Commonly asked questions from the webinar: Local Community Grants

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1. **When are local grant applications accepted and what are the deadlines for submissions?**
   - **Quarter 1:** Feb 1 – April 15
   - **Quarter 2:** May 1 – July 15
   - **Quarter 3:** Aug. 1 – Oct. 15
   - **Quarter 4:** Nov. 1 – Dec. 31

   Applications may be submitted at any time during each quarter application cycle, and all applications will be reviewed prior to the next funding cycle.

2. **What is the typical size of a local community grant budget for a store, club or DC?**

   Facility budgets vary based upon on of factors (such as the size, format, etc.) and can range from anywhere from $3,000 to up to $24,000. However, each facility typically receives on average, 38 applications, but only able to fund 7 a year.

3. **Can I apply for Local Community Grants from multiple Walmart/Neighborhood Market stores, Sam's Clubs and Logistics facilities?**

   Yes. You can submit applications to multiple facilities. However, your proposed programs must directly benefit the service area of each facility to which you are applying, and organizations are limited to 25 applications per year.

Commonly asked questions from the webinar: Local Community Grants

4. Through the Local Community Grant program, can I receive funding from a facility more than once per year?

No. Once you have received funding from a facility for this program, you are not eligible to reapply at that facility until the next year.

5. Who do I contact if I was awarded a Local Community Grant but still have not received the check?

Grant checks are mailed directly to the organization at the address listed in the application.

Please allow four to six weeks for delivery. If the grant was approved more than six weeks ago and you have yet to receive the check, please reach out to the appropriate Facility Manager with your check number and date, to submit a void/reissue request. This can be found by logging into your CyberGrants portal that you used to submit a local grant and under" *Submitted Community Grant Applications*", to the far right.

- **Walmart/NHM Store:** Store Manager or People Lead
- **Sam's Club:** Club Manager or Member Services Manager
- **Distribution Center:** General Manger or Human Resource Manager

6. How can we thank the facility for their support & share the impact of our grant with them?

Please reference the following resources on www.Walmart.org/sparkgood to help share your story.

- Nonprofit Communication Toolkit
- Customer Communication Toolkit

Walmart org

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Spark Good: A new way of giving designed to spark collective action and big impact in support of local communities.

Local Community Grants

WALMART'S CULTURE OF IMPACT

We save people money and help them live a better life

> Our folks have always been supportive and willing to lend a helping hand to those who are in need."
>
> — **Sam Walton**

Hurricane Katrina inspired us to use our strengths to help others

Walmart

Our philanthropy focuses on the following:

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Today, we will discuss Spark Good programs that provide local community support. Feel free to 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

Walmart.org

- Finance
- Health
- Education
- Criminal Justice

Diversity, Equity & Inclusion

Spark Good: *Making it easy to give back & putting community at the center*

sparkgood

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

Nonprofit Engagement

Customer Engagement

Connect customers with opportunities to support local causes

Round Up

Registry

Store Engagement

Raise awareness & provide charitable donations to local organizations

Local Community Grants

Request Event Space

Associate Engagement

Empower associates to support causes that are meaningful to them

Associate Giving Programs

Volunteerism Always Pays

How does your organization get started to engage with any Spark Good Program

Spark Good: *Today's Agenda*

1. Program Overview
2. Guidelines & How To Guides
3. Where to Start?
4. Tips & Tricks
5. How to Share Your Story

If you are interested in learning more about other Spark Good programs, visit walmart.org/SparkGood to review guidelines and access *How To Guides* to support you.

Step 1: Local *Community Grants – Program Overview & Fast FAQs*

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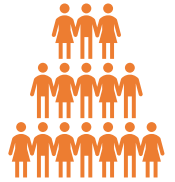
Local Community Grants

Each year, our U.S. stores and clubs make local cash grants ranging from $250 to $5000. These local grants are designed to address the unique needs of the communities where we operate.

They include a variety of organizations, such as animal shelters, elder services, and community clean-up projects. In 2022, our stores, supply chain and clubs provided more than $45 million in local grants.

FY23 Local Community Grants Total Stats

Receive over **200,000** grant requests per year

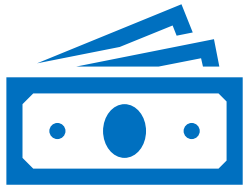


Supported over **19,000** local orgs

Issued **36K+** checks in FY23

Facility Level FY23 Local Grants Stats

Each Facility's annual budget ranges from **$3,500 - $24,000**



Average grant awarded is **$1,200**

+207,000

Number of applications received

7

Facilities approve **~ 7** requests

Step 2: Review *Local Community Grant Guidelines & Resources*

- Local Community Grants range from a minimum of **$250** to a maximum of **$5,000**.
- Eligible nonprofit organizations must operate on the local level (or be an affiliate/chapter of a larger organization that operates locally) and **directly benefit the service area of the facility** from which they are requesting funding.
- All organizations applying for a Local Community grant must be FrontDoor verified prior to applying.
- Organizations may only submit a total number of 25 applications and/or receive up to 25 grants within the 2023 grant cycle.
- Grant applications for calendar year 2023 are accepted on a quarterly basis.
  - Q1: February 1st – April 15th
  - **Q2: May 1st – July 15th**
  - Q3: August 1st – October 15th
  - Q4: November 1st – December 31st

Scan this QR code to access How-to Guide

Maximum Number of Grants an Organization Can Receive Per Year		
Approved	Pending	Rejected
25 Max Per Year	25 Max at Any Given Time	Unlimited
25 Max at any Given Time Combined		

Applications may be submitted at any time during each quarter funding cycle. All applications will be reviewed prior to the next funding cycle.

Step 3: *Local Community Grants – Where to Start?*

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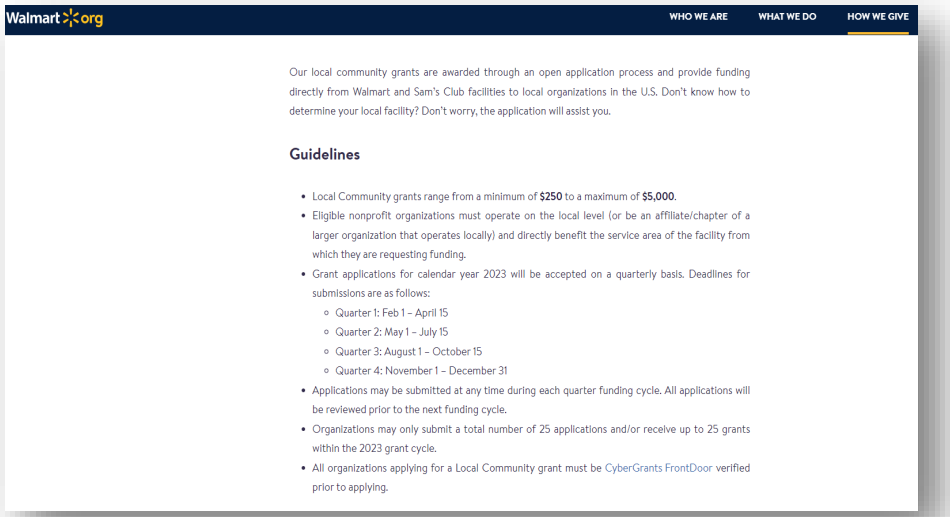
Step 1:
Review eligibility guidelines on Walmart.org/SparkGood



Step 2:
Start application

Review the eligibility guidelines

Grants are accepted on a quarterly basis

Click "Submit a Local Community Grant Application" and answer a questionnaire.

Step 3: *Local Community Grants – Where to Start?*

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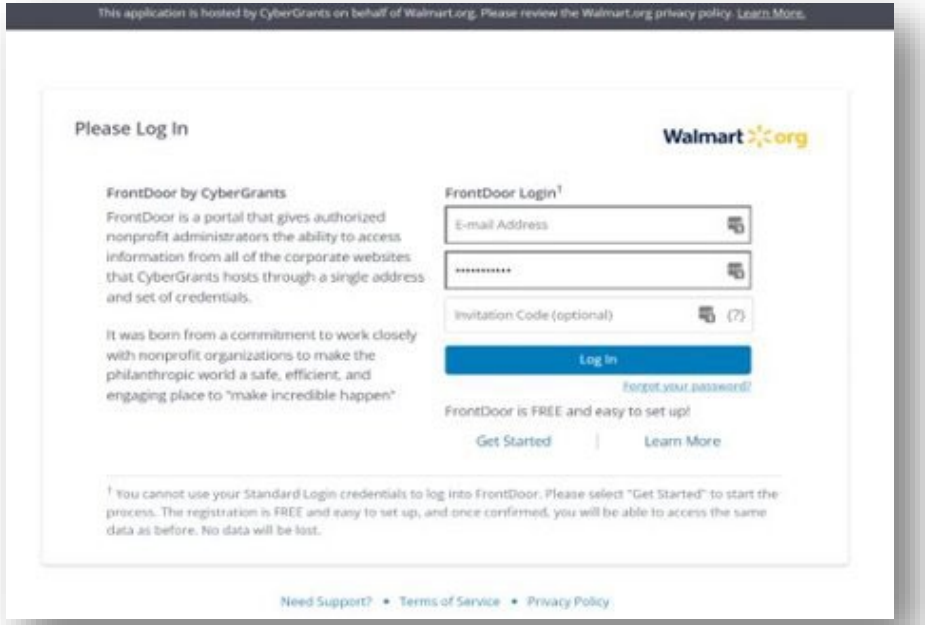
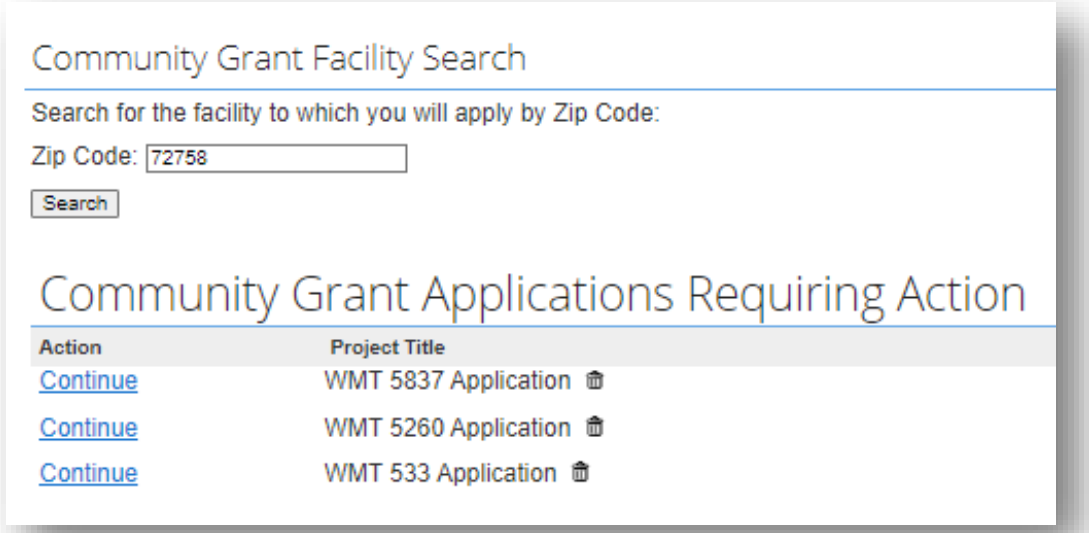
Step 3:
Log In to your FrontDoor Account



Log into FrontDoor, select your organization and type in your local zip code to start application.

Step 4:
Select a facility to create a request



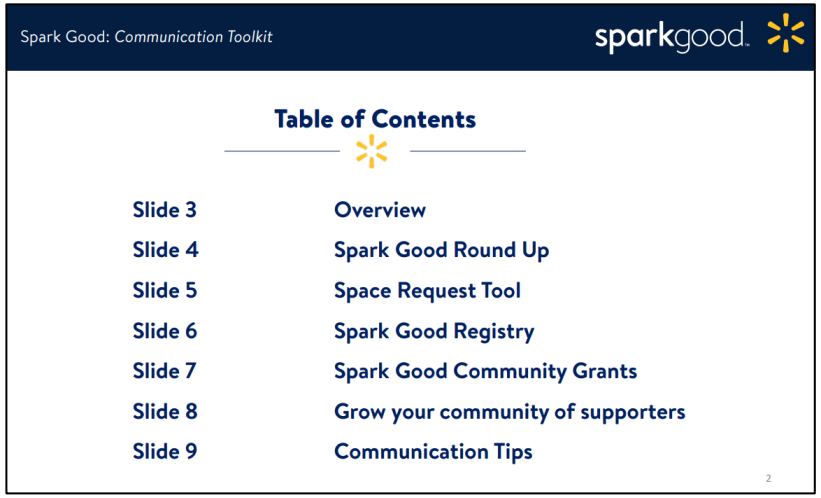
Select the facilities closest to your zip code within your community service area

Step 4: *Local Community Grant – Tips & Tricks*

- Local grants are only one program. Leverage all Spark Good programs you are eligible for such as round up, registry, space request tool, etc.
- Request the amount you need. Facilities have limited budgets and prefer to not alter the amount requested.
- If you receive a grant, please share the news on your social media or comms channels
- Only apply to stores and clubs that are in areas you directly serve.
- Do not apply for grants from facilities that are not in your service area.
- Do not show up unannounced. Call ahead and schedule an appt with the Facility Manager vs arriving and expecting a meeting
- Do not reach out the Stores and Clubs for funding answers. They are inundated with requests and calls for grants, money, and merchandise donations
- Do not visit Store Managers on Wednesdays. Most store and club managers take Wednesdays off – that day is off limits

Step 5: *Local Community Grant – How to share your story*

Nonprofit Communication Toolkit


Spark Good: *Communication Toolkit*

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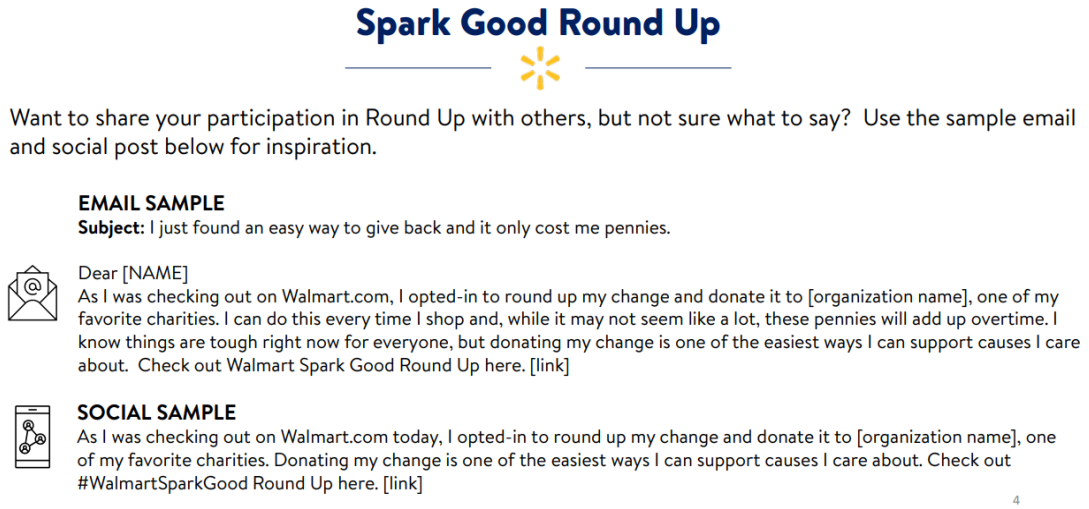
Slide 6	Spark Good Registry
Slide 7	Spark Good Community Grants
Slide 8	Grow your community of supporters
Slide 9	Communication Tips

2

Visit Walmart.org/sparkgood > Spark Good programs > Spark Good How-to Guides > Nonprofit Communication Toolkit

Customer Communication Toolkit


Spark Good Round Up

Want to share your participation in Round Up with others, but not sure what to say? Use the sample email and social post below for inspiration.

EMAIL SAMPLE
Subject: I just found an easy way to give back and it only cost me pennies.

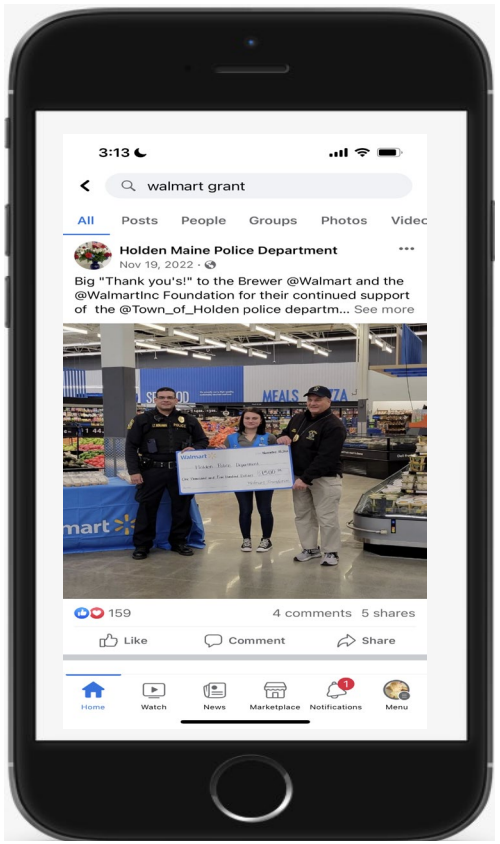
Dear [NAME]
As I was checking out on Walmart.com, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. I can do this every time I shop and, while it may not seem like a lot, these pennies will add up overtime. I know things are tough right now for everyone, but donating my change is one of the easiest ways I can support causes I care about. Check out Walmart Spark Good Round Up here. [link]

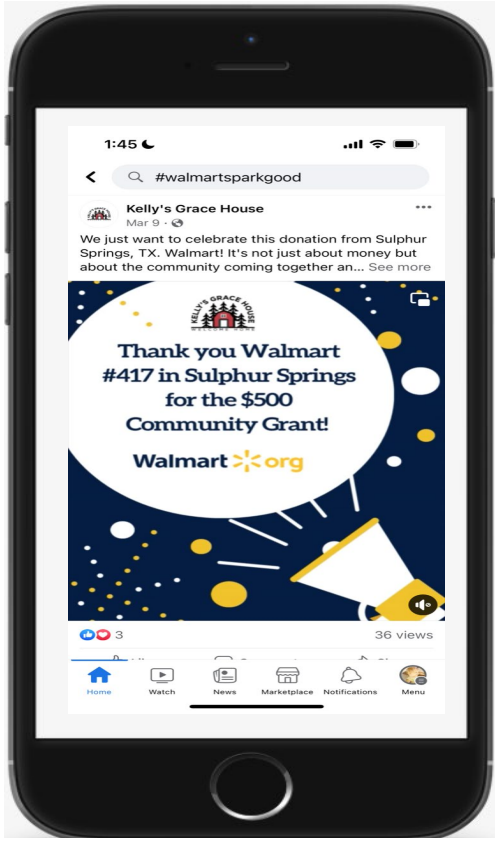
SOCIAL SAMPLE
As I was checking out on Walmart.com today, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. Donating my change is one of the easiest ways I can support causes I care about. Check out #WalmartSparkGood Round Up here. [link]

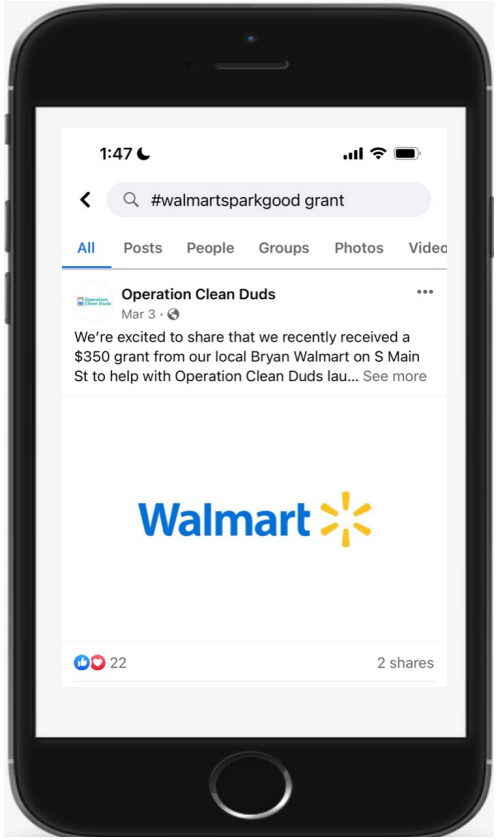
4

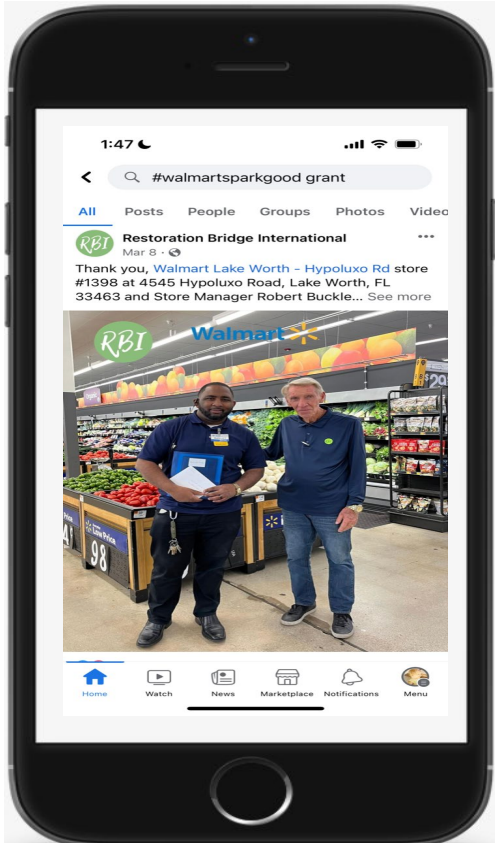
Visit Walmart.org/sparkgood > Spark Good programs > Customer Engagement > Customer Communication Toolkit

Step 5: *Share Your Story & Local Grant News with your Donors*









3 Key Takeaways

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1

Local grants are only one program.

Leverage all Spark Good programs you are eligible for such as round up, registry, space request tool, etc.

2

The **Local Grant** application is open based on a quarterly schedule**.**

Quarterly deadlines were implemented to help ensure timely review of applications received. For more information, review the guidelines at https://walmart.org/how-we-give/local-community-grants

3

Local Grants are available in all Walmart, Sam's Clubs and Supply Chain facilities.

Once you receive one grant from one facility, you cannot apply for another one from the same facility until next year

Join Us for an upcoming Spark Good Webinar or Virtual Help Desk

Webinars

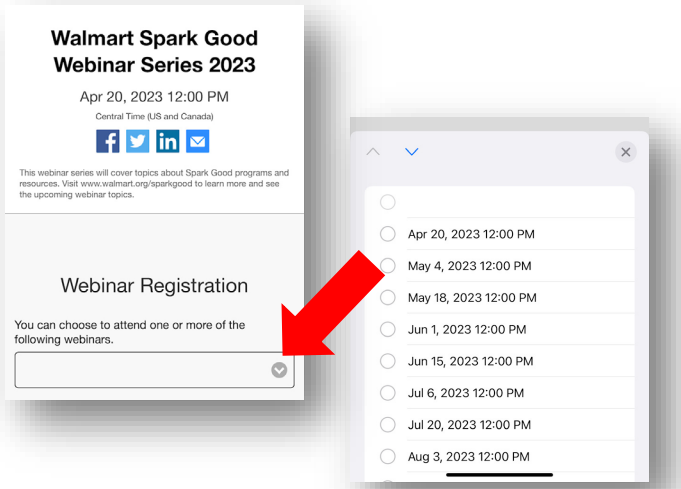
Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: www.walmart.org/sparkgood (see section 5)

Upcoming Webinars, 12pm CST – 1pm CST *(select Thursdays)*

Past webinar decks will be posted on www.walmart.org/sparkgood > How-To Guides

Register here:
https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA

When scanning the QR code to register from a mobile device, click on the arrow to see all available dates.



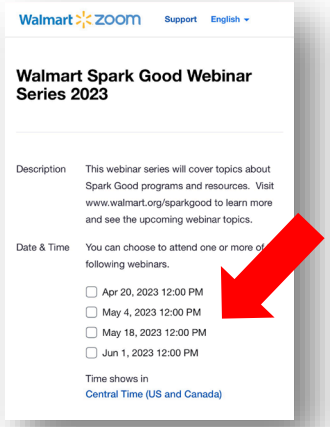
Help Desks

Have questions or issues? Chat with our team member on a virtual help desk! Find the schedule here: www.walmart.org/sparkgood (see section 5)

Help Desks, 12pm CST – 1pm CST *(select Tuesdays and Thursday)*

Register here:
https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWstDsAuqK9_5

...or scroll here.



Spark Good: *Resources to help you get started*

Get FrontDoor verified

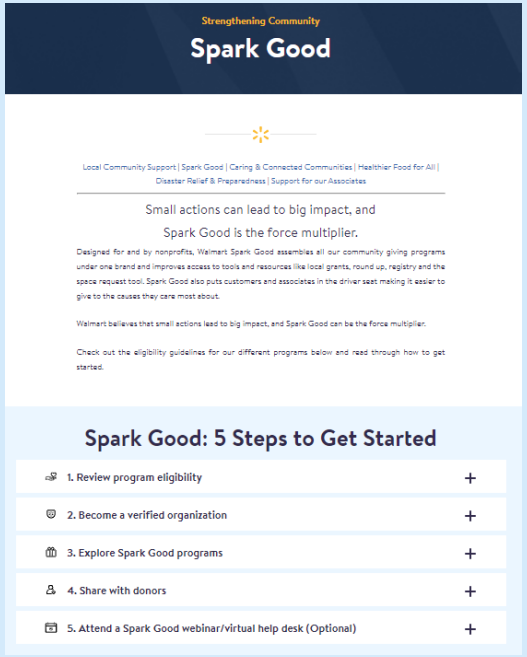
- FrontDoor Verification Guide

How-to Guides

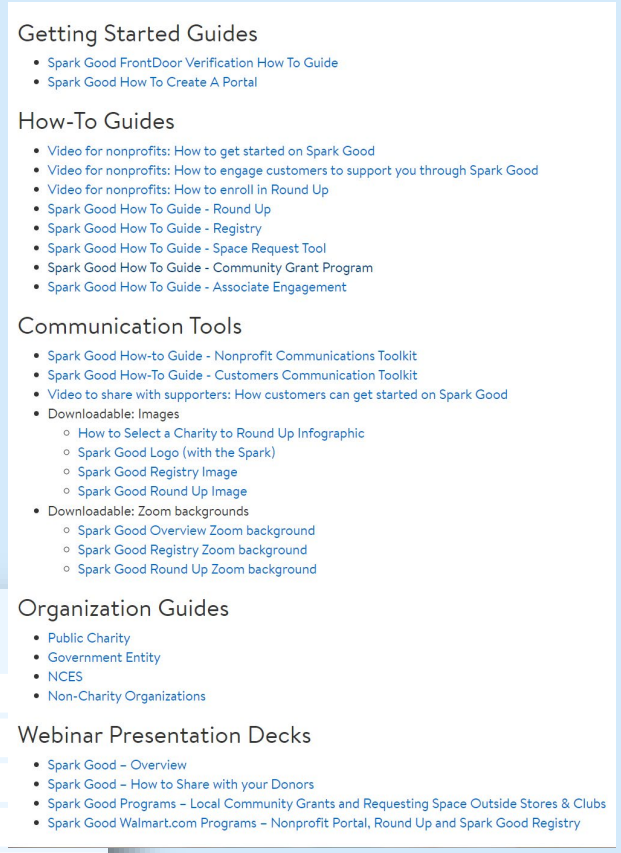
- Spark Good Round Up
- Spark Good Registry
- Spark Good Space Request Tool
- Spark Good Community Grants
- Spark Good Associate Engagement

Other Resources

- Frequently Asked Questions
- Promotional Tools



Note: Scroll down to the bottom of the program page for the FAQs



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Walmart.com/nonprofits
Walmart.com/SparkGood

Need support?

sparkgoodsupport@walmart.com

Social Tags

Twitter: @Walmartorg
Facebook: @Walmart
Instagram: @Walmart
LinkedIn: @Walmart

Hashtags

#walmartsparkgood
#wmXXXX (store number)