



# Spark Good Associate Giving & Volunteerism

## 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. Associate Giving & Volunteerism

- How to create a volunteer event
- How to approve associate volunteer hours
- How to monitor associate donations and matching grants on the donation dashboard
- Spark Good associate experience

## 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](http://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

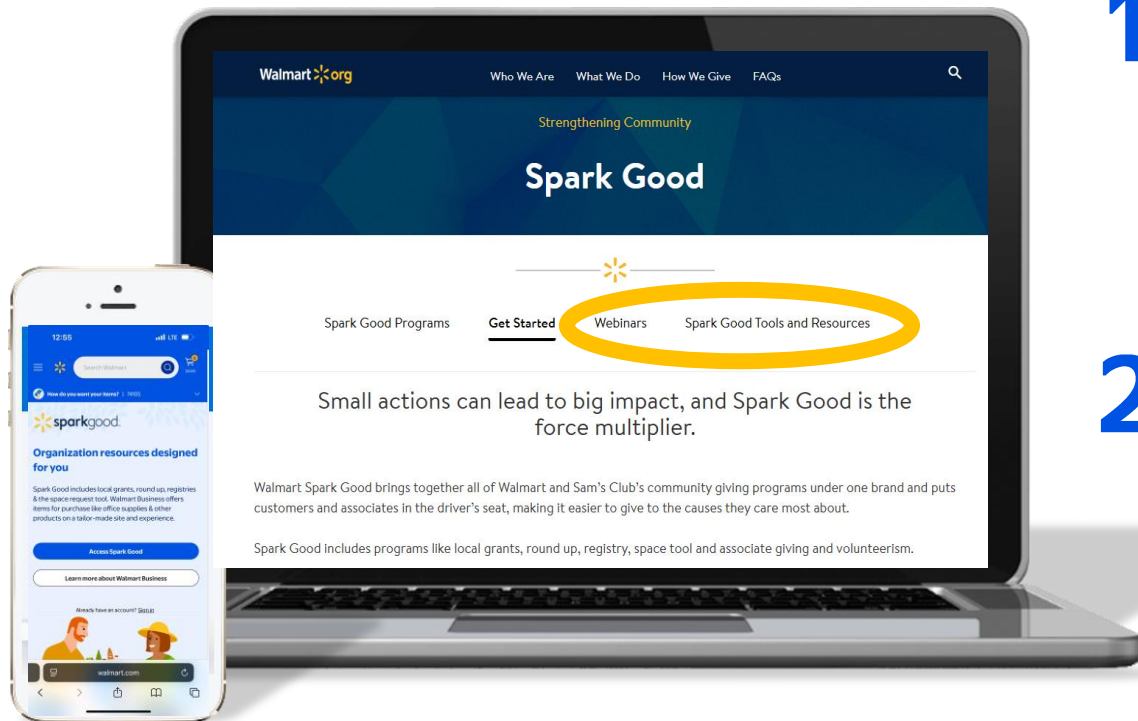
## Associate Giving & Volunteerism Platform

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](https://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](https://Walmart.com/nonprofits)

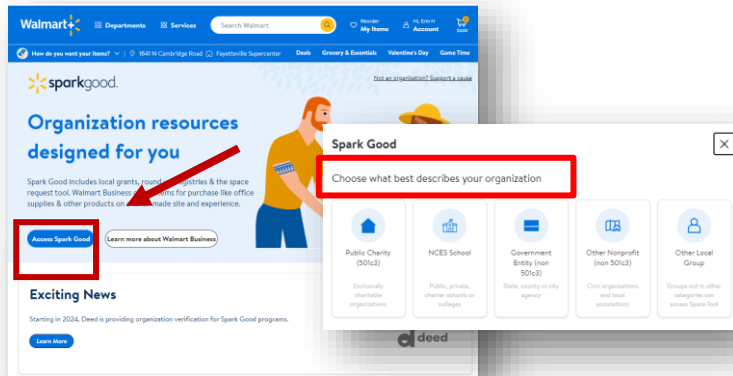
3

## Become a Verified Organization

Become verified through a third-party verification partner, Deed. Once complete return to [Walmart.com/nonprofits](https://Walmart.com/nonprofits) to access programs.

# 3 steps to get started with Spark Good

## Step 1



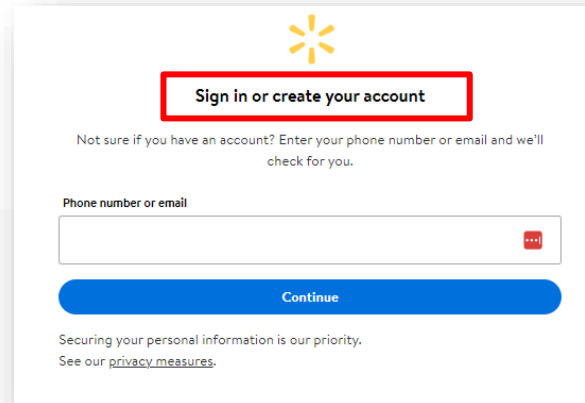
Create a **Spark Good account** at Walmart.com/nonprofits

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.

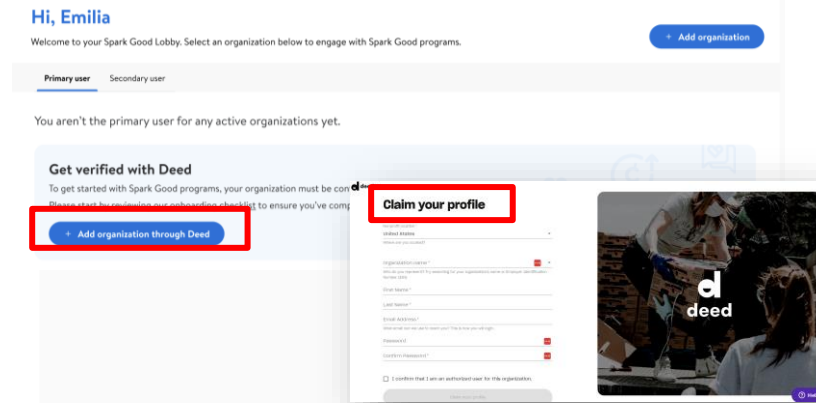
## Step 2



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.*





# Deep Dive on Associate Giving & Volunteerism

The Spark Good Associate Programs are available to all full-time and part-time active Walmart and Sam's Club associates empowering them to support causes that they care about in the following ways:



## Volunteerism

Through our **Spark Good Associate Platform**, organizations and associates can post volunteer opportunities for associates and the public to search, find and sign up.

Volunteer activities with verified organizations may **be eligible for a \$10/hour matching grant**. Eligible associates can request matching grants for eligible activities up to 100 hours per fiscal year.



## Giving

Associates **can give to eligible organizations by credit card, debit card, PayPal, Venmo or payroll** deduction through the Spark Good Associate Giving Platform.

Walmart offers **periodic matching** campaigns throughout the year.

To participate in Spark Good Associate Programs, your organization *must* be fully onboarded on Deed which includes organization, user and payment verification.

**Log in at [walmart.com/nonprofits](https://walmart.com/nonprofits) to get started!**

# Associate Giving & Volunteerism Programs

## Organization Eligibility

1

Organizations must have a Spark Good account and be **verified by Deed**, Walmart's third-party verification service provider.

2

**Eligible organizations include:**

- **Current 501(c)(3) public charities** listed in the IRS Business Master File that conduct charitable activities in the United States
- **Faith-based organizations that appear in the IRS Business Master File** with programming that benefits the community at large, such as food pantries, soup kitchens and clothing closets.
- **A K-12 public or private school, charter school, community/junior college, state/private college, or university.** Institutions must have an NCES (National Center for Education Statistics) number or 501(c)(3) tax status.

3

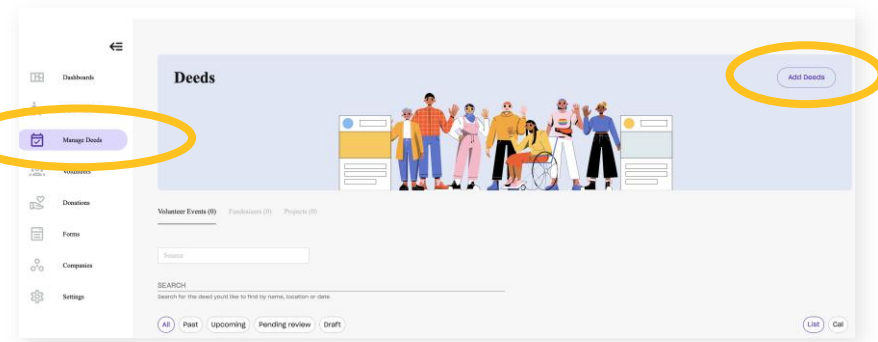
Organizations must agree to use grant funds solely for activities in the United States.

*Note: Examples of tax statuses that are NOT eligible include: 501(c)(19), 501(c)(4), 501(c)(6), 509(a)(3) (Types I, II, and III), and U.S. government entities not found in the IRS business master file.*

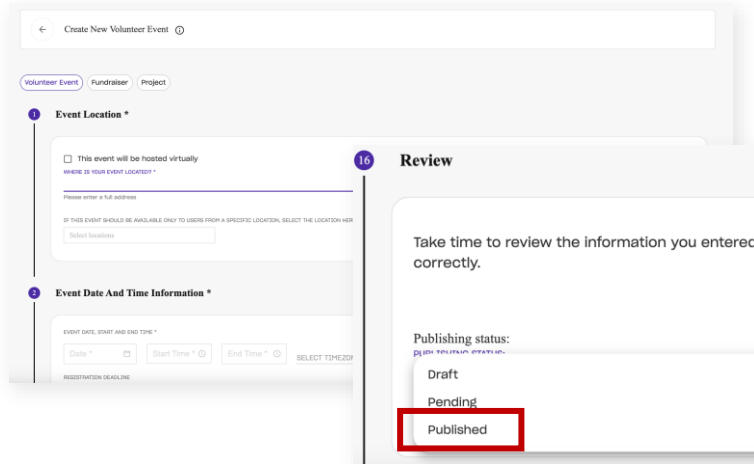


# How To Create a Volunteer Event

Volunteer events can be set up to be ONLY viewable for **associates** or set up as **public** events that anyone can sign up for on Deed

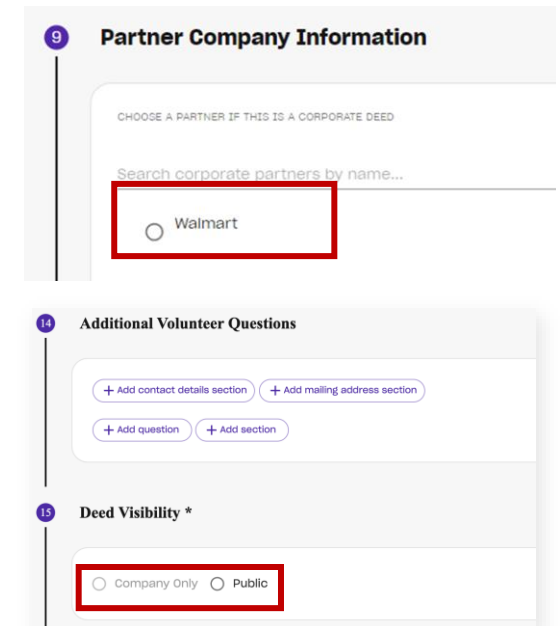


From your **Deed Account** menu, click "Manage Deeds," and then click "Add Deeds"



Select **"Volunteer Event"** and fill out the event details for volunteers.


You will be prompted to enter the location address, date and time information for your shifts as well as number of volunteer spots available and a brief description. You can even add an event point of contact and event picture such as your organization logo.



**Helpful Tip:** Even if you make the event public which means anyone can sign up, you might consider adding Walmart as a corporate partner so that it makes it easier for Walmart associates to sign up for your event.

# Woohoo! Your event is published...

 walmart.joindeed.org/deeds/65d542c05



Find your good deed!

Search volunteering opportunities

Filters

☐ DONATE ☒ VOLUNTEER

Type

One-off opportunities  Ongoing projects

Opportunity source

Walmart only  All opportunities

Attendance options


In person  Virtual

Date

Date

One-off opportunities:

23 May  
1:00 PM - 3:00 PM




Corporate Finance - Samaritan Community Ga...

Volunteers 8/40

SAMARITAN HOUSE COMMUNITY CENTER

12 April  
3:30 PM - 9:30 PM




Arkansas Arts Academy K-6 PTA SPRING CARNI...

Volunteers 0/30

PTA ARKANSAS CONGRESS

2 April  
9:00 AM - 3:00 PM, with multiple shifts




DEB Project Spring Retail Store Filp

Volunteers 0/20

DEB PROJECT DESERVING ENRICHED & BLESSED

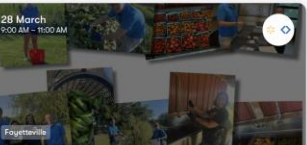
1 April  
9:00 AM - 3:00 PM, with multiple shifts



Volunteers

Downtown Bentonville


28 March  
9:00 AM - 11:00 AM



Volunteers

Foghtown

4 March  
9:00 AM - 11:00 AM



Volunteers


Downtown Bentonville

Your published event will show up on the Volunteer tab, and the event link will be directly searchable by website URL.

← DEB Project Spring Retail Store Filp

Mon, April 1, 9:00 AM - 3:00 PM

Add to Calendar • Google



Children Women Youth

**Description**

April 1-5 the DEB Project will be hosting a volunteer event from 9:00 am - 3:00 pm with split shifts. During the designated hours the volunteers will be hanging clothing, moving storage totes and sorting spring/summer clothing. There might be an opportunity for the volunteers to tag clothing and begin placing items out on the retail floor.

**DEB PROJECT DESERVING ENRICHED & BLESSED**

The DEB Project strives to be a complete support network for the foster care community as well as school social works. In a child's time of need we hope to be a network of love through giving. Each day we give essentials like clothing, shoes, food and hygiene products.

**Duties**

Hanging clothing, moving storage totes, sorting summer clothing to the retail floor.

**I'm Ready To Volunteer**

Registration Deadline: Mon, March 25, 10:00 AM


Hosted by:

DEB PROJECT DESERVING ENRICHED & BLESSED

Point of Contact: [Sammy Laney](#)

Location: **Downtown Bentonville**

1140 N Walton Blvd, Bentonville, Arkansas 72712

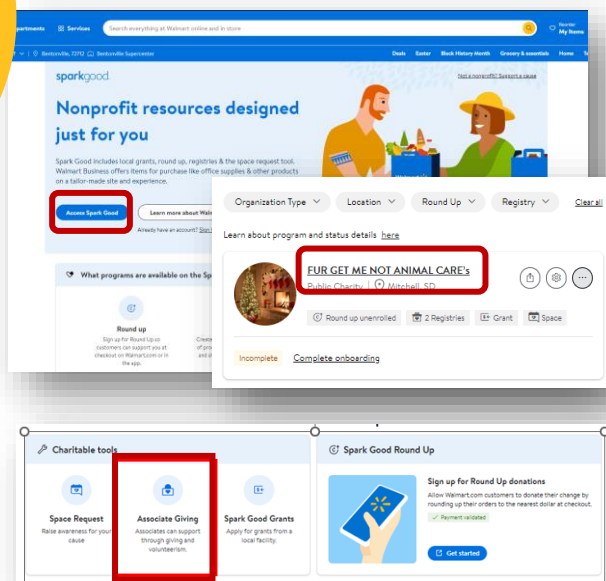


# Don't forget to approve associate volunteer hours...

Associates can log volunteer hours in the Spark Good Associate platform and request matching grants for eligible hours.

**New!**  
Organizations  
now receive  
email reminders  
to review  
pending  
volunteer hours.

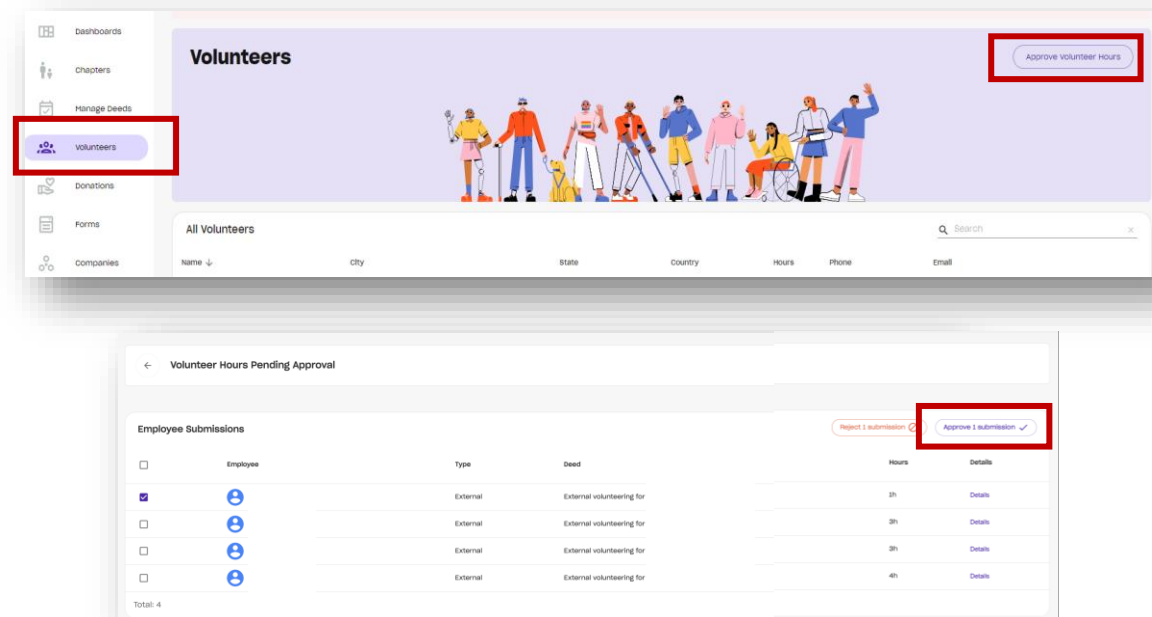
## Step 1: Log into Spark Good



## Log into Walmart.com/nonprofits

Or access Deed directly at  
[admin.joindeed.org](https://admin.joindeed.org)

## Step 2: Review Volunteer Hours in Deed



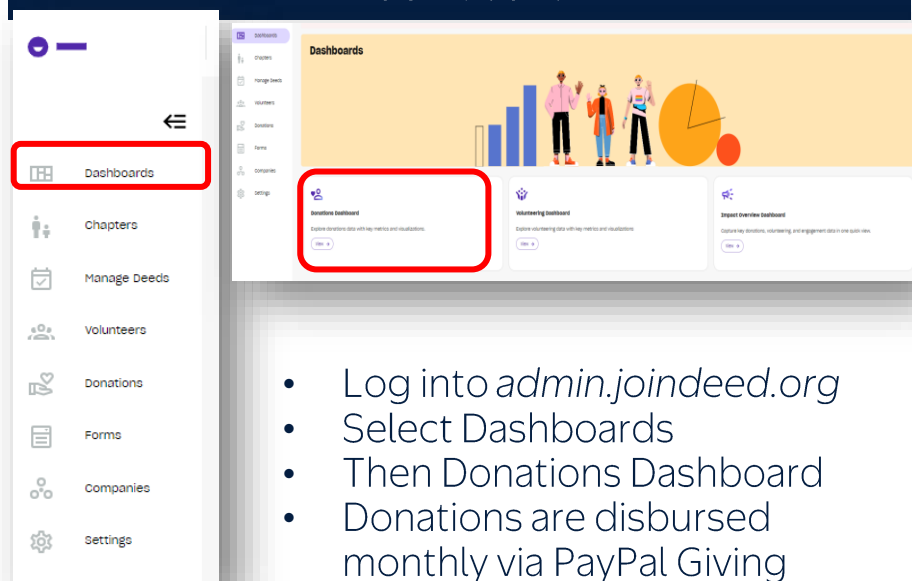
## Approve Volunteer Hours

Review pending hours and check the box by all hours you want to approve. Once this is completed, if hours are eligible for a matching grant these are reviewed by the Spark Good team and disbursed monthly.



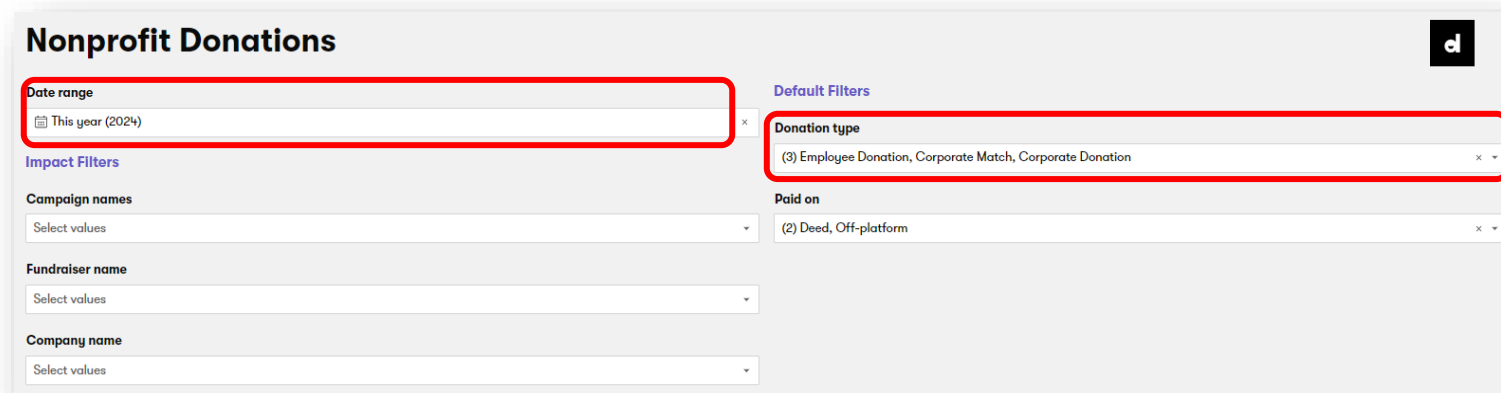
# Monitor associate donations and matching grants on the donation dashboard

## Step 1: Select Dashboards > Donations Dashboard



- Log into [admin.joindeed.org](https://admin.joindeed.org)
- Select Dashboards
- Then Donations Dashboard
- Donations are disbursed monthly via PayPal Giving Fund (PPGF) or Network for Good (NFG).

## Step 2: Select Report Filters

A screenshot of the 'Nonprofit Donations' report filter interface. It features several filter sections: 'Date range' with a dropdown set to 'This year (2024)' (highlighted with a red rectangle); 'Impact Filters' with dropdowns for 'Campaign names', 'Fundraiser name', and 'Company name'; 'Default Filters' with a 'Donation type' dropdown set to '(3) Employee Donation, Corporate Match, Corporate Donation' (highlighted with a red rectangle); and a 'Paid on' dropdown set to '(2) Deed, Off-platform'.

- Select the “**date range**” for the donations report
- Under “*company filter*” select Walmart
- Under “**donation type**” filter by the following to track donations :
  - **Corporate Donation** = Spark Good Volunteerism Matching Grants (aka VAP grants)
  - **Corporate Match** = Spark Good Matching Grants for Associate Matching Campaigns and/or Executive Giving Program donations
  - **Employee Donation** = Associate Personal Donations

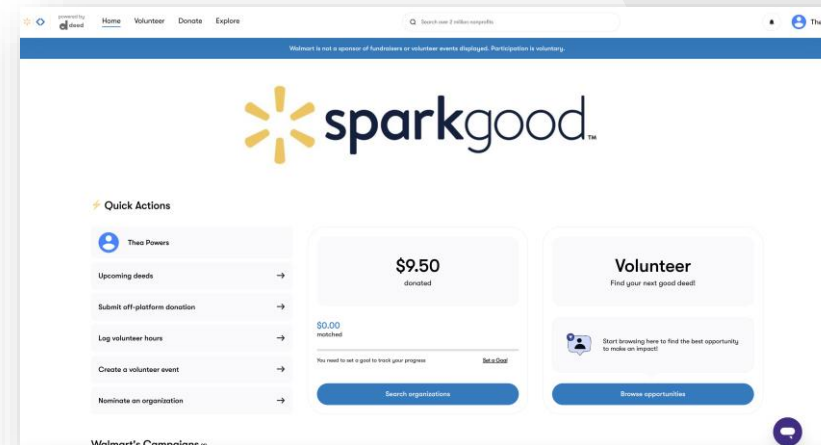
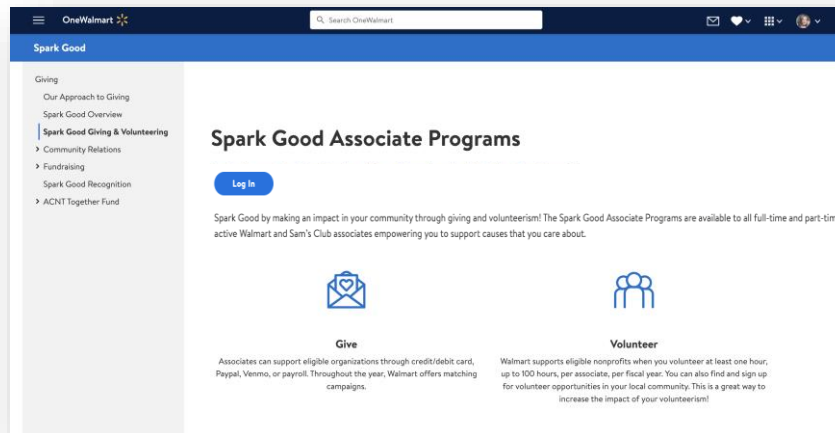
Please note: For full donor details, you will need to log into your disbursement provider (PayPal Giving Fund or Network for Good).

# Spark Good Associate Experience

Where to send associates interested in supporting your organization through giving or volunteerism.



Associates can log in via desktop browser or download the deed app



- Direct associates to the OneWalmart Spark Good Associate Giving Page at [wmlink/sparkgoodassociategiving](https://wmlink/sparkgoodassociategiving)
- Associates can click *Login* to get started!

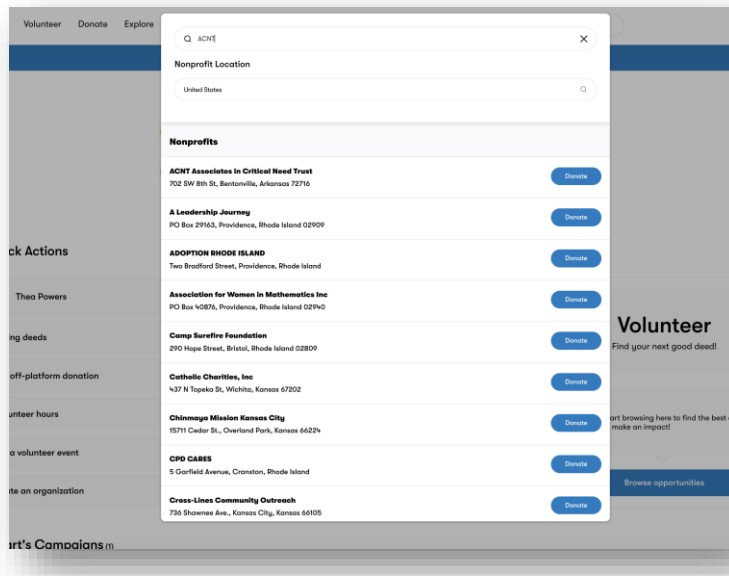
Learn more





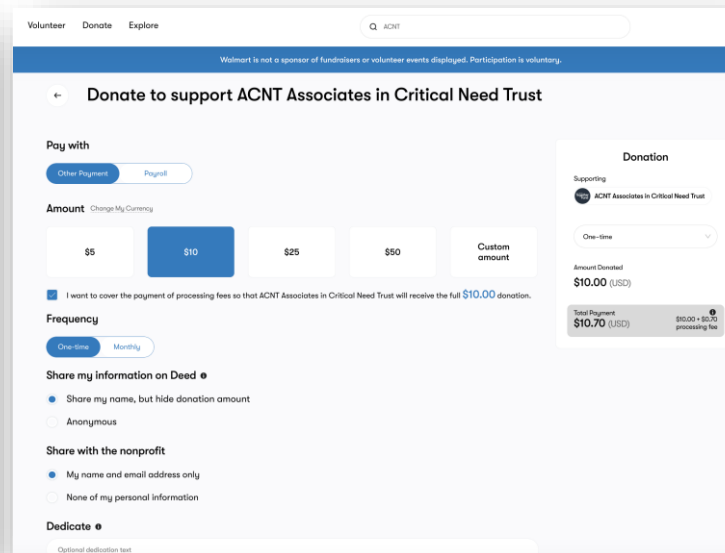
# How associates donate through Spark Good

Associates can give through credit card, debit card, PayPal, Venmo or payroll to any eligible organization. Walmart offers periodic matching campaigns throughout the year. These campaign details & dates are promoted internally to associates as offered.



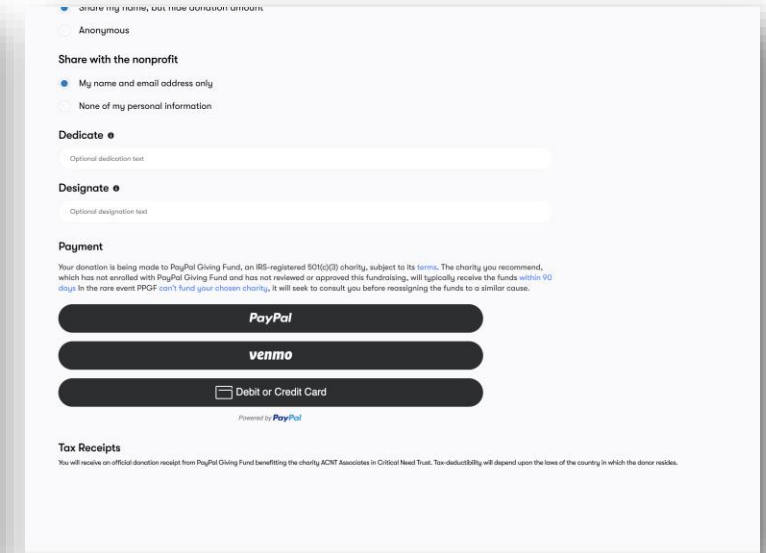
The screenshot shows the Spark Good search interface. At the top, there's a search bar with 'ACNT' entered. Below it, a dropdown menu shows 'Nonprofit Location' with 'United States' selected. A list of nonprofits is displayed, including 'ACNT Associates in Critical Need Trust', 'A Leadership Journey', 'ADOPTION RHODE ISLAND', 'Association for Women in Mathematics Inc', 'Camp Surefire Foundation', 'Catholic Charities, Inc', 'Chinmaya Mission Kansas City', 'CPO CARES', and 'Cross-Links Community Outreach'. Each entry has a 'Donate' button. On the right side, there's a sidebar with 'Volunteer' and 'Find your next good deed!'.

Associate can search and select the organization.



The screenshot shows the donation form for 'ACNT Associates in Critical Need Trust'. It includes a 'Pay with' section with 'Other Payment' and 'Payroll' options. The 'Amount' section shows a dropdown for 'Change My Currency' and buttons for '\$5', '\$10', '\$25', '\$50', and 'Custom amount'. The 'Frequency' section has 'One-time' and 'Monthly' options. The 'Share my information on Deed' section has 'Share my name, but hide donation amount' and 'Anonymous' options. The 'Share with the nonprofit' section has 'My name and email address only' and 'None of my personal information' options. The 'Dedicate' section has an 'Optional dedication text' field. The 'Total Payment' is shown as '\$10.00 (USD)' and '\$10.70 (USD)' with a note about processing fees.

Associates select donation amount, payment frequency, and more.



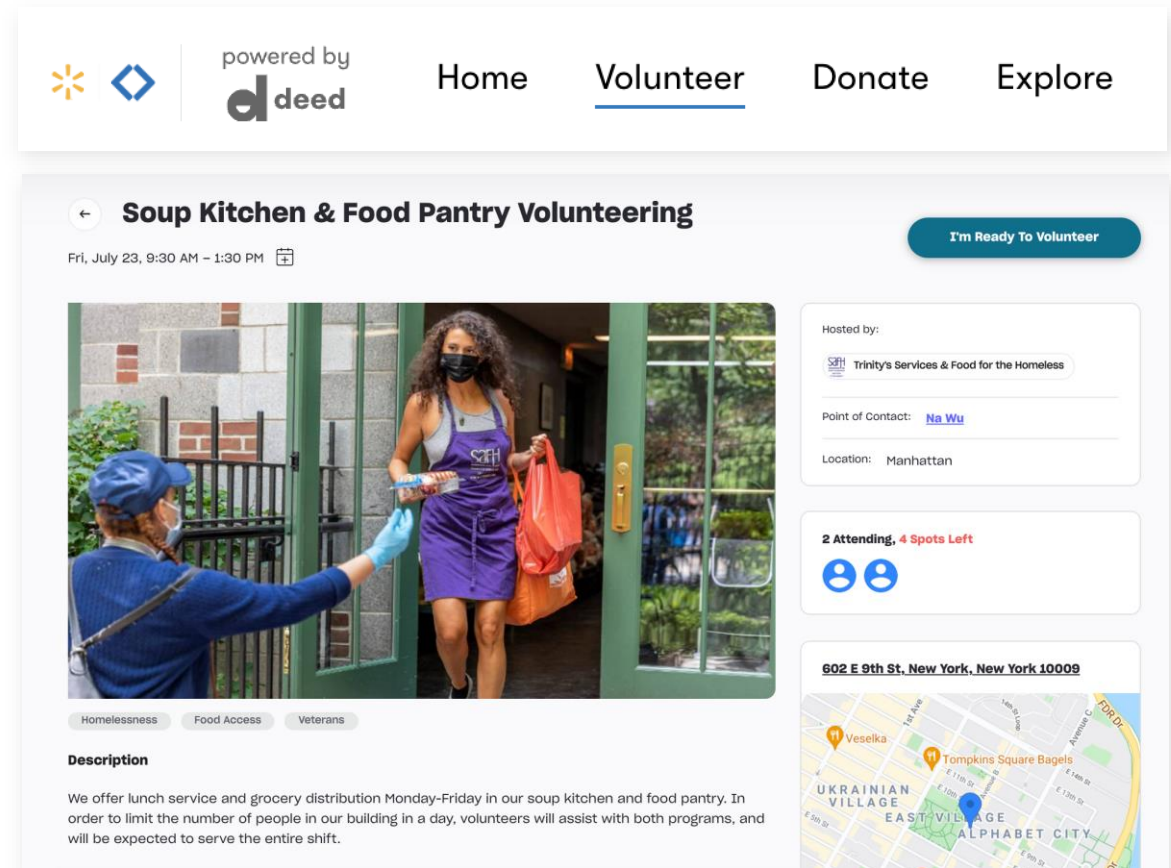
The screenshot shows the payment selection screen. It includes a 'Share with the nonprofit' section with 'My name and email address only' and 'None of my personal information' options. The 'Dedicate' section has an 'Optional dedication text' field. The 'Designate' section has an 'Optional designation text' field. The 'Payment' section has buttons for 'PayPal', 'venmo', and 'Debit or Credit Card'. The 'Tax Receipts' section has a note about receiving an official donation receipt from PayPal Giving Fund.

Associates select payment type and donate!

*Please note: Donations are disbursed monthly to organizations via PayPal Giving Fund (PPGF) for 501c3 organizations or Network for Good (NFG) for NCES schools.*

# Associates can also search and sign up for Volunteer Events through Spark Good Associate Platform

- If you have posted volunteer events, associates can navigate to the **Volunteer** section at the top of the page and browse Volunteer Events and Projects.
- When they see an **Event** that interests them, simply select that deed and click **“I’m Ready To Volunteer.”**
- They’ll receive a confirmation email and a reminder email as the Event gets closer. The Event organizer might also reach out directly with pertinent information.
- Associates can share the event URL link directly with fellow associates if they plan to volunteer together!
- After the event, associates can log hours and request matching grants for eligible hours.

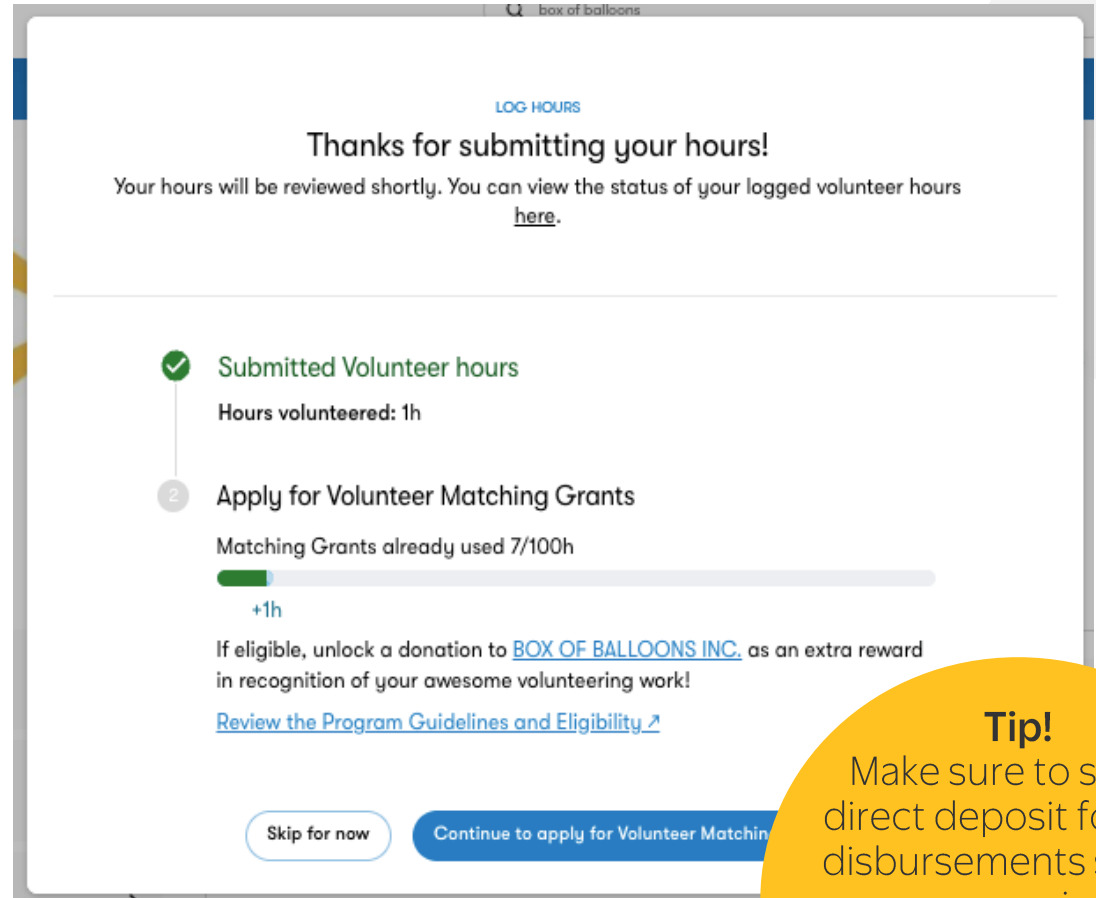


The screenshot displays the Spark Good Associate Platform interface. At the top, there's a navigation bar with the Spark Good logo, a "powered by deed" logo, and links for Home, Volunteer (which is underlined), Donate, and Explore. Below the navigation bar, the main content area features a volunteer event titled "Soup Kitchen & Food Pantry Volunteering". The event is scheduled for Friday, July 23, from 9:30 AM to 1:30 PM. A large photo shows a woman in a purple dress and mask handing a bottle to a man in a blue shirt and cap. To the right of the photo, there's a button that says "I'm Ready To Volunteer". Below the photo, there's a "Description" section that reads: "We offer lunch service and grocery distribution Monday-Friday in our soup kitchen and food pantry. In order to limit the number of people in our building in a day, volunteers will assist with both programs, and will be expected to serve the entire shift." To the right of the description, there's a map showing the location at 602 E 9th St, New York, New York 10009. The map includes labels for Veselka, Tompkins Square Bagels, UKRAINIAN VILLAGE, EAST VILLAGE, and ALPHABET CITY. Above the map, there's a section for "Hosted by: Trinity's Services & Food for the Homeless", a "Point of Contact: Na Wu", and a "Location: Manhattan". Below that, there's a section for "2 Attending, 4 Spots Left" with two person icons.

Please note: Associates can log hours and request matching grants for hours volunteered outside of a Deed event.

# Associates can request a matching grant for eligible volunteer hours

- After associates log volunteer hours, they will be prompted to request a matching grant.
- The associate must click **Continue to apply for Volunteer Matching Grants**
- After completing the eligibility form questions, the associate will click **Submit**.
- Your organization must still **approve** volunteer hours before you can receive a matching grant.
- If your organization approved the associate's volunteer hours *and* their volunteer activity is eligible for a matching grant, the matching grant will enter the next monthly batch of grants for disbursement.



The screenshot shows a web interface titled "LOG HOURS" with the message "Thanks for submitting your hours!" and "Your hours will be reviewed shortly. You can view the status of your logged volunteer hours [here](#)." Below this is a progress bar with two steps. Step 1, "Submitted Volunteer hours", is completed with a green checkmark and shows "Hours volunteered: 1h". Step 2, "Apply for Volunteer Matching Grants", is the current step, indicated by a grey circle with the number 2. It shows "Matching Grants already used 7/100h" with a green progress bar and "+1h" below it. A note states: "If eligible, unlock a donation to [BOX OF BALLOONS INC.](#) as an extra reward in recognition of your awesome volunteering work!" with a link to "Review the Program Guidelines and Eligibility". At the bottom are two buttons: "Skip for now" and "Continue to apply for Volunteer Matching Grants".

## Tip!

Make sure to set up direct deposit for your disbursements so that you can receive your payments as quickly as possible.

# Resources

# View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at [www.walmart.org/sparkgood](http://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](http://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"><li>PayPal Giving Fund account</li></ul>	<ul style="list-style-type: none"><li>PayPal Business account</li><li>Network for Good account</li></ul>	<ul style="list-style-type: none"><li>PayPal Business account</li></ul>	<ul style="list-style-type: none"><li>PayPal Business account</li></ul>

- 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](http://Walmart.com/nonprofits) portal account, click your organization name to enter your program dashboard to enroll!

## Public Charity Checklist



## NCES School Checklist



## Government Entity Checklist



## Other Nonprofit Checklist



## Spark Good program guidelines

✓ [walmart.org/sparkgood](https://walmart.org/sparkgood)

## Spark Good customer discovery

✓ [walmart.com/sparkgood](https://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](mailto:nonprofits@joindeed.com)

[sparkgoodsupport@walmart.com](mailto:sparkgoodsupport@walmart.com)

[walmart.com/nonprofits](http://walmart.com/nonprofits)

[walmart.org/sparkgood](http://walmart.org/sparkgood)

## Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

Tag us with #SparkGood

