



**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.



#### 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 Manager 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](http://www.Walmart.org/sparkgood) to help share your story.

- [Nonprofit Communication Toolkit](#)
- [Customer Communication Toolkit](#)

# Walmart org

## sparkgood™

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:



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](http://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

Diversity, Equity & Inclusion

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







## Store Engagement

Raise awareness & provide charitable donations to local organizations



Local Community  
Grants



Request Event  
Space

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](https://walmart.org/SparkGood) to review guidelines and access *How To Guides* to support you.





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



### 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

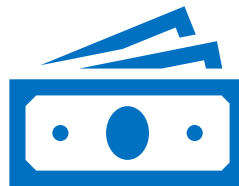


Issued **36K+**  
checks in FY23

### 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



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 1<sup>st</sup> – April 15<sup>th</sup>
  - Q2: May 1<sup>st</sup> – July 15<sup>th</sup>**
  - Q3: August 1<sup>st</sup> – October 15<sup>th</sup>
  - Q4: November 1<sup>st</sup> – December 31<sup>st</sup>

Scan this QR code to access How-to Guide



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

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		



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



### Step 1:

Review eligibility guidelines on  
[Walmart.org/SparkGood](https://Walmart.org/SparkGood)

### Step 2:

Start application

Walmart.org

WHO WE ARE WHAT WE DO HOW WE GIVE

Our local community grants are awarded through an open application process and provide funding directly from Walmart and Sam's Club facilities to local organizations in the U.S. Don't know how to determine your local facility? Don't worry, the application will assist you.

#### Guidelines

- 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.
- Grant applications for calendar year 2023 will be accepted on a quarterly basis. Deadlines for submissions are as follows:
  - Quarter 1: Feb 1 – April 15
  - Quarter 2: May 1 – July 15
  - Quarter 3: August 1 – October 15
  - Quarter 4: November 1 – December 31
- Applications may be submitted at any time during each quarter funding cycle. All applications will be reviewed prior to the next funding cycle.
- Organizations may only submit a total number of 25 applications and/or receive up to 25 grants within the 2023 grant cycle.
- All organizations applying for a Local Community grant must be CyberGrants FrontDoor verified prior to applying.

All grant applications are made subject to review of the organization's reputation and activities and its agreement to comply with applicable terms and conditions. Submission of an application does not guarantee funding. Funding exclusions include: organizations that deny service, membership or other involvement on the basis of race, religion, color, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, veteran, or disability status.



[Submit a Local Community Grant 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?

### Step 3:

Log In to your FrontDoor Account

This application is hosted by CyberGrants on behalf of Walmart.org. Please review the Walmart.org privacy policy. [Learn More.](#)

Please Log In


FrontDoor by CyberGrants


FrontDoor is a portal that gives authorized nonprofit administrators the ability to access information from all of the corporate websites that CyberGrants hosts through a single address and set of credentials.


It was born from a commitment to work closely with nonprofit organizations to make the philanthropic world a safe, efficient, and engaging place to "make incredible happen."

† You cannot use your Standard Login credentials to log into FrontDoor. Please select "Get Started" to start the process. The registration is FREE and easy to set up, and once confirmed, you will be able to access the same data as before. No data will be lost.

FrontDoor Login†

E-mail Address 

\*\*\*\*\* 

Invitation Code (optional)  (?)

[Log In](#)

[forget your password?](#)

FrontDoor is FREE and easy to set up!

[Get Started](#) | [Learn More](#)

[Need Support?](#) • [Terms of Service](#) • [Privacy Policy](#)

**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




Community Grant Facility Search

Search for the facility to which you will apply by Zip Code:

Zip Code:

[Search](#)

Community Grant Applications Requiring Action

Action	Project Title
<a href="#">Continue</a>	WMT 5837 Application 
<a href="#">Continue</a>	WMT 5260 Application 
<a href="#">Continue</a>	WMT 533 Application 

**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		sparkgood. ✨
Table of Contents ✨		
Slide 3	Overview	
Slide 4	Spark Good Round Up	
Slide 5	Space Request Tool	
Slide 6	Spark Good Registry	
Slide 7	Spark Good Community Grants	
Slide 8	Grow your community of supporters	
Slide 9	Communication Tips	



Visit [Walmart.org/sparkgood](https://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

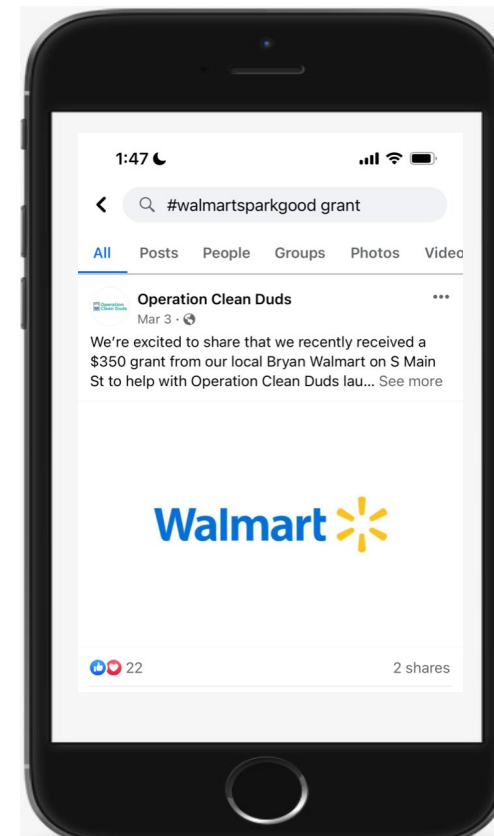
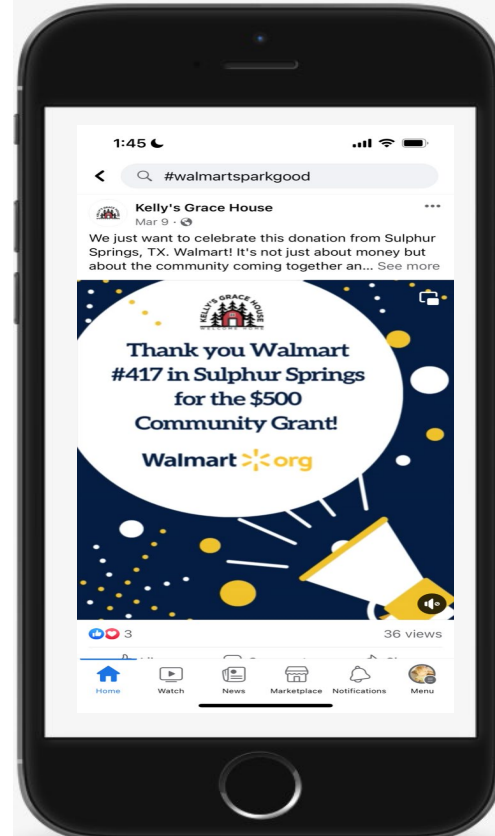
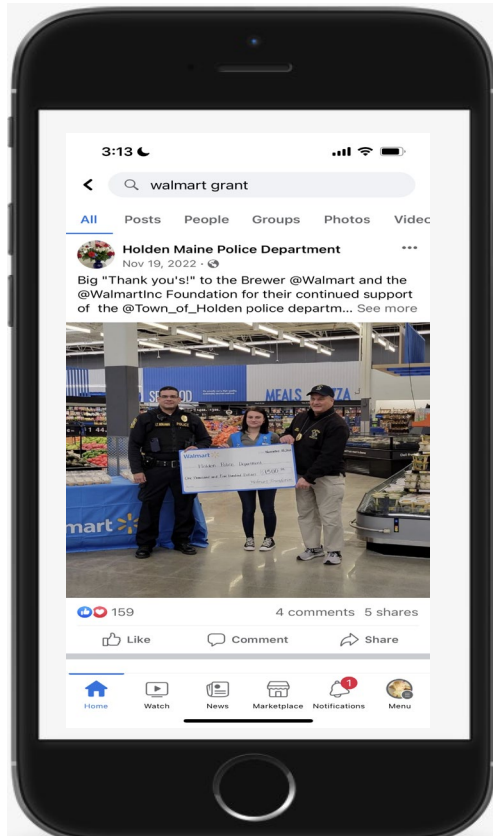
As I was checking out on Walmart.com today, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. Donating my change is one of the easiest ways I can support causes I care about. Check out #WalmartSparkGood Round Up here. [link]



Visit [Walmart.org/sparkgood](https://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

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](https://www.walmart.org/sparkgood) (see section 5)

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

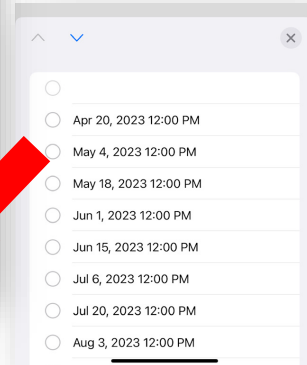
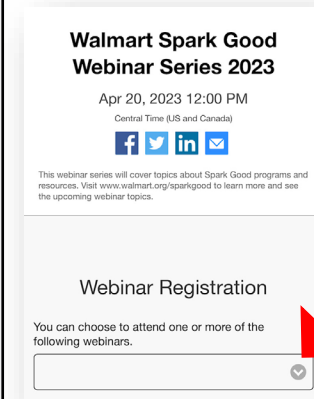
Past webinar decks will be posted on [www.walmart.org/sparkgood](https://www.walmart.org/sparkgood) > How-To Guides

Register here:

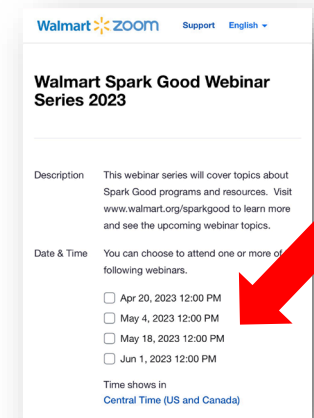
[https://walmart.zoom.us/webinar/register/8416770024254/WN\\_AdrmPCncRx6oxUqDkC0ArA](https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA)



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



**...or scroll here.**



## Help Desks

**Have questions or issues?** Chat with our team member on a virtual help desk! Find the schedule here: [www.walmart.org/sparkgood](https://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/tJEvcuCpqTkjHNKZm6PrnMWGWstDsAugK9\\_5](https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWstDsAugK9_5)



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](#)

Strengthening Community

Spark Good

Local Community Support | Spark Good | Caring & Connected Communities | Healthier Food for All | Disaster Relief & Preparedness | Support for our Associates

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

Designed for and by nonprofits, Walmart Spark Good assembles all our community giving programs under one brand and improves access to tools and resources like local grants, round up, registry and the space request tool. Spark Good also puts customers and associates in the driver seat making it easier to give to the issues they care most about.

Walmart believes that small actions lead to big impact, and Spark Good can be the force multiplier.

Check out the eligibility guidelines for our different programs below and read through how to get started.

Spark Good: 5 Steps to Get Started

1. Review program eligibility	+
2. Become a verified organization	+
3. Explore Spark Good programs	+
4. Share with donors	+
5. Attend a Spark Good webinar/virtual help desk (Optional)	+

Spark Good FAQs

What is Walmart Spark Good?

What is FrontDoor?

How do I start the FrontDoor verification process?

Who are authorized users?

What do I do if an organization's authorized user is no longer with the organization and we need to delete the user? +

Who do I contact if I have questions or issues with the FrontDoor verification process? +

Getting Started Guides

- Spark Good FrontDoor Verification How To Guide
- Spark Good How To Create A Portal

How-To Guides

- Video for nonprofits: How to get started on Spark Good
- Video for nonprofits: How to engage customers to support you through Spark Good
- Video for nonprofits: How to enroll in Round Up
- Spark Good How To Guide - Round Up
- Spark Good How To Guide - Registry
- Spark Good How To Guide - Space Request Tool
- Spark Good How To Guide - Community Grant Program
- Spark Good How To Guide - Associate Engagement

Communication Tools

- Spark Good How-to Guide - Nonprofit Communications Toolkit
- Spark Good How-To Guide - Customers Communication Toolkit
- Video to share with supporters: How customers can get started on Spark Good
- Downloadable: Images
  - How to Select a Charity to Round Up Infographic
  - Spark Good Logo (with the Spark)
  - Spark Good Registry Image
  - Spark Good Round Up Image
- Downloadable: Zoom backgrounds
  - Spark Good Overview Zoom background
  - Spark Good Registry Zoom background
  - Spark Good Round Up Zoom background

Organization Guides

- Public Charity
- Government Entity
- NCES
- Non-Charity Organizations

Webinar Presentation Decks

- Spark Good - Overview
- Spark Good - How to Share with your Donors
- Spark Good Programs - Local Community Grants and Requesting Space Outside Stores & Clubs
- Spark Good Walmart.com Programs - Nonprofit Portal, Round Up and Spark Good Registry

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



Walmart.com/nonprofits  
Walmart.com/SparkGood

Need support?  
[sparkgoodsupport@walmart.com](mailto:sparkgoodsupport@walmart.com)

Social Tags

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

Hashtags

#walmartsparkgood  
#wmXXXX (store number)

