

Walmart org

sparkgood™

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

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.
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

Diversity, Equity & Inclusion

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

Nonprofit Engagement

The Walmart.com/Nonprofit portal 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



Request Event Space

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate Giving Programs



Volunteerism Always Pays

**Only available on Walmart.com and in the app*

There are **4 Easy Steps** to Get Started with Spark Good.



Step 1:
Review Program
Eligibility

Walmart Spark Good offers a variety of programs to organizations based on tax ID status.



Step 2:
Become a Verified
Organization

To participate, each public charity must become verified through a third-party verification partner, FrontDoor.



Step 3:
Explore Spark Good
Programs

Now that you are FrontDoor verified organization, start using Spark Good programs based on program eligibility.



Step 4:
Share with Donors

Tell your donors about ways they can support you as Walmart customers and/or associates through Spark Good.

Spark Good offers a variety of programs to organizations based on tax ID status

		Public Charity (501c3) Exclusively charitable organizations	NCES School Public, private, charter schools or colleges	Government Entity (non 501c3) State, county or city agency	Non-Charity Organization (non 501c3, 01c4, c6 or c19) Civic organizations and local associations, non-charitable sports teams, clubs or affinity groups
Spark Good	Nonprofit Portal	Yes	Yes	Coming Soon	Coming Soon
	Local Community Grants	Yes	Yes	Yes	No
	Associate Engagement	Yes	Yes	No	No
	Round Up	Yes	Yes	No	No
	Registry	Yes	Yes	No	No
	Space Requests	Yes	Yes	Yes	Yes
Walmart Business	Membership	Yes	Yes	Yes	Yes

Visit www.Walmart.com/SparkGood for more details.

Become a FrontDoor verified organization to access Spark Good programs

Step 1:

Search and claim your organization

Step 2:

Complete verification application

Step 3:

Update & Enable Electronic Payment Preferences

The screenshot shows the 'Organization Search' page on the FrontDoor website. It features a search bar with a dropdown menu for 'U.S. Internal Revenue Service (IRS)' and a 'Search' button. Below the search bar, there is a section for 'Please select' with two radio button options: 'U.S. Internal Revenue Service (IRS)' and 'U.S. National Center for Education Statistics (NCEES)'. The 'U.S. Internal Revenue Service (IRS)' option is selected. Below this, there is a 'Charity Name or Number' field and a 'State' dropdown menu. A 'Search' button is located to the right of the 'State' dropdown. Below the search bar, there is a section for 'Before creating a new organization, please type in the Tax ID/IDN that you would like to use.' and a 'Tax ID/IDN' field. A 'Create New Organization' button is located at the bottom right of the page.

The screenshot shows the 'Registration Information' page on the FrontDoor website. It features a 'Please provide all of the information below to claim this organization record in our system.' section. Below this, there is a 'Please consider using a permanent (primary) email when creating this account rather one that is employee-specific, e.g. "jane.smith@frontdoor.org" instead of "jane.smith@redcross.org". Emails related to your organization's website are preferred over your personal email, e.g. "jane.smith@redcross.org" instead of "jane.smith@gmail.com".' section. Below this, there is a 'First Name' field, a 'Last Name' field, a 'Telephone #1' field, and an 'Email Address' field. A 'Please enter your email address, e.g. janesmith@frontdoor.com. You will need your email address to log in.' note is located below the 'Email Address' field. A 'Register Your Organization' button is located at the top right of the page.

The screenshot shows the 'My Organizations' page on the FrontDoor website. It features a 'This page shows all of the organizations that you're currently connected to. If you're the owner of any of these organization records you can click on their name to change some basic details, contact information, and payment preferences.' section. Below this, there is a table with columns for 'Organization Name', 'Tax ID/Charity ID', 'Owner', 'Basic Information', 'Contact Information', 'Covers', 'Branding', and 'Payment Preferences'. A red arrow points to the 'Payment Preferences' column. An 'Add Organization' button is located at the bottom right of the page.

Visit [FrontDoor website](#)

With proper documentation submitted, verification may take less than 48 hours.


After you received FrontDoor verification approval, please update payment preferences.




Scan this QR code to access FrontDoor How-to Guide

Now that you are FrontDoor verified, explore Spark Good Programs you may be eligible for


We recommend you start at www.Walmart.org/SparkGood and review **Organization Guides**.




Public Charity



NCES School




Government Entity



Non-Charity Organization

These guides include details about Spark Good programs your organization may be eligible for as well as useful tips & tricks to consider when applying for these programs.

Guide Example:



PUBLIC CHARITY


501(c)(3) NONPROFIT

SparkGood strives to **spark collective action** and **create a big impact** in support of local communities. As a nonprofit Walmart is here to serve you charitably through access to our local grant application, charitable registries, the ability to enroll in round up and access to the space request tool.

Definition of a 501(c)3


501(c)(3) organizations are organized and operated exclusively for charitable purposes. Charitable purposes include religious, charitable, scientific, literary, or educational activities.

PROGRAM ELIGIBILITY




Round Up

Customer donations at checkout




Registry

List of items customers can donate




Space Requests

Promotion & awareness in front of stores




Community Grants

Open applications for cash grants



Associate Engagement

Volunteering and associate giving




Walmart Business

Purchase items for your nonprofit


HOW TO PARTICIPATE IN SPARK GOOD

HELPFUL INFORMATION




Space Request

- At Walmart.com/nonprofits, you can request space in front of Walmart stores at least 21 days before your event. Approvals by store manager required.
- For Sam's Club requests visit directly with Club manager.
- Each chapter for an organization can request 14 events per year regardless of store location.



Community / Local Grants

- New:** quarterly deadlines for grant submission
- Grants are approved by store and club managers. Best practice is to apply at stores/clubs you have a relationship with.
- Organizations can apply for up to 25 grants per year between \$250-\$5,000.



Associate Volunteers

- For every hour an associate volunteers, the organization qualifies for a \$10 matching grant (up to 100 hours per associate per year).
- Remind Walmart and Sam's Club volunteers to log hours on One Walmart (wmlink/vaplogin). Volunteer hours must be approved by the primary owner.

Exploring Spark Good starts with understanding the different programs and eligibility requirements or guidelines for each program

Programs that **engage our customers on Walmart.com** include Round Up and Registry. These programs enable customers to support local causes they care most about while shopping on Walmart.com or in the app.

Customer Engagement

Connect customers with opportunities to support local causes



Round Up



Registry

Facility Engagement

Associate Engagement

- Overview of program
- Key takeaways
- How to share with customers

Local Community
Grants

Request Event
Space

Associate Giving
Programs

Volunteerism
Always Pays

**Only available on Walmart.com and in the app*



Round up is a **year-round program** available on Walmart.com and in the app. You will need to register before customers can discover you

Customers shopping on Walmart.com or in the Walmart app can now round up their totals when checking out to support their favorite nonprofit. *This program is not available in stores.

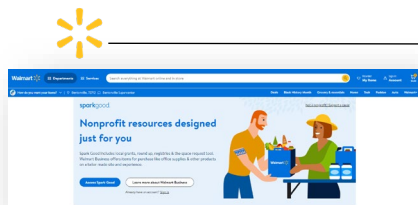
Organizations must be **501(c)(3) public charities** or have a **NCES (National Center for Education Statistics) number** and **Front Door verified** to enroll in Round Up. *Only organizations that have completed this step will be searchable for customers to support.*



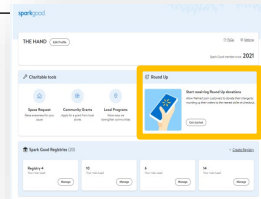
Scan this QR code to access Spark Good Round Up How-to Guide

How To Get Started with Round Up:

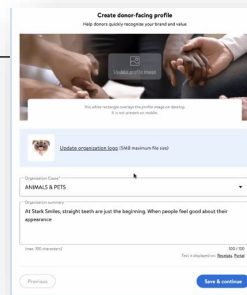
Register for Round Up
*primary FrontDoor user



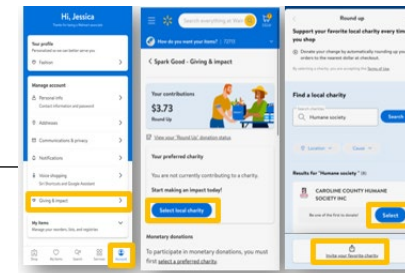
Create account on
Walmart.com/nonprofits
using the same email for
your FrontDoor account



*View of nonprofit
portal

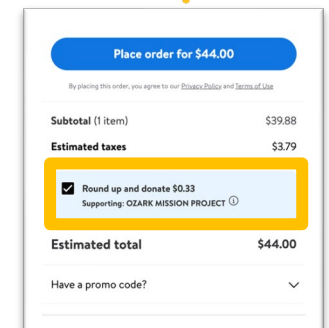


Create Public Profile & Confirm
ACH payment



Once registered, customers
search & select your org at
Walmart.com/SparkGood or in
account settings under Giving &
Impact

Customers must be enrolled
to support your org when
they shop on Walmart.com or
in the app





Spark Good Registry is tailored for the nonprofit community to build lists of needed items

Registry allows **verified 501(c)(3) public charities & schools with a NCES (National Center for Education Statistics) number** to create lists of necessary products that can be shipped directly to your nonprofit. Organizations can also provide tax deductible donation receipts for these purchases.

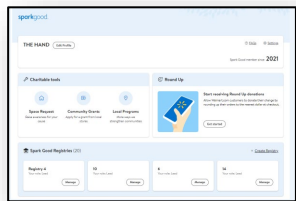
You may want to create registries based on needs or an event and share the registry through your social channels or newsletters.

Create and manage registries from your Spark Good nonprofit portal. Any user has access to create and manage their registries.

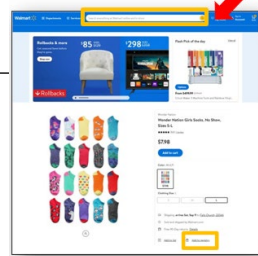


Scan this QR code to access Spark Good Registry How-to Guide

How to Get Started with Spark Good Registry:



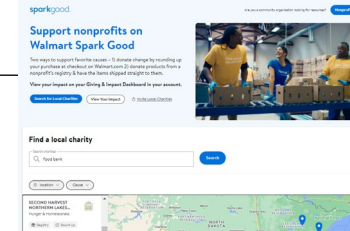
Create a Registry from your Nonprofit portal



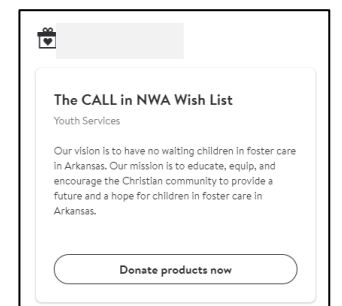
Add items & manage quantities



Opt-in and create tax deductible receipts for donors from nonprofit portal



Customers can find your registry on Walmart.com/Spark Good



Store Engagement programs help raise awareness & provide charitable donations to local communities where we operate.

Walmart believes that strengthening local communities creates value for business as well as society. That’s why we empower each Walmart store, Sam’s Club and distribution center to strengthen and support local communities through local donations, fundraising and participation in corporate cause-marketing campaigns.

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



Request Event Space

Associate Engagement

- Overview of program
- Key takeaways
- How to share with the community

Associate Giving Programs

Volunteering Always Pays



Spark Good Local Grants are intended to address unique needs of the communities where we operate.

Each year, our U.S. stores and clubs make local cash grants ranging from \$250 to \$5000. Eligible nonprofits must operate at the local level and directly benefit the service area of the facility from which they are applying.

Organizations must be **FrontDoor verified** and may only submit a total of 25 applications and/or receive up to 25 grants within the 2023 grant cycle.

Applications are accepted on a quarterly basis.

FY23 Local Community Grants Total Stats



Over **200,000**
grant requests
received per
year



Supported
over
19,000 local
orgs



Facilities
approve
~ **7** requests

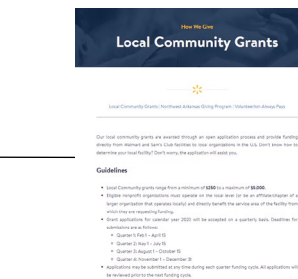


Average grant
awarded
is **\$1,200**

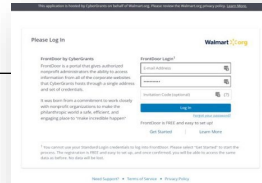


Scan this QR code to
access Local Grants
Guidelines

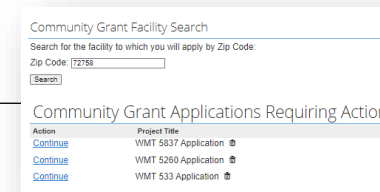
How to Get Started with Local Grants:



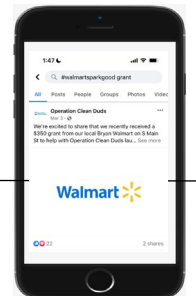
Review guidelines on
Walmart.org/SparkGood



Start Application using
FrontDoor login



Select facility in your
service area to create
request



Share with community
and tag



The Space Request Tool is a great way to build a relationship with a local facility and engage with customers

The Space Request Tool allows organizations to submit online space requests for use of the space outside of Walmart facilities. *For Sam's Club requests visit directly with Club manager.*

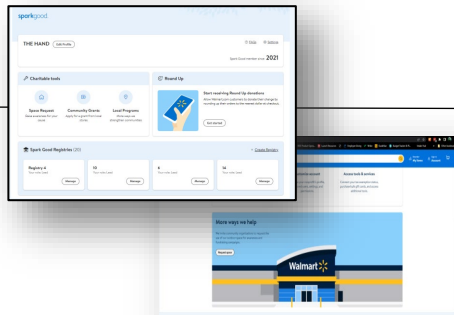
Organizations must review and agree to Terms of Use and Notice of Solicitation and Distribution of Literature Rules (national or state specific rules).

Requests must be submitted at least 21 days in advance and can be approved by management at least 7 days prior to event.

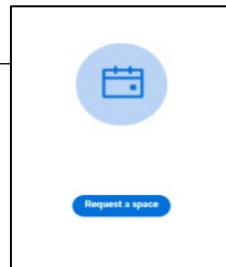


Scan this QR code to access
Spark Good Space Tool
How-to Guide

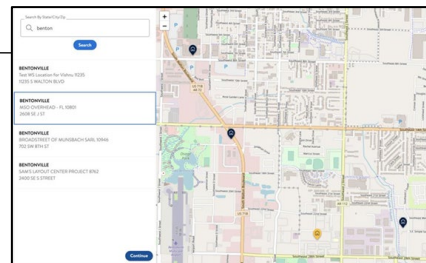
How to Get Started with the Space Request Tool:



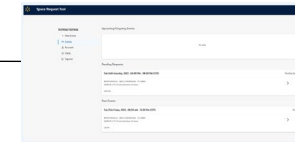
Access the Space Request
Tool from
Walmart.com/nonprofits



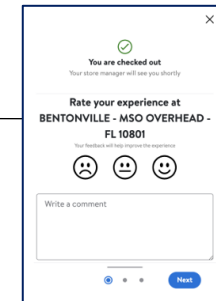
Create an account and
space request



Select Facility, Date
and Time



Monitor Status of
Request



Check in & out of
event and provide
feedback

Associates Engagement programs empower associates to support local organizations in their communities through volunteering or donations.

When it comes to strengthening communities, our associates are leading the way. Whether it’s the gift of time, money or a combination of the two, the following programs work to support the efforts of Walmart associates.

Customer Engagement

Facility Engagement

Connect

Charitable Organizations

Round Up

Registry

Local Community Grants

Request Event Space

- Overview of program
- Key takeaways
- How to share with associates

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate Giving Programs



Volunteerism Always Pays



Associate Engagement programs are leveraged by associates to support organizations they want to support.

To participate in these programs, organizations must be **FrontDoor verified** and adhere to **program guidelines** found on Walmart.org/SparkGood. *Organizations eligible include 501(c)(3) public charities, faith-based and recognized government entities that appear in the IRS business master file and NCES schools.*

All you need to do is make sure your donors who are associates know about these programs and encourage them to visit *OneWalmart* for more details.



Scan this QR code to access How-to Guide



Volunteerism Always Pays

We support local nonprofits when associates volunteer. Associates can apply for a matching grant when they have volunteered at eligible U.S. nonprofit organizations.

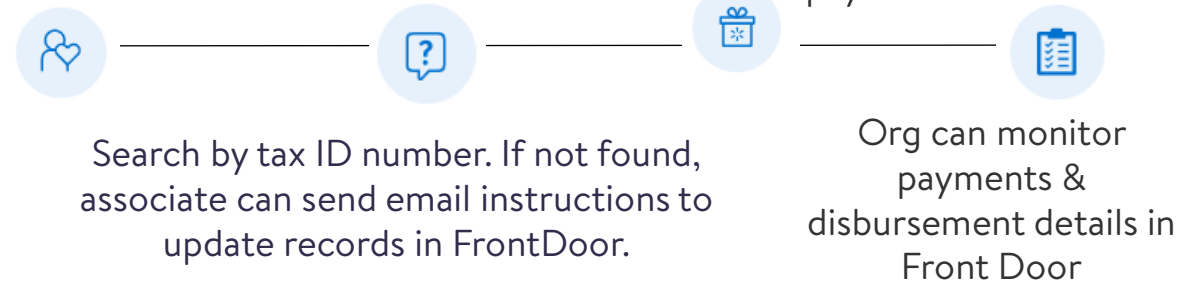


Associate Giving

Associates can support eligible organizations through credit card, debit card or payroll deduction and participate in periodic matching campaigns by contribution to the Walmart Spark Fund for Charities at Charities Aid Foundation America (CAFA), a donor advised fund.

Associate visits OneWalmart to access giving portal

Donate via credit, debit or payroll



Questions?

Next Steps



Review Spark Good Program Guidelines & How to Guides on [Walmart.org/Spark Good](https://Walmart.org/SparkGood)



Create a Walmart.com Nonprofit Account *(if applicable)*



Share with your donors who are customers or associates ways they can support you through Spark Good

View all of our How To Guides, [Nonprofit Communications Toolkit](#) and past webinar deck for tips and tricks!



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)*

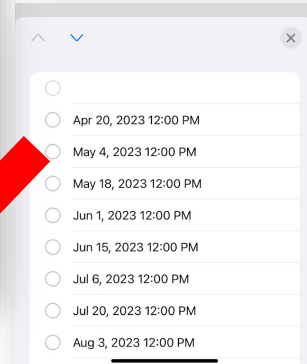
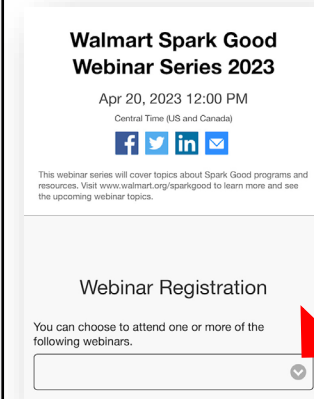
Past webinar decks will be posted on www.walmart.org/sparkgood > How-To Guides

Register here:

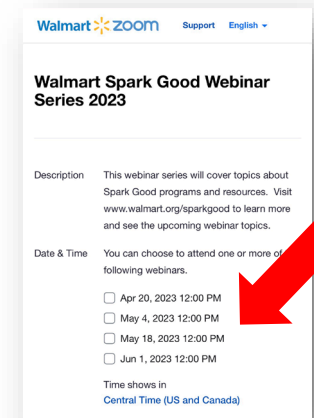
https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA



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



...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 (see section 5)

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

Register here:

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

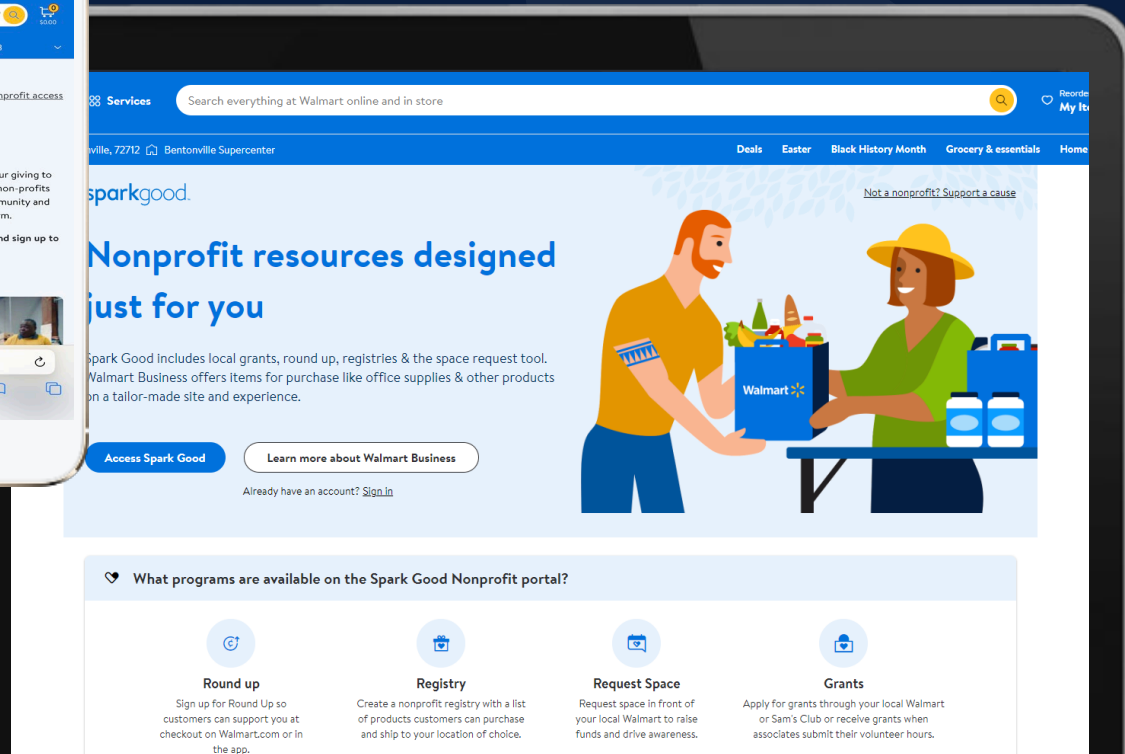
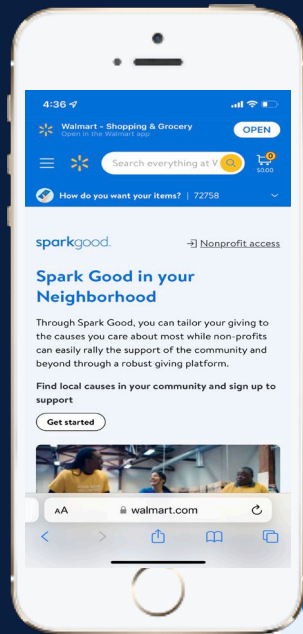
Webinar Presentation Decks

- 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

Social Tags

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