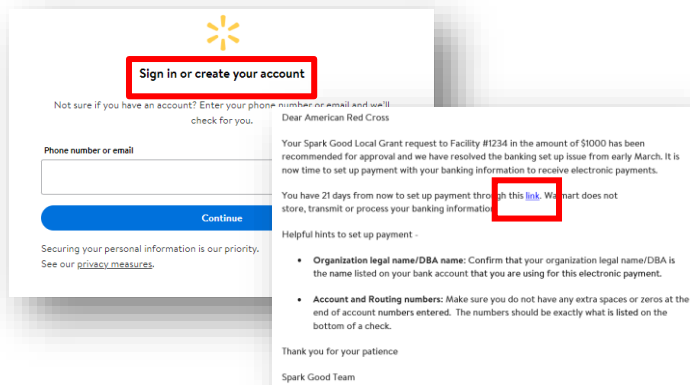
Only the **Primary User** on your Spark Good account can enter the banking information.

There are two ways to complete the Payment Set Up process

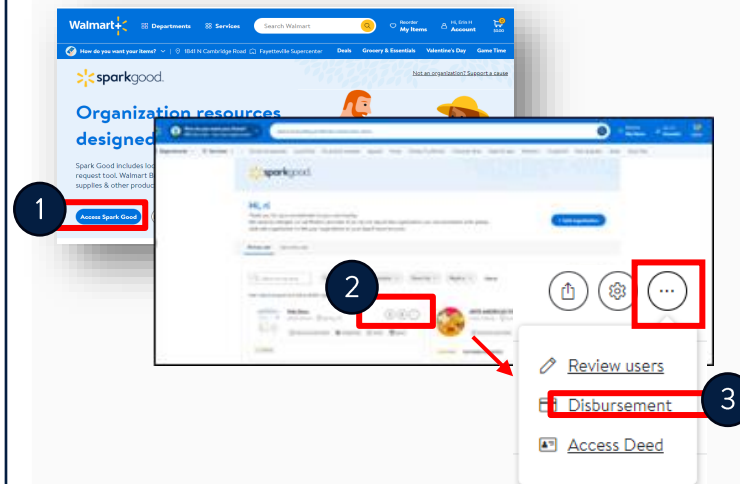
1) Follow Email Instructions

OR

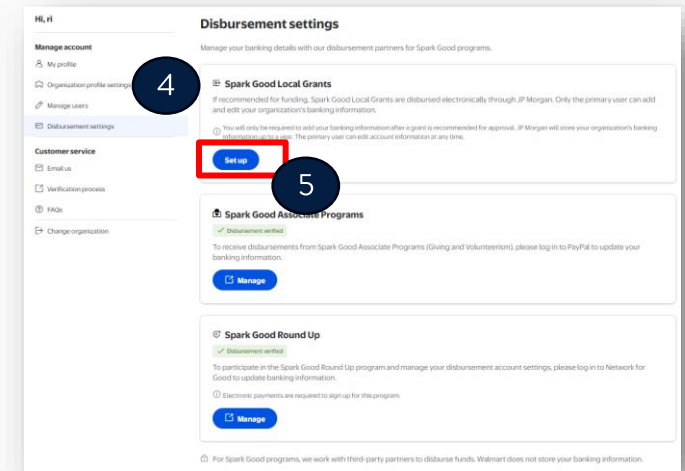
2) From your Spark Good account at *Walmart.com/nonprofits*



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”**



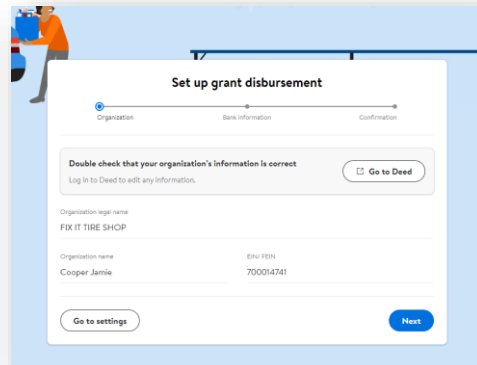
4. Go to Spark Good Local Grant (the first option)
5. Click **“Manage”**.

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 Payment Information



Set up grant disbursement

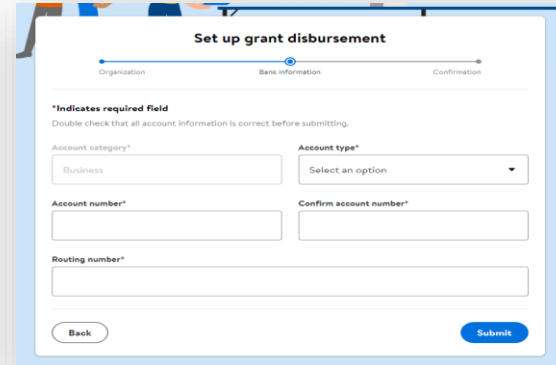
Organization Bank Information Confirmation

Double check that your organization's information is correct
Log in to Deed to edit any information. [Go to Deed](#)

Organization legal name
FIX IT TIRE SHOP

Organization name EIN FEIN
Cooper Jamie 700014741

[Go to settings](#) [Next](#)



Set up grant disbursement

Organization Bank Information Confirmation

***Indicates required field**
Double check that all account information is correct before submitting.

Account category* Account type*
Business Select an option

Account number* Confirm account number*

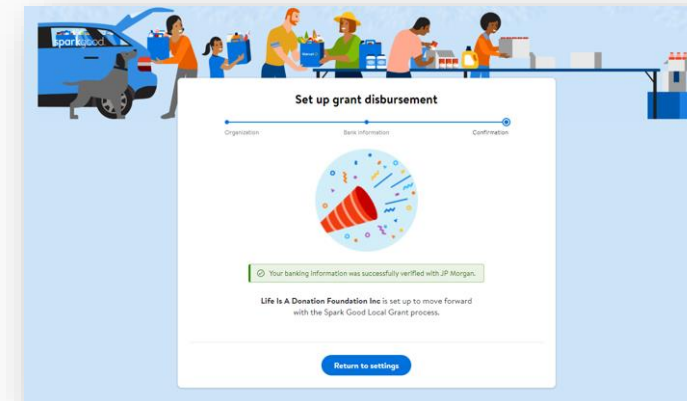
Routing number*

[Back](#) [Submit](#)

- 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: CONGRATULATIONS!!!



Set up grant disbursement

Organization Bank Information Confirmation



[Return to settings](#)

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 asked during webinars, help desks and email inboxes



Application Deadlines - Can you help clarify?

Deadlines are application cycles to ensure grants are reviewed before the start of the next cycle



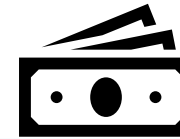
What does local mean when applying?

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



Where can I see that payment was sent

Well not in PayPal. Look in your back account statement used during Payment Setup

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

Spark Good: Recent Local Grants Awarded



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

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
<ul style="list-style-type: none">PayPal Giving Fund account	<ul style="list-style-type: none">PayPal Business accountNetwork for Good account	<ul style="list-style-type: none">PayPal Business account	<ul style="list-style-type: none">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 access!

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

