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Spark Good Local Grants

February 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. **Spark Good Local Grants Overview**

4. **Resources to explore**

Our philanthropy focus on the following

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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	Advancing Sustainability	Strengthening Community	Center for Racial Equity
	Climate	Local Community Support	Finance
	Nature	**Spark Good**	Health
Economic Opportunity in Retail	Waste	Caring & Connected Communities	Education
	People in Supply Chains	Healthier Food for All	Criminal Justice
		Disaster Preparedness & Response	

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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
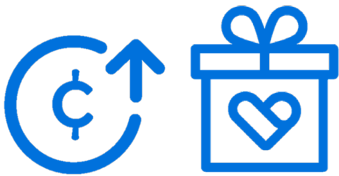
Local Organization Engagement

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

Customer Engagement	Facility Engagement	Associate Engagement
Connect customers with opportunities to support local causes	Raise awareness & provide charitable donations to local organizations	Empower associates to support causes that are meaningful to them
Round Up Registry	Local Community Grants Storefront Request	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.
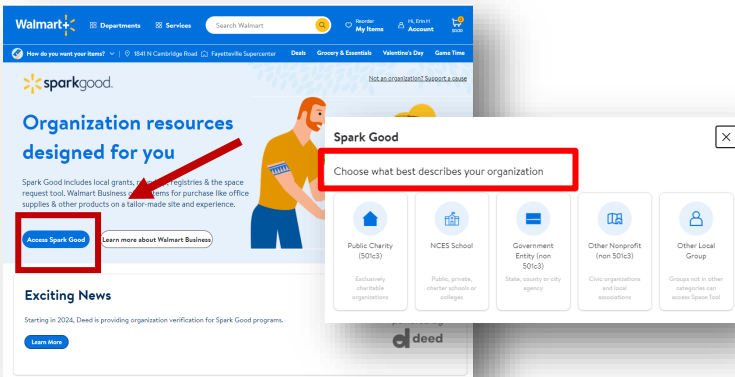
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powered by
deed

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 last year,, Walmart <u>no longer</u> leverages FrontDoor for organization verification and for associate giving and volunteerism.

Onboarding

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 will have a NCES School ID.
- **Government Entity (non 501c3** – State, count or city agency (e.g. Sheriff Dept, Fire Dept)
- **Other Nonprofits** – Civic orgs or local associates (501c6, 50c9 organizations)
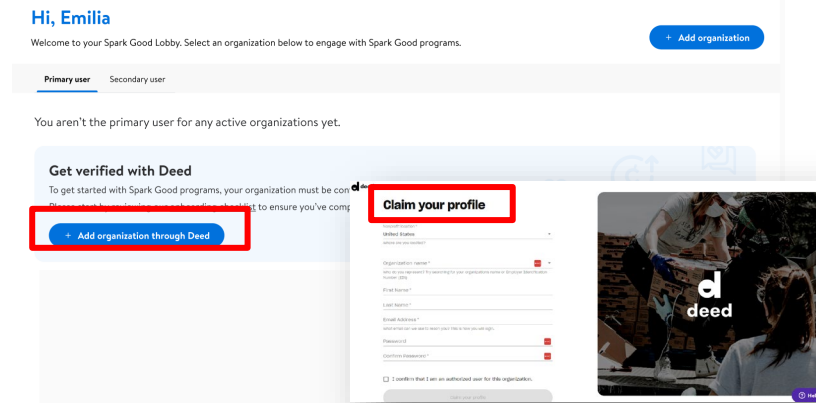- **Other Local Group** – Groups not on the IRS Business List.

Step 2
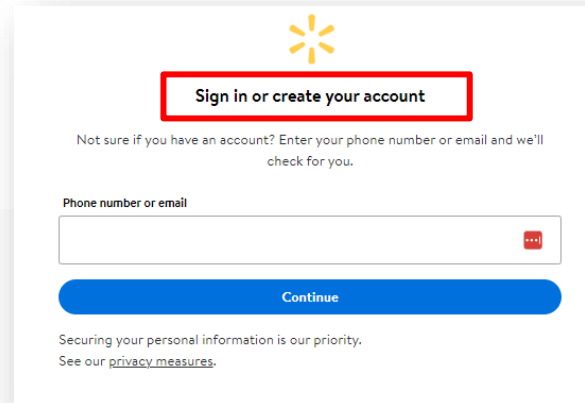
Sign in or create your **Walmart.com account**.

Make sure you log in using your organizational email address.
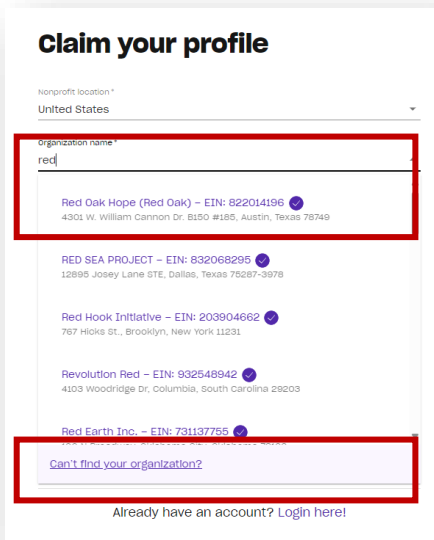
Step 3

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.

Claim your Deed account
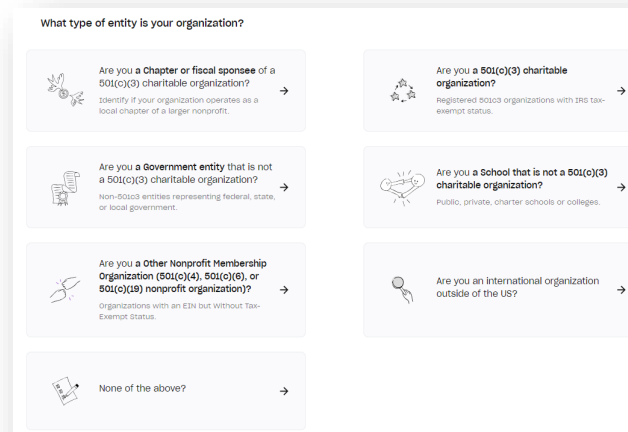
Claim your profile

Type your organization name, EIN or NCES ID in "Organization name" field

- Click on the name & location and create your account

If your organization does not show up in the search results, click "Can't find your organization"

If you are a chapter, please contact your headquarters

Can't find your organization?

Only use this flow if you cannot find your organization in the search results

Select your entity type and provide requested information to create your account

Document requirements by entity type

PUBLIC CHARITIES

1. PayPal Giving Fund credentials
2. Official IRS documentation such as a determination letter or government letter
3. Organization information

NCES SCHOOLS

1. PayPal Business credentials (Optional)
2. Role within school
3. Cancelled bank check or bank letter dated within the last 2 years

GOVERNMENT ENTITIES

1. 4076c or document that your department is recognized by your local government
2. Role within organization
3. Cancelled bank check or bank letter dated within the last 2 years

OTHER NONPROFITS

1. PayPal business credentials
2. IRS determination letter

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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
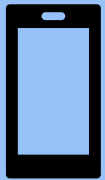
Other Nonprofit Checklist

Local Grants Overview

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. Applications open in March.

How to access the Spark Good local grant application

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

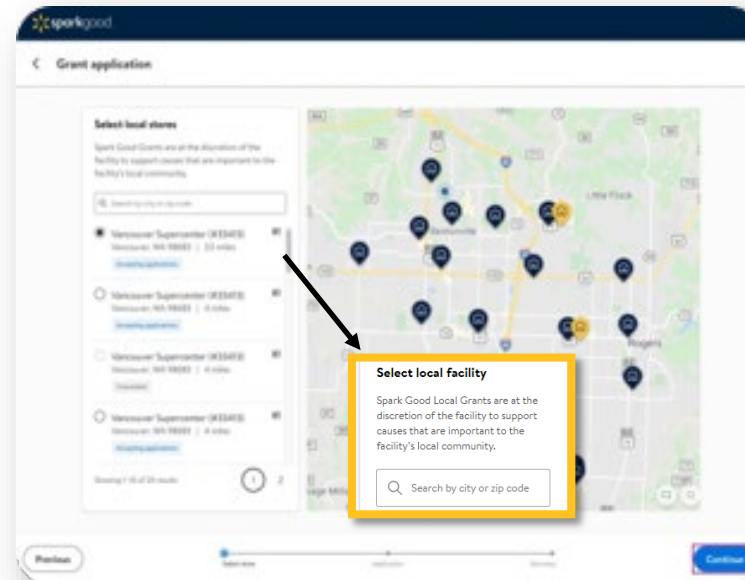4. Select "**Spark Good Grants**" under Charitable Tools
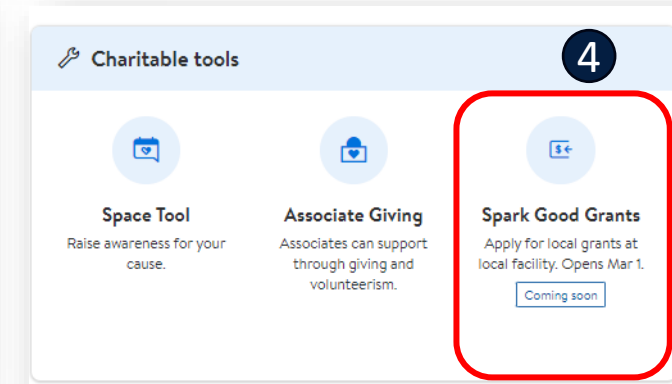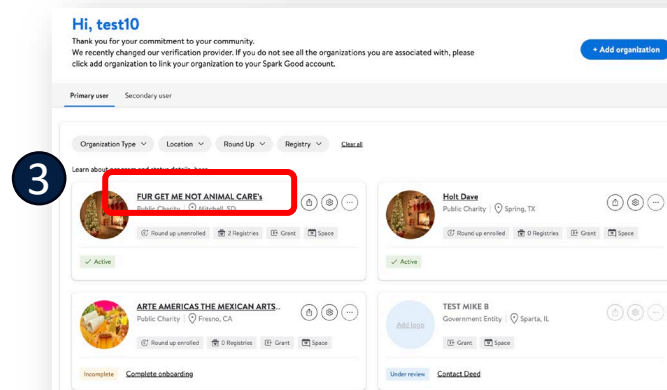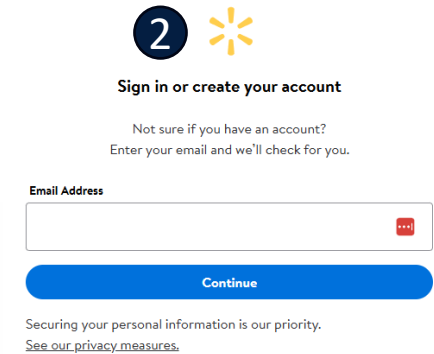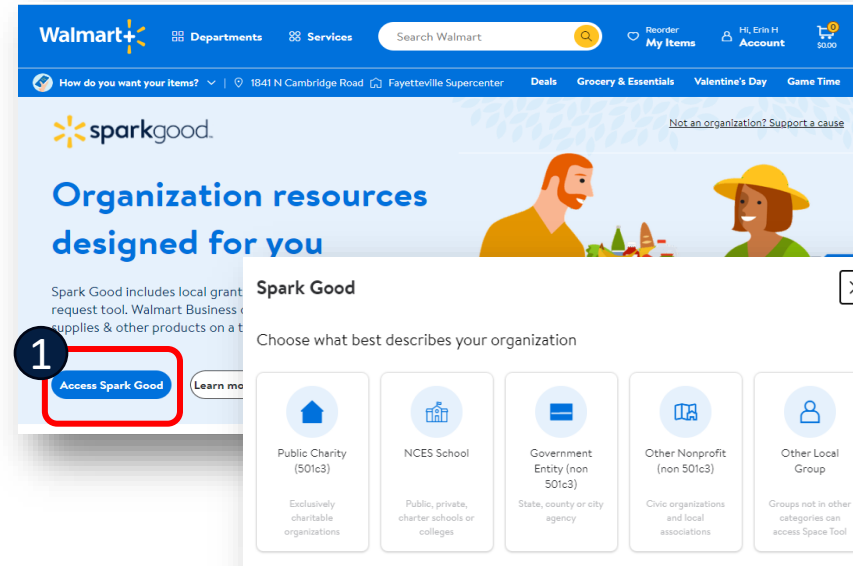
Application Experience

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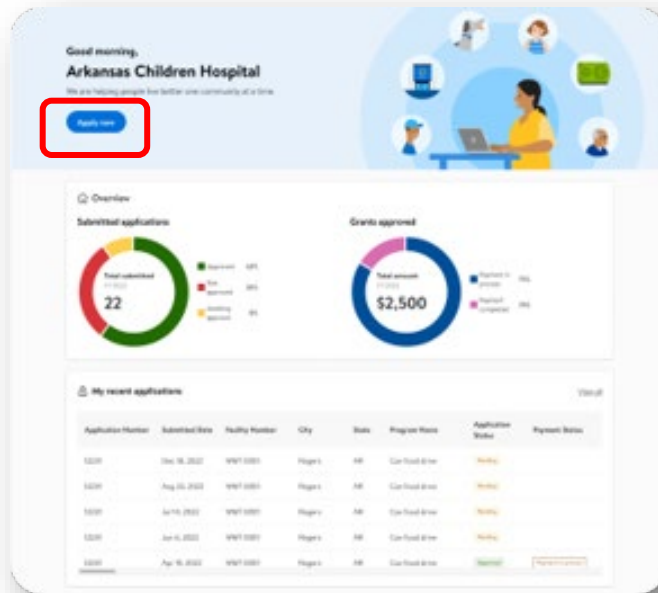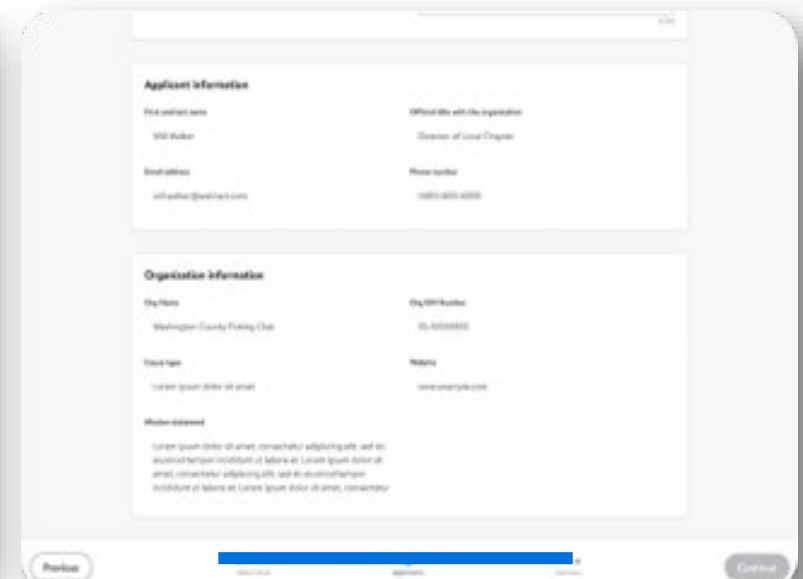

Organizations can monitor status of applications in real time.

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.

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A look at the grant application questions
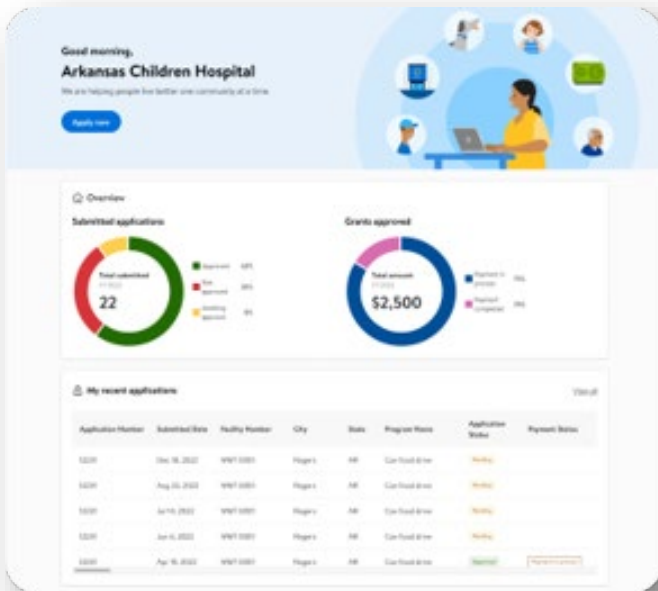
Step 1:
Confirm Eligibility

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

Local grants are paid electronically

If recommended for funding, your organization will receive an email with instructions for how to submit electronic banking information.
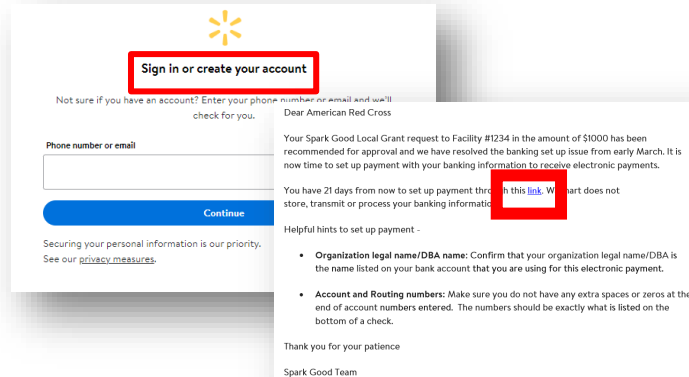
Only **_Primary Users_** can enter the banking information.

There are two ways to complete step 1:

Follow Email Instructions

OR

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
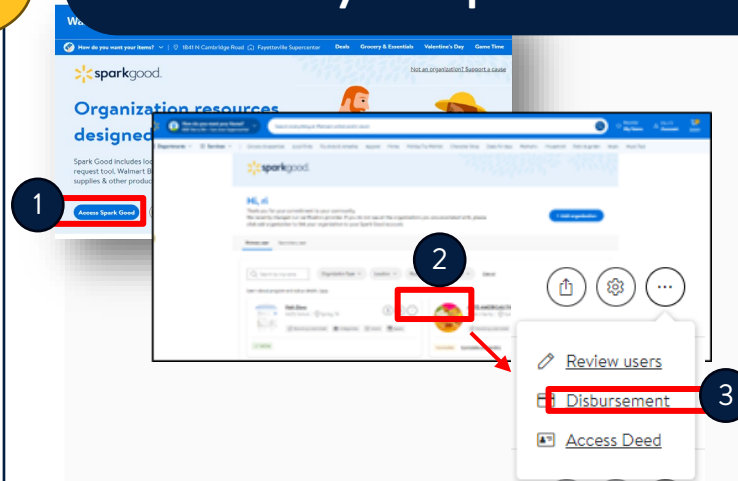
1. Log into your Spark Good Account
2. Click on the three dots to expand Quick links.
3. Click "**Disbursement**"
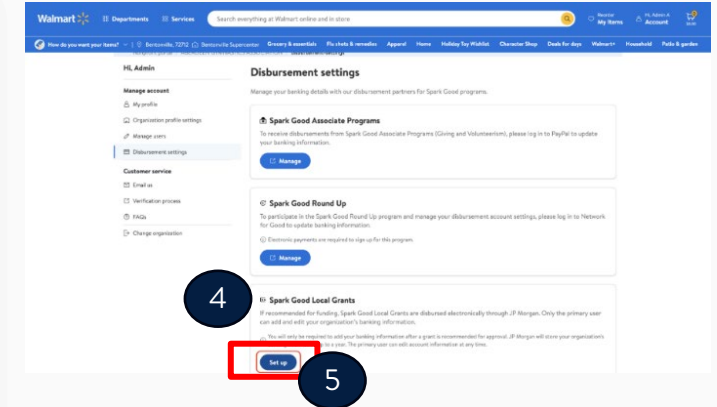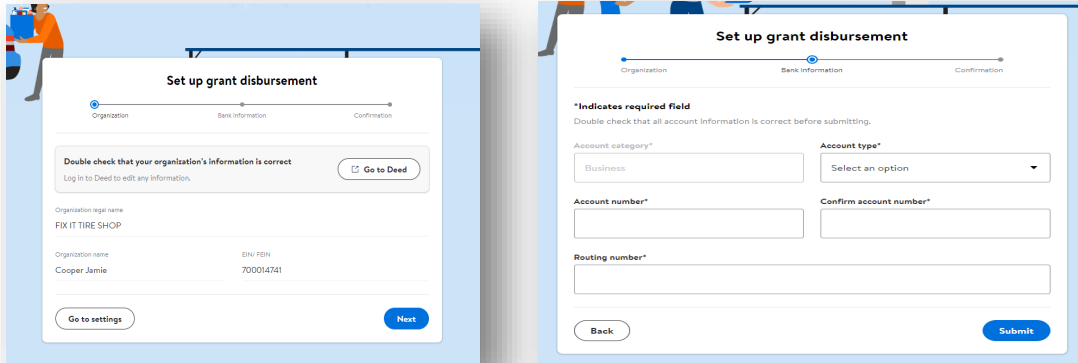
4. Scroll down past Associate Giving to Spark Good Local Grant
5. Click "**Manage**".

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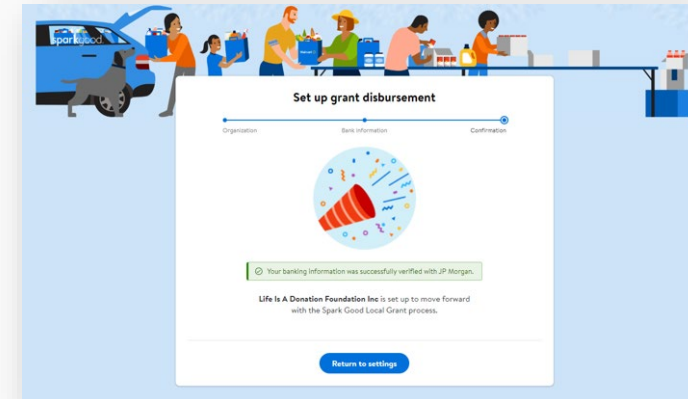
- Validate organization details
- Enter Account & Routing Number
- Review all the details carefully before you click **"Submit"**.

Be careful not to submit extra zeros or spaces.

Step 3: CONGRATULATIONS!!!

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.

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Most frequently asked questions

These are the top 4 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
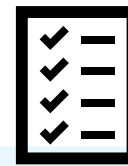
Is there a limit to how many times we can apply?

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 organization receive funding?

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

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

Troubleshooting

Organizations need at least one Owner Admin

If one of the scenarios below apply to your organization, follow the steps to add an Owner Admin.
- **Missing verified owner**: follow instructions on banner in Deed
- **Missing Admin**: follow instructions on banner in Deed to promote a user
- **Admin has left the organization**: promote an existing user to admin

Your organization is missing a verified owner. Owner verification is the process of having an admin enter the organization's PayPal credentials in Deed. To complete owner verification, click 'Verify with PayPal'. Failure to complete owner verification will result in all current users becoming blocked. This will affect your organization's access to Spark Good programs until owner verification is complete. **Verify with PayPal**

Nonprofit Profile | **Users** | My Profile | Payments | **Verification**
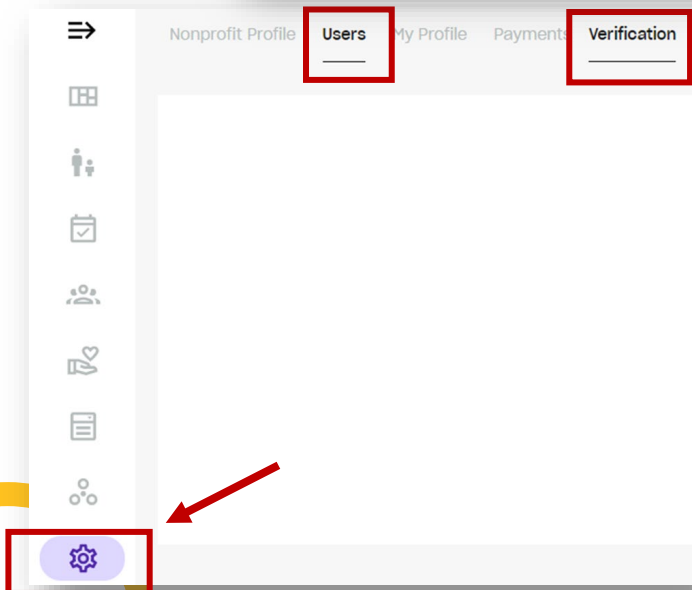
How does an Admin become verified?
- **Public charities & Other nonprofits:**
  - Admins enter PayPal credentials on verification tab
- **NCES schools & Government Entitles:**
  - Upload requested documentation from onboarding tracker (Role & Cancelled check/ Bank Letter)

If your admin has left the company, existing users can promote their role (from an Organizer to Admin). In Deed, click the verification tab under Settings and follow instructions.
- If the current users listed cannot complete verification and you need to add a user, email nonprofits@joindeed.com to have an admin added to your account including your Org name, EIN and primary contact information

If your Spark Good lobby does not look like you anticipated:

- **Accounts need to sync:** wait 24 hours after completing onboarding in Deed for accounts to sync
- **Emails are not matching:** check the email you are logged into for Walmart and Deed

<u>Important</u>: **Your email is what connects your Spark Good and Deed accounts. Make sure you are logged in with the right email address.**

SPARK GOOD
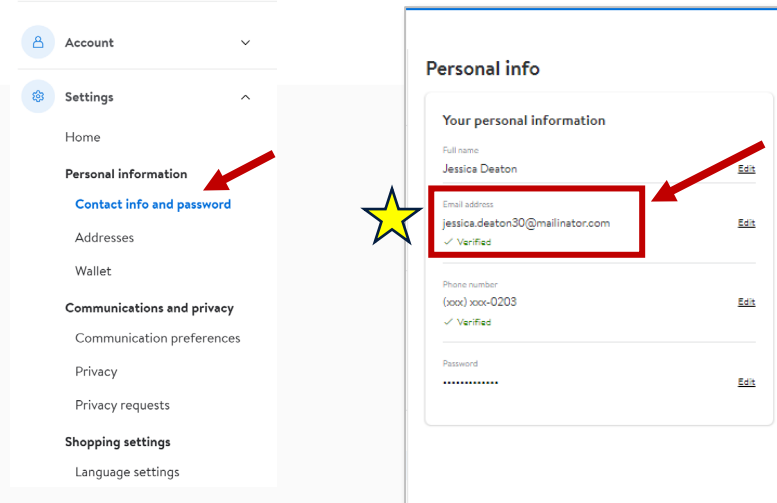
DEED

How to check your Walmart.com email

Account > Settings > Personal Information> Contact info and Password
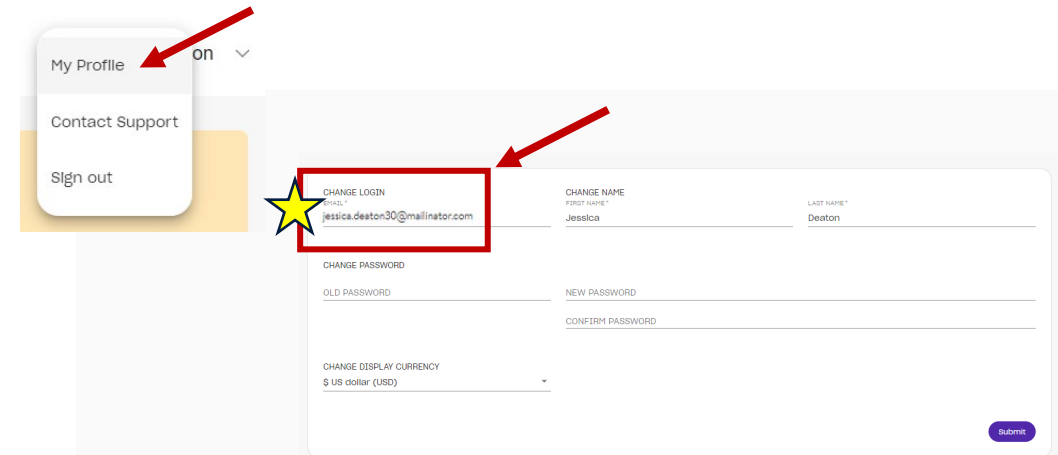
How to check your Deed email

Click on your name in the upper right hand corner > My Profile

FAKE EMAIL ADDRESS – DO NOT EMAIL

Resources

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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
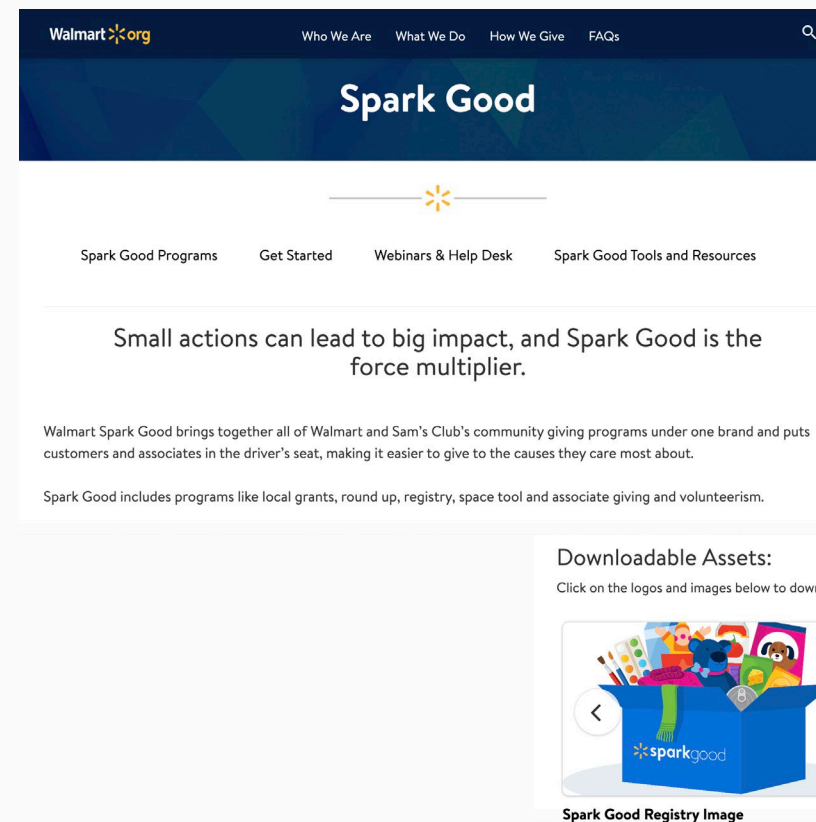- 501c3 Program Eligibility Guide
- NCES School Program Eligibility Guide
- Government Entity Program Eligibility Guide
- Other Nonprofits Program Eligibility Guide

Other Resources
- ✓ Frequently Asked Questions
- ◁ Promotional Tools

Walmart.org

Who We Are   What We Do   How We Give   FAQs

Spark Good

Small actions can lead to big impact, and Spark Good is the force multiplier.

Spark Good Programs   Get Started   Webinars & Help Desk   Spark Good Tools and Resources

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

Spark Good includes programs like local grants, round up, registry, space tool and associate giving and volunteerism.

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