



Associate Giving & Volunteerism

November 2024

AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. How to get started with Spark Good?**
 - 3 Steps to get started on Walmart.com
 - Please review the Spark Good Onboarding Deck for detailed steps.
- 3. Program Deep Dive -Spark Good Associate Giving**
 - 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**



Walmart Spark Good & Deed Partnership

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.



Creating Opportunity

Economic Opportunity in
Retail



Advancing Sustainability

Climate

Nature

Waste

People in Supply Chains



Strengthening Community

Local Community Support

Healthier Food for All

Disaster Relief/Preparedness

Inclusive Communities



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 Request

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate Giving

Associate
Volunteerism

Partnership with Deed

Walmart Spark Good is excited to partner 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 Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving and volunteerism. **Spark Good local grants re-opened August 6th** and can be accessed from your Spark Good account on Walmart.com/nonprofits.



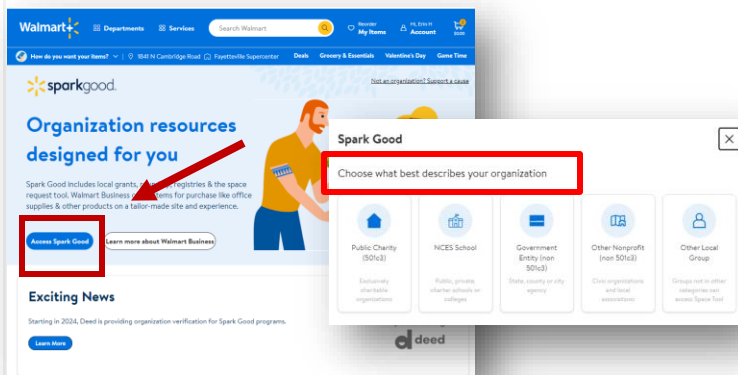
Onboarding

For more detailed steps on onboarding, please review the Spark Good Onboarding Deck.

3 steps to get started with Spark Good

Step 1:

Walmart.com/nonprofits



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

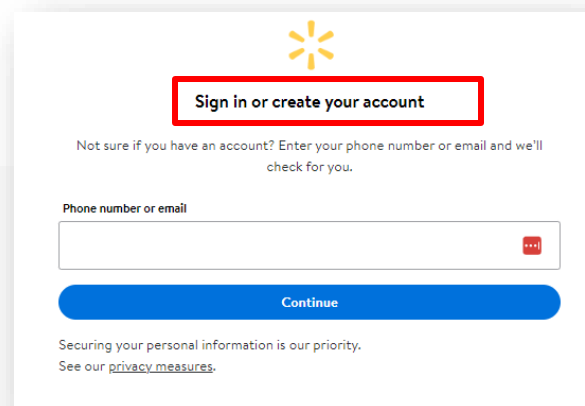
Click **“Access Spark Good”**

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, county 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:

Create a Walmart.com account

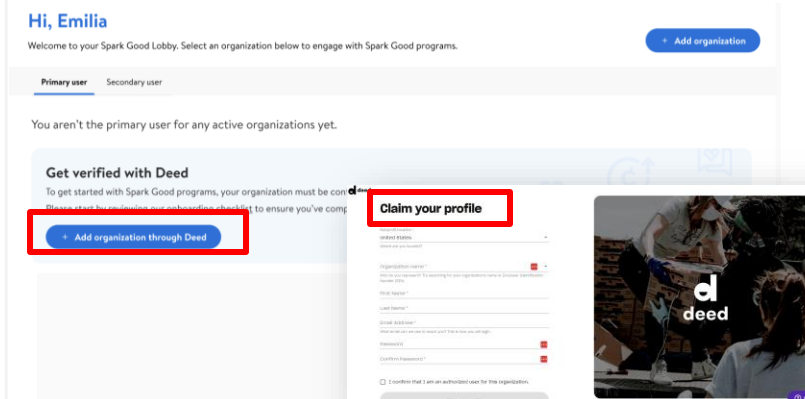


Sign in or create your **Walmart.com** account.

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

Step 3:

Get Deed Verified



Click **“Add Organization”**

It will take you to Deed to claim your organization.

It will take you to Deed to claim your

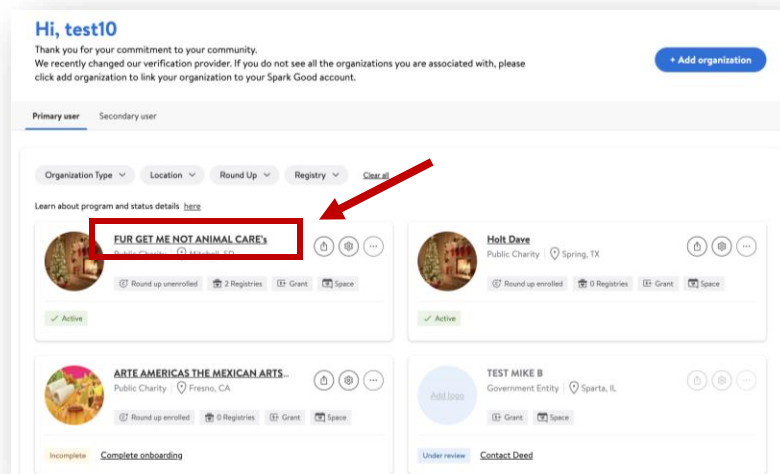
Claim your profile.

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

To start engaging with Spark Good programs

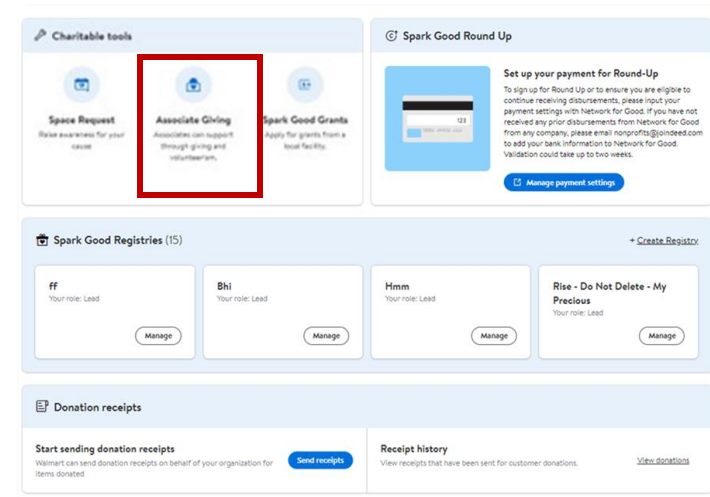
Once verification and onboarding is complete in Deed, log into your Spark Good account on Walmart.com/nonprofits. Please wait 24 hours for your data to sync.

Spark Good Lobby



Click your organization name.

Spark Good Dashboard



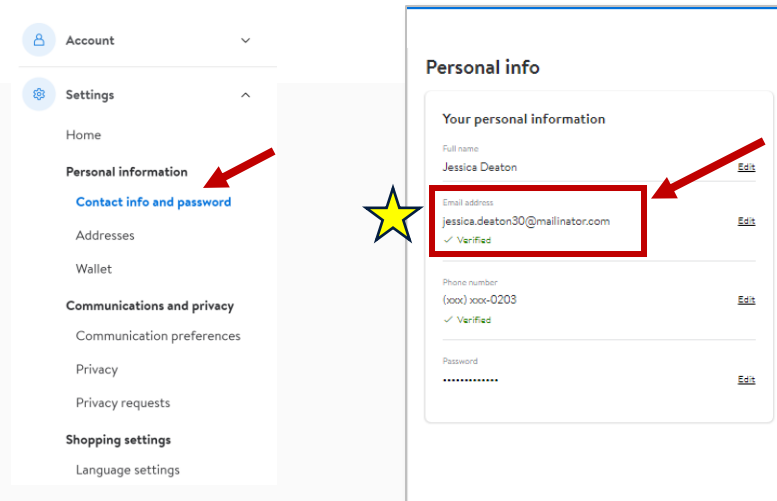
Access and engage with all the Spark Good programs your organization is eligible for.

Your email is what connects your Spark Good and Deed accounts

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

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

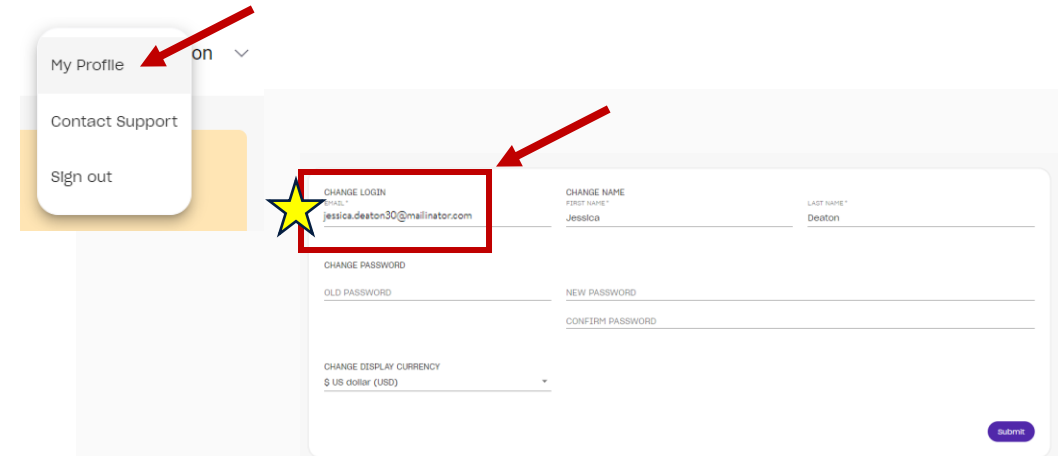
SPARK GOOD



How to check your Walmart.com email

Account > Settings > Personal Information >
Contact info and Password

DEED



How to check your Deed email

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

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 account • Network 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?**
- o Click through every Deed pop-up and provide all the information needed in each pop-up.
 - o Under "Settings," check the "Payments" tab and make sure that PayPal/Network for Good is set up.
 - o 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





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 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.
- **Recognized U.S. government entities that appear in the IRS Business Master File**
- **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

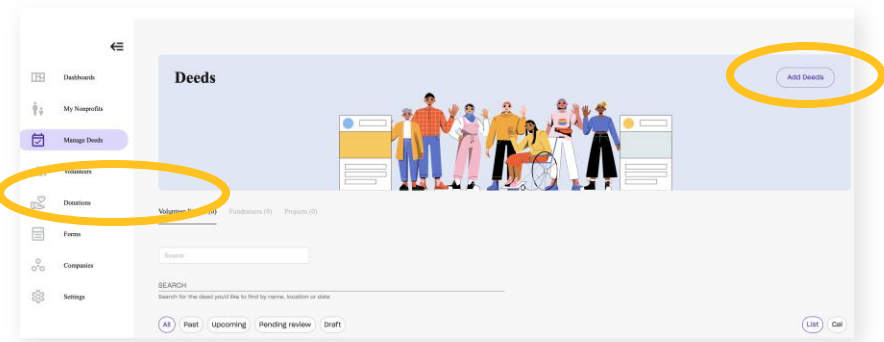
Organizations must agree to use grant funds solely for activities in the United States.

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.

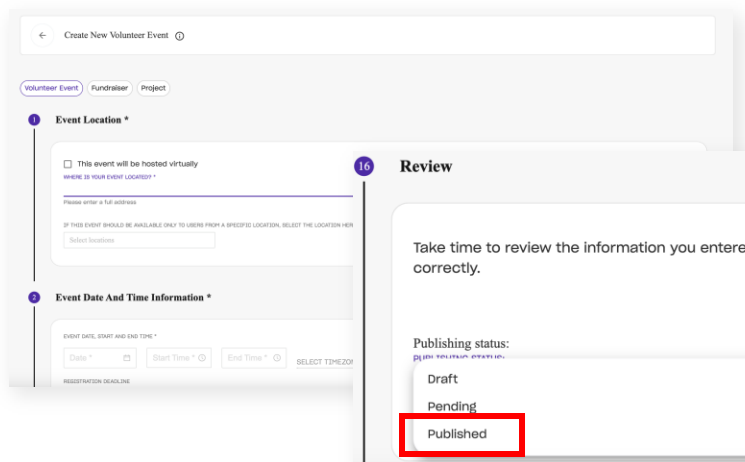


How To Create a Volunteer Event

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

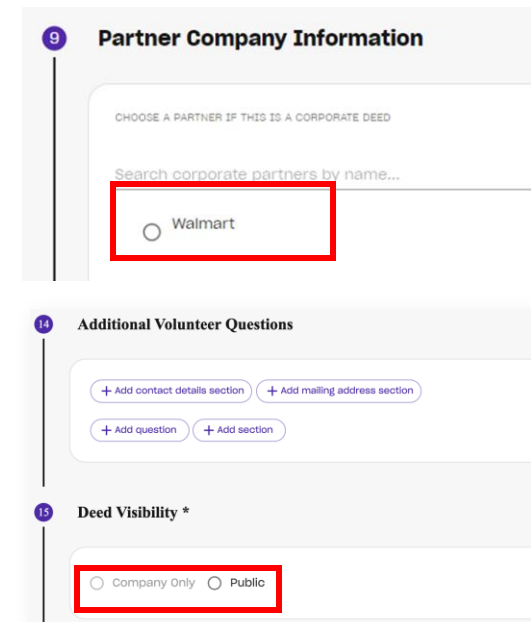


From your **Deed Account** menu, click "Manage Deeds," and then click "Add Deeds"



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

The screenshot shows the Walmart JoinDeed interface. At the top, a purple banner says "Find your good deed!" with a search bar for "volunteering opportunities". Below this, a sidebar on the left contains filters for "Filters" (DONATE, VOLUNTEER), "Type" (One-off opportunities, Ongoing projects), "Opportunity source" (Walmart only, All opportunities), "Attendance options" (In person, Virtual), and "Date". The main area displays "One-off opportunities:" with a grid of event cards. The highlighted card for "DEB Project Spring Retail Store Filp" shows the date "2 April 9:00 AM - 3:00 PM" and the location "Downtown Bentonville". Other cards include "Corporate Finance - Samaritan Community Ga..." and "Arkansas Arts Academy K-6 PTA SPRING CARNI...".

The screenshot shows the details for the "DEB Project Spring Retail Store Filp" event. The title is "DEB Project Spring Retail Store Filp" with the date "Mon, April 1, 9:00 AM - 3:00 PM". A button "I'm Ready To Volunteer" is in the top right. Below the title is a large image of hands holding wooden blocks spelling "BLESSED". To the right of the image, it says "Registration Deadline: Mon, March 25, 10:00 AM". Below the image, it lists "Hosted by: DEB PROJECT DESERVING ENRICHED & BLESSED", "Point of Contact: Sammy Laney", and "Location: Downtown Bentonville". A map shows the location at "1140 N Walton Blvd, Bentonville, Arkansas 72712". The "Description" section states: "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." The "Duties" section lists: "Hanging clothing, moving storage totes, sorting summer clothing to the retail floor."

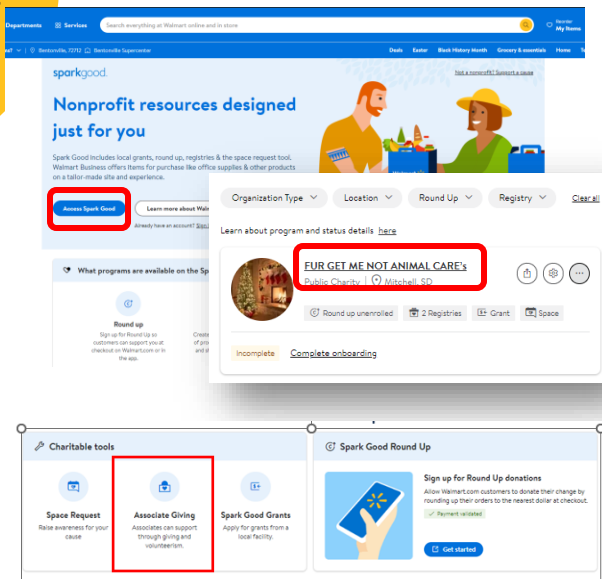
Your published event will show up on the Volunteer tab, and the event link will be directly searchable by website URL.

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.

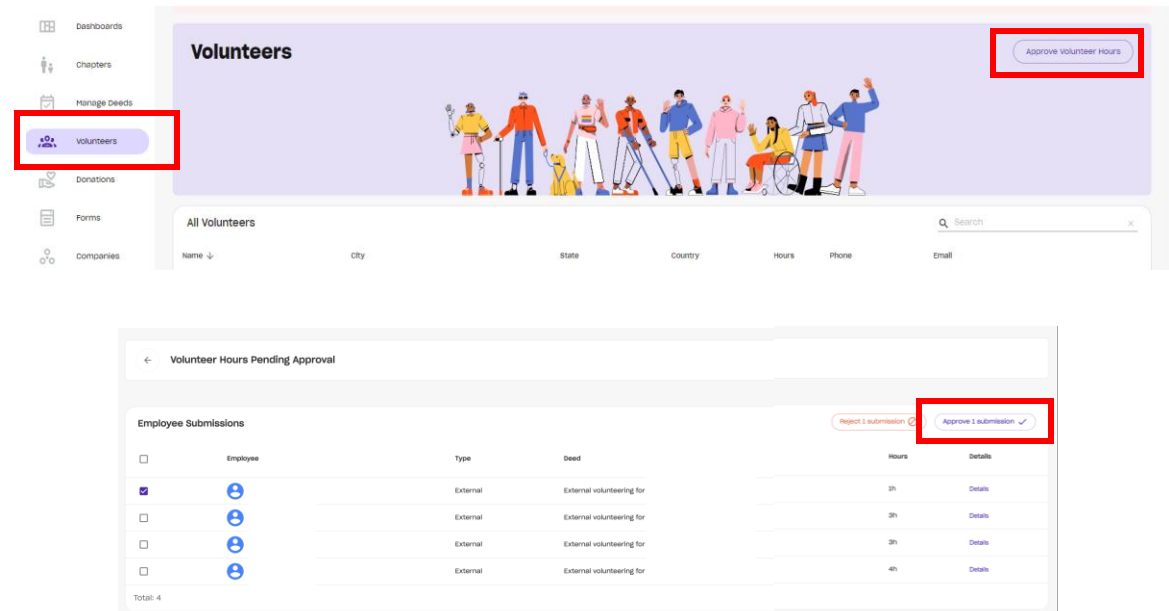
Step 1: Log into Spark Good



Log into Walmart.com/nonprofits

Or access Deed directly at
admin.joindeed.org

Step 2: Review Volunteer Hours in Deed



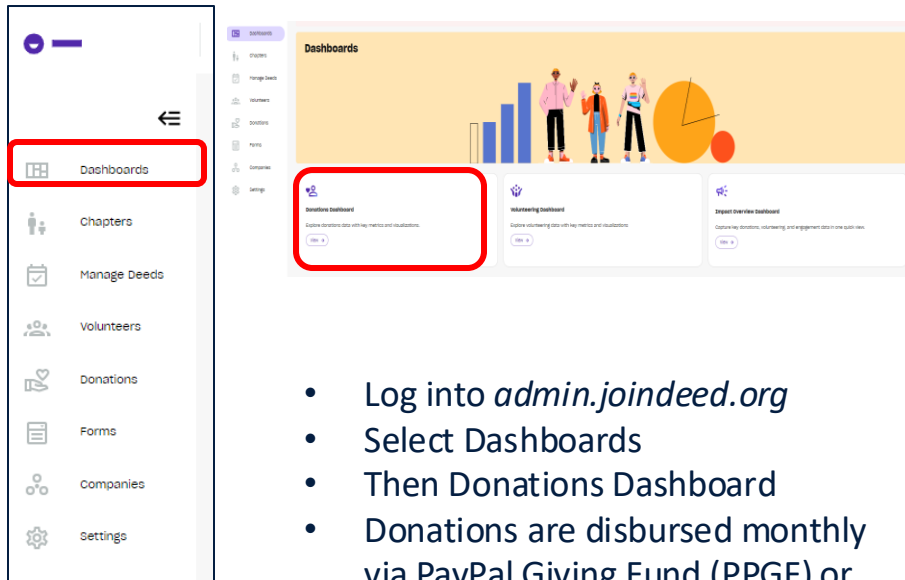
Approve Volunteer Hours

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:

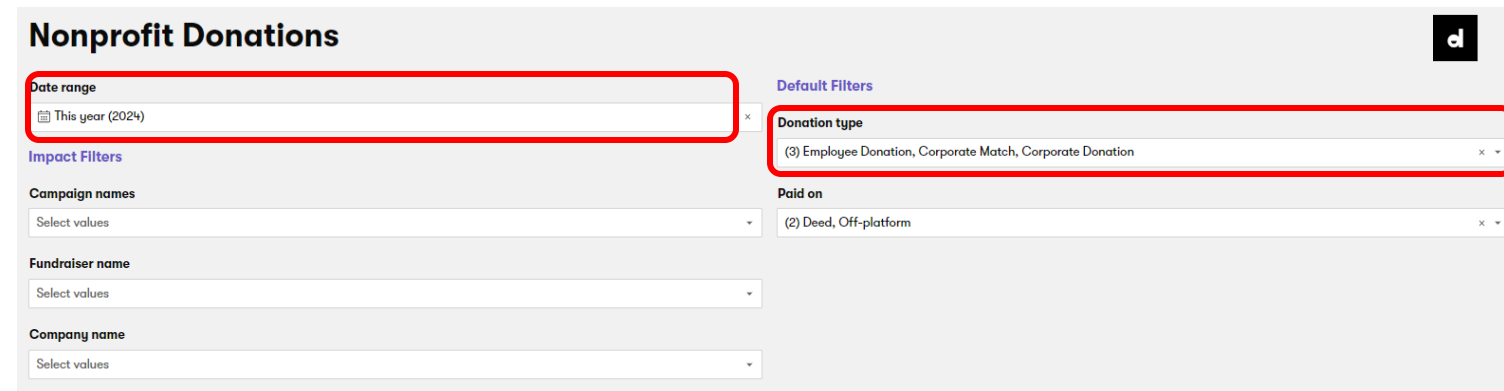
Select Dashboards > Donations Dashboard



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

Step 2:

Select Report Filters

The screenshot shows the 'Nonprofit Donations' report filter interface. It includes several filter sections: 'Date range' with a dropdown set to 'This year (2024)', 'Impact Filters' with dropdowns for 'Campaign names', 'Fundraiser name', and 'Company name', and 'Default Filters' with dropdowns for 'Donation type' (set to '(3) Employee Donation, Corporate Match, Corporate Donation') and 'Paid on' (set to '(2) Deed, Off-platform'). Red boxes highlight the 'Date range' and 'Donation type' filters.

- 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

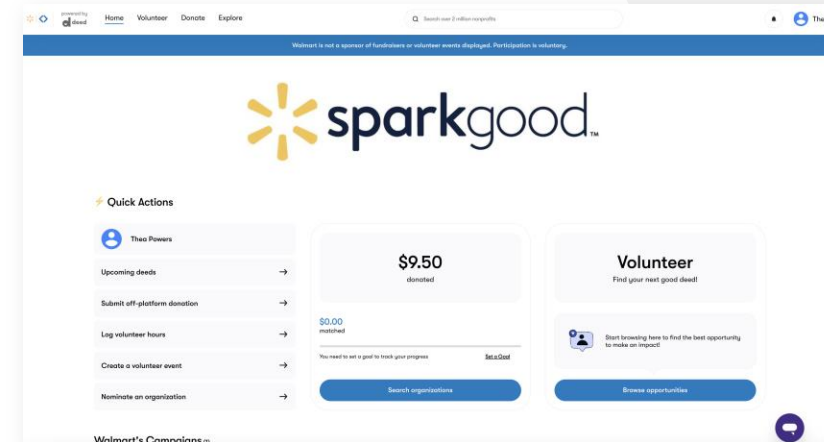
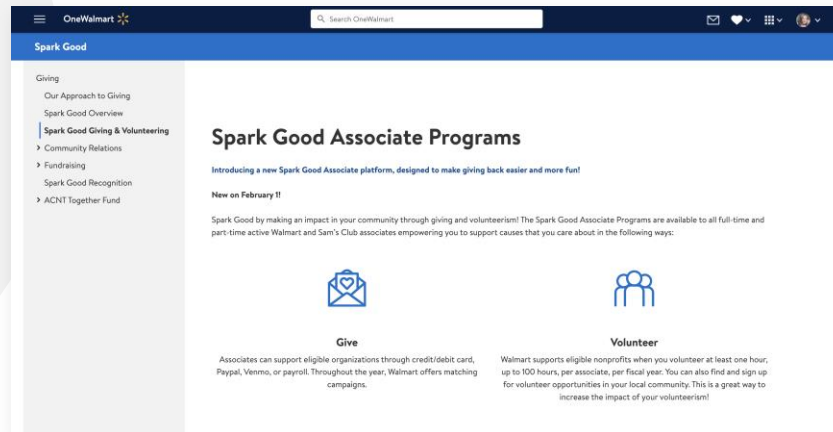
Please note: For full donor details, you will need to log into your disbursement provider (PayPal Giving Fund or Network for Good).

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



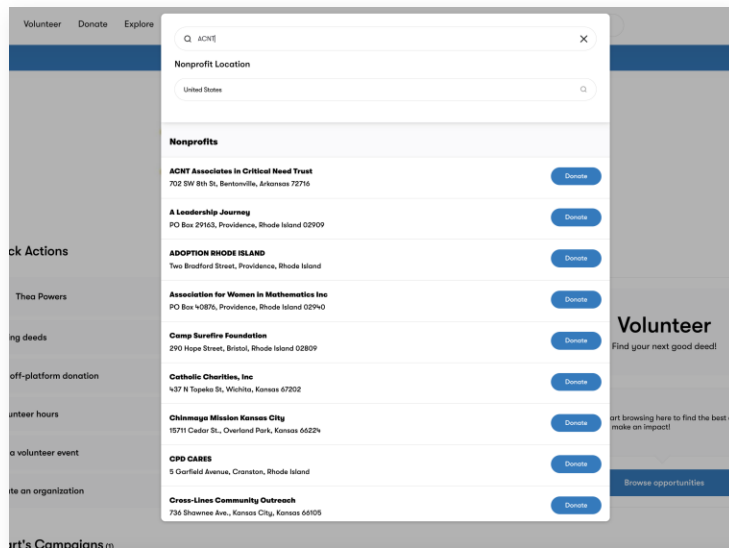
- Direct associates to the OneWalmart Spark Good Associate Giving Page at wmlink/sparkgoodassociategiving
- Associates can click the *Giving* or *Volunteering* Icons to get started!

Learn more



How associates donate through Spark Good

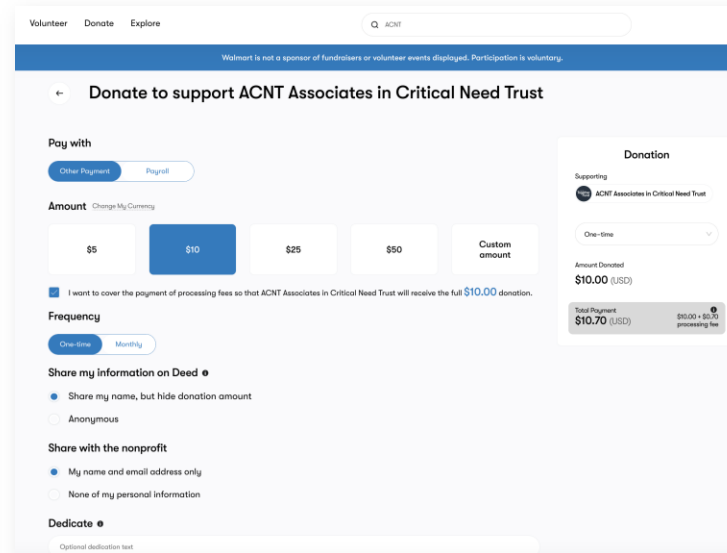
Associates can give through credit card, debit card, PayPal, Venmo or payroll to any eligible organization. Walmart offers periodic matching campaigns throughout the year. These campaign details & dates are promoted internally to associates as offered.



The screenshot shows the 'Nonprofit Location' search results. A search bar at the top contains 'ACNT'. Below it, a list of nonprofits is displayed, each with a 'Donate' button. The nonprofits listed are:

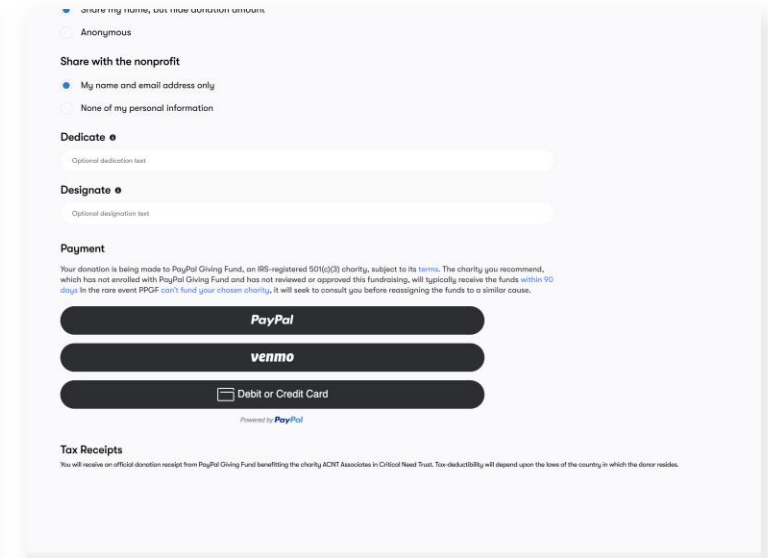
- ACNT Associates in Critical Need Trust
- A Leadership Journey
- ADOPTION RHODE ISLAND
- Association for Women in Mathematics Inc
- Camp Surefire Foundation
- Catholic Charities, Inc
- Chimney Mission Kansas City
- CPO CARES
- Cross-Links Community Outreach

Associate can search and select the organization.



The screenshot shows the 'Donate to support ACNT Associates in Critical Need Trust' form. It includes a 'Pay with' section with 'Payroll' selected, an 'Amount' section with '\$10' selected, and a 'Frequency' section with 'One-time' selected. There are also sections for 'Share my information on Deed', 'Share with the nonprofit', and 'Dedicate'.

Associates select donation amount, payment frequency, and more.



The screenshot shows the payment confirmation screen. It includes a 'Payment' section with 'PayPal' selected, a 'Total Payment' of '\$10.70 (USD)', and a 'Pay' button. There are also sections for 'Share with the nonprofit', 'Dedicate', and 'Designate'.

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

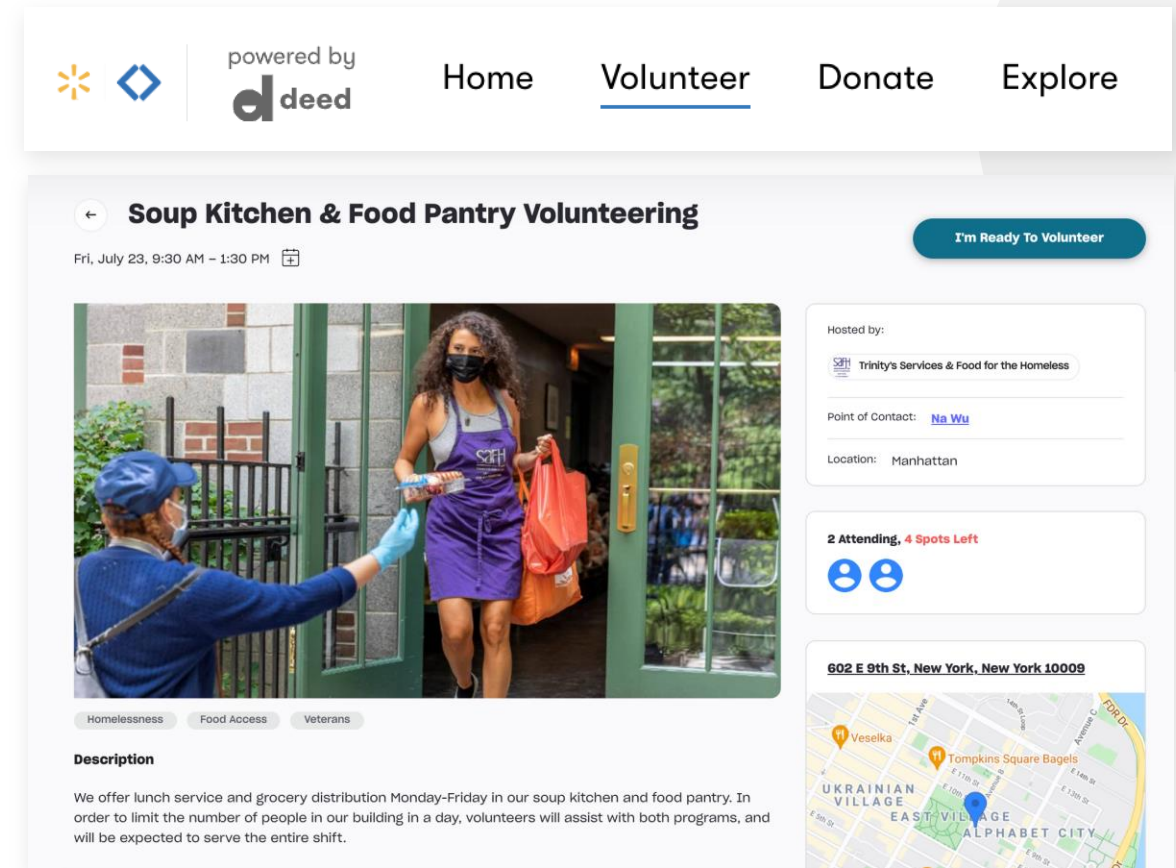
- If you have posted volunteer events, associates can navigate to the **Volunteer** section at the top of the page and browse Volunteer Events and Projects.

- 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 prominent blue button labeled 'I'm Ready To Volunteer' is located in the top right corner of the event details. The event is hosted by 'Trinity's Services & Food for the Homeless'. The point of contact is 'Na Wu' and the location is 'Manhattan'. It shows '2 Attending' and '4 Spots Left'. A map indicates the location at '602 E 9th St, New York, New York 10009'. The event description states: '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.'

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

Associates can request a matching grant for eligible volunteer hours

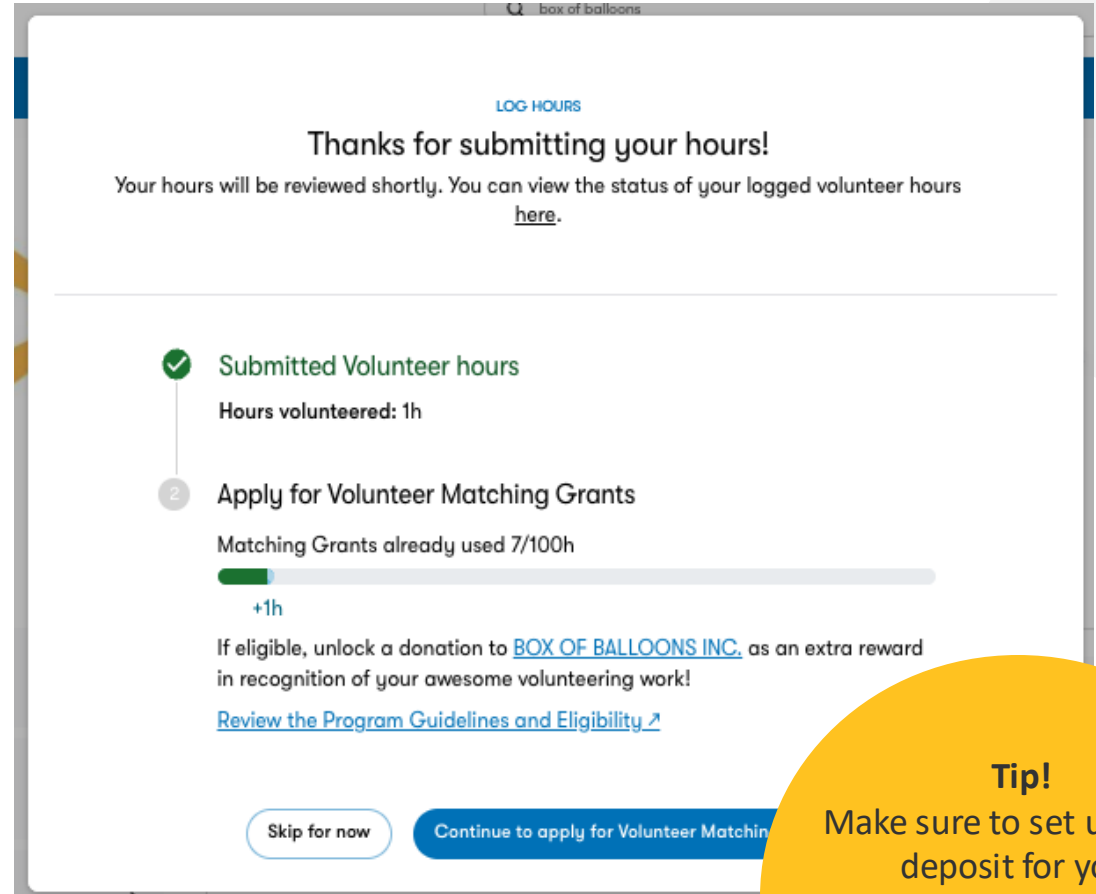
After associates log volunteer hours, they will be prompted to request a matching grant.

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.



LOG HOURS

Thanks for submitting your hours!

Your hours will be reviewed shortly. You can view the status of your logged volunteer hours [here](#).

✓ Submitted Volunteer hours
Hours volunteered: 1h

2 Apply for Volunteer Matching Grants
Matching Grants already used 7/100h

+1h

If eligible, unlock a donation to [BOX OF BALLOONS INC.](#) as an extra reward in recognition of your awesome volunteering work!

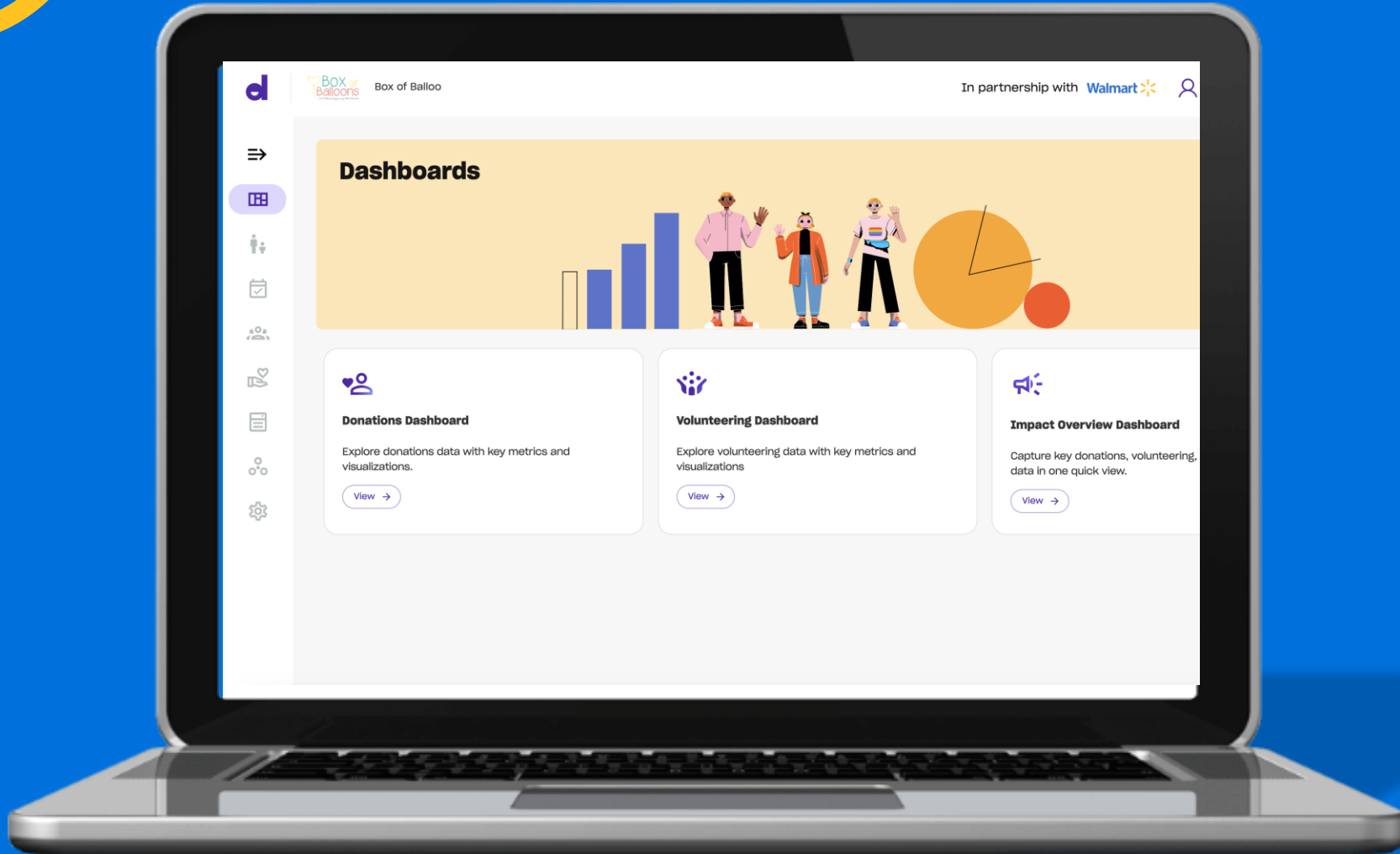
[Review the Program Guidelines and Eligibility](#)

Skip for now 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.

Get started at Walmart.com/nonprofits



If you encounter any issues with the platform, direct questions to nonprofits@joindeed.com or use the purple **Help** button at the bottom right of the webpage to reach chat support.

 **Help**

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](#)

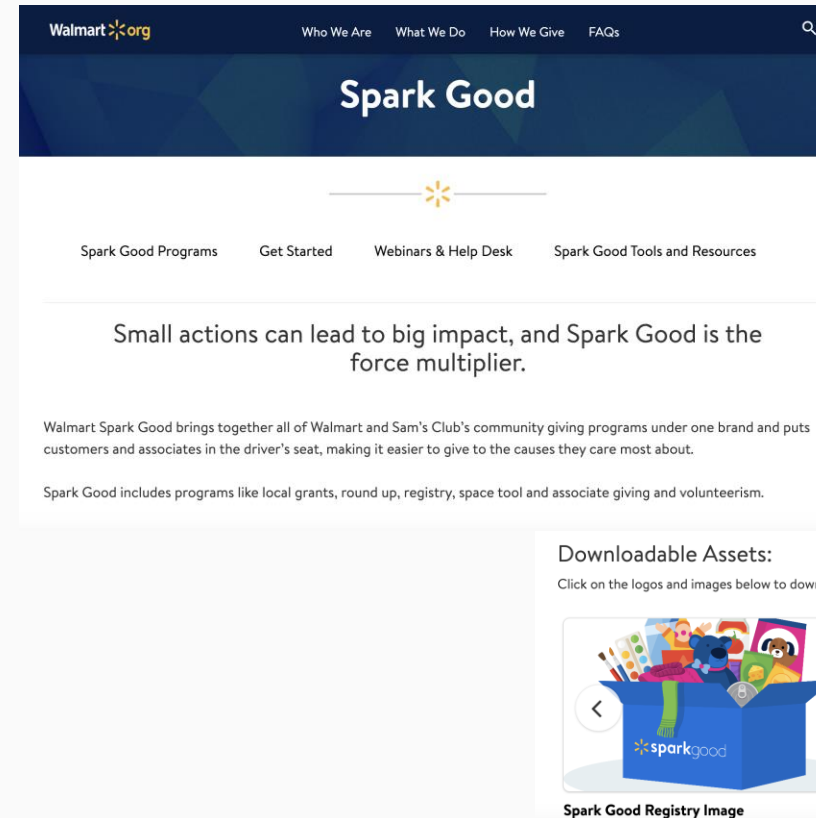
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources

✓ [Frequently Asked Questions](#)

📣 [Promotional Tools](#)



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

walmart.com/nonprofits
walmart.com/sparkgood

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

