Walmart org

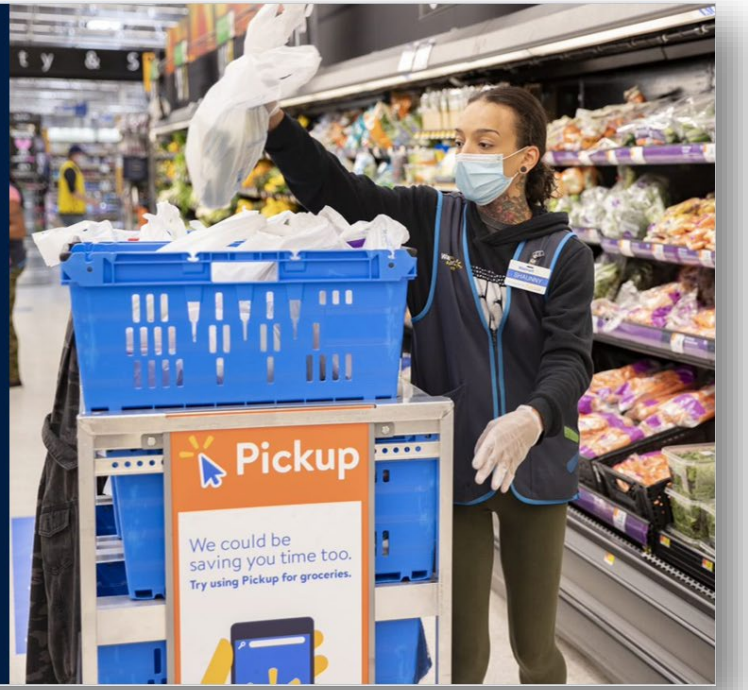
sparkgood™

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

Our philanthropy focuses on the following:

sparkgood

Today, we will discuss Spark Good programs that provide local community support. Learn more about other focus areas at **www.walmart.org**.

Creating Opportunity	Advancing Sustainability	Strengthening Community	Center for Racial Equity
Economic Opportunity in Retail	Climate	Local Community Support	Finance
	Nature	Healthier Food for All	Health
	Waste	Disaster Relief/Preparedness	Education
	People in Supply Chains	Inclusive Communities	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

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

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

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.

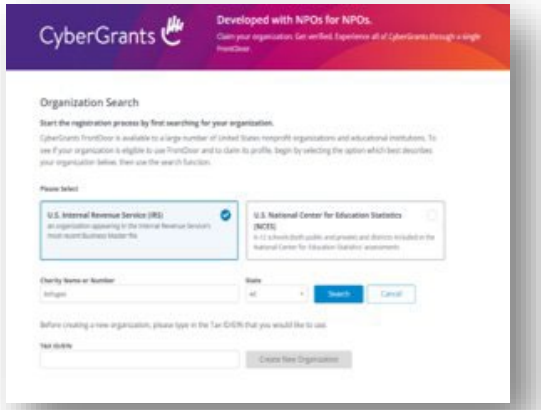
Spark Good offers a variety of programs to organizations based on tax ID status

		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

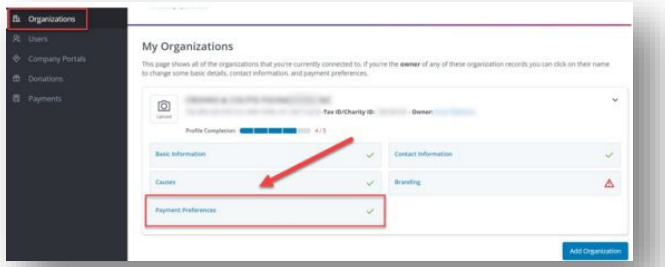


Visit [FrontDoor website]

Step 2:
Complete verification application

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

Step 3:
Update & Enable Electronic Payment Preferences

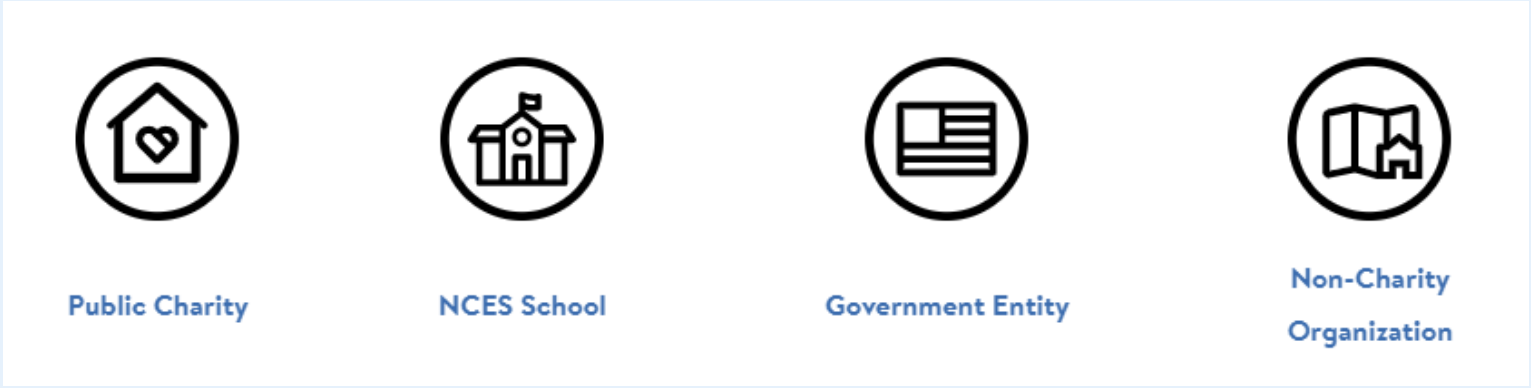


After you received FrontDoor verification approval, please update payment preferences.

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.**



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:

sparkgood.

PUBLIC CHARITY 501C3 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.

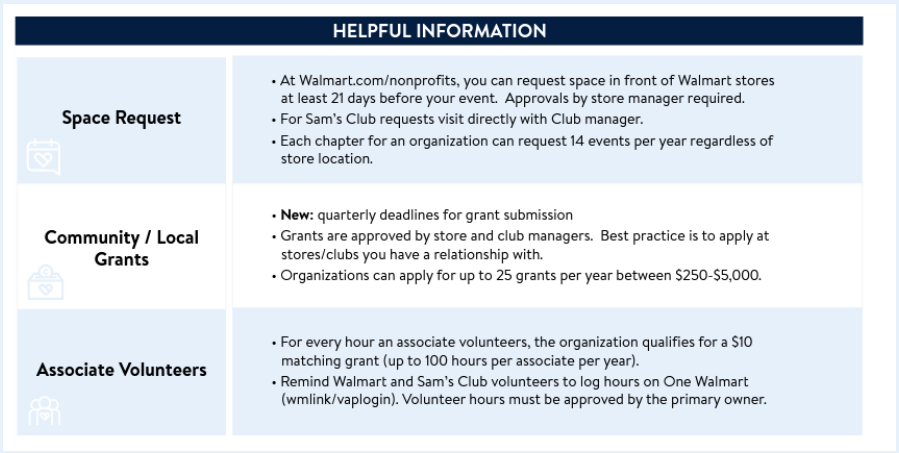
Definition of a 501c3

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	Registry	Space Requests	Community Grants	Associate Engagement	Walmart Business
Customer donations at checkout	List of items customers can donate	Promotion & awareness in front of stores	Open applications for cash grants	Volunteering and associate giving	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

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

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

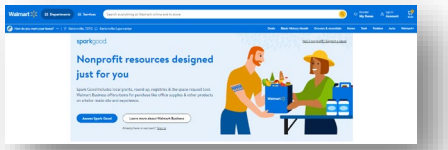
Round up is a year-round program available on Walmart.com and in the app. You will need to register before customers can discover you

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.*

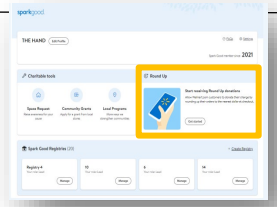
Scan this QR code to access Spark Good Round Up How-to Guide

How To Get Started with Round Up:

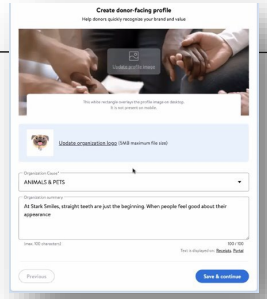


Create account on *Walmart.com/nonprofits* using the same email for your FrontDoor account

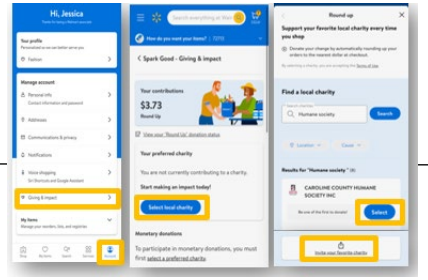
Register for Round Up
**primary FrontDoor user*



**View of nonprofit portal*

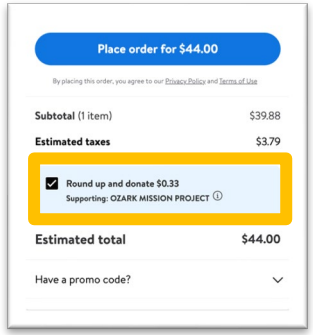


Create Public Profile & Confirm ACH payment



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

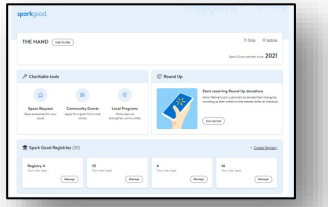
Registry allows **verified 501(c)(3) public charities & schools with a NCES (National Center for Education Statistics) number** to create lists of necessary products that can be shipped directly to your nonprofit. Organizations can also provide tax deductible donation receipts for these purchases.

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

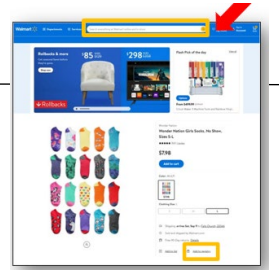
Create and manage registries from your Spark Good nonprofit portal. Any user has access to create and manage their registries.

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

How to Get Started with Spark Good Registry:

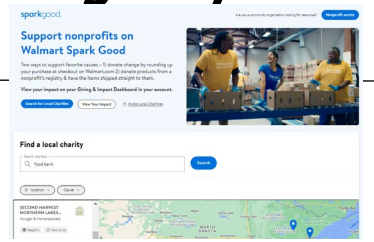


Create a Registry from your Nonprofit portal

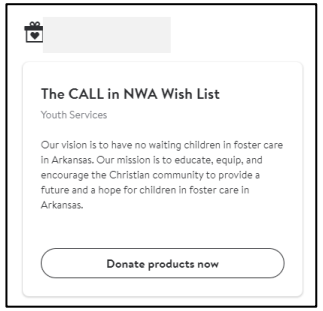


Add items & manage quantities

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

Programs

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

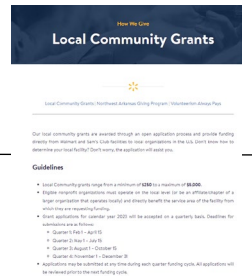
Supported over **19,000** local orgs

Facilities approve **~ 7** requests

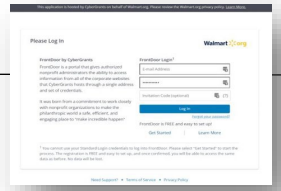
Average grant awarded is **$1,200**

Scan this QR code to access Local Grants Guidelines

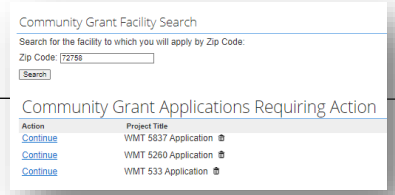
How to Get Started with Local Grants:



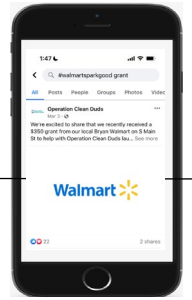
Review guidelines on Walmart.org/SparkGood



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

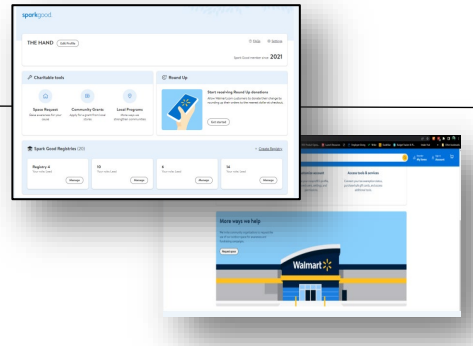
The Space Request Tool allows organizations to submit online space requests for use of the space outside of Walmart facilities. *For Sam's Club requests visit directly with Club manager.*

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.

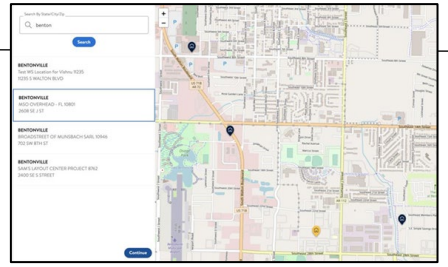
Scan this QR code to access Spark Good Space Tool How-to Guide

How to Get Started with the Space Request Tool:

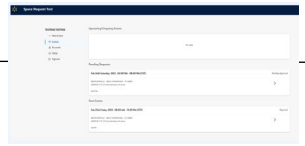


Access the Space Request Tool from Walmart.com/nonprofits

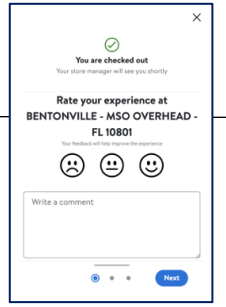
Create an account and space request



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

Connect

Round Up

Registry

Facility Engagement

aritable
ations

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.

1. Associate volunteers
2. Apply for VAP grant on OneWalmart
3. Org confirms volunteer hours in FrontDoor
4. Org monitors payments in FrontDoor

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.

1. Associate visits OneWalmart to access giving portal
2. Search by tax ID number. If not found, associate can send email instructions to update records in FrontDoor.
3. Donate via credit, debit or payroll
4. Org can monitor payments & disbursement details in Front Door

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Questions?

Spark Good: *Call to Action*

Next Steps

- ☑ Review Spark Good Program Guidelines & How to Guides on Walmart.org/Spark Good
- ☑ 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

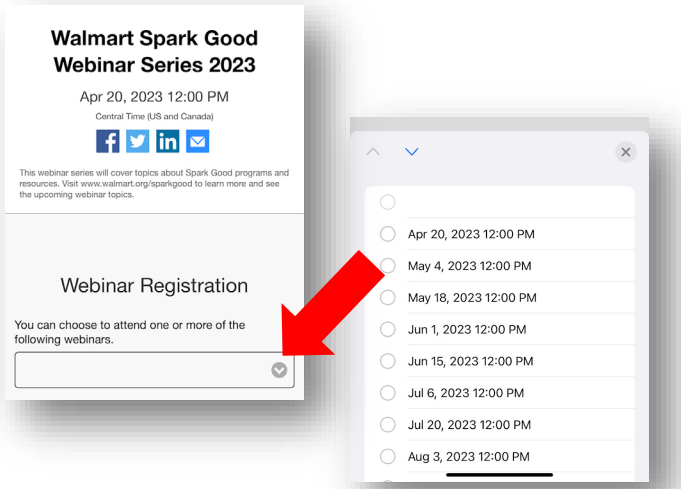
Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: www.walmart.org/sparkgood (see section 5)

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.



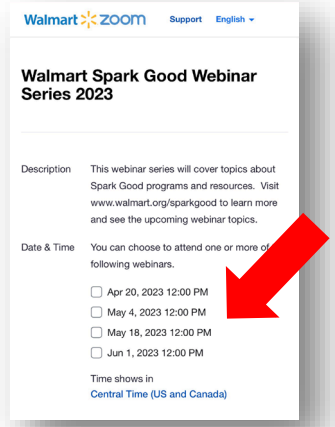
Help Desks

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

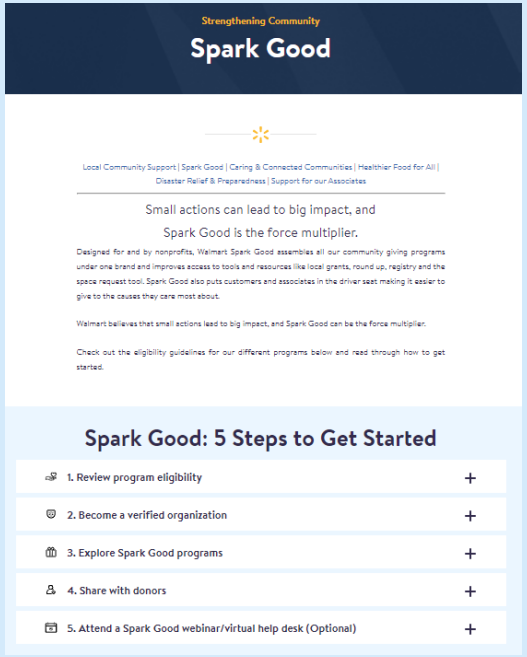
- FrontDoor Verification Guide

How-to Guides

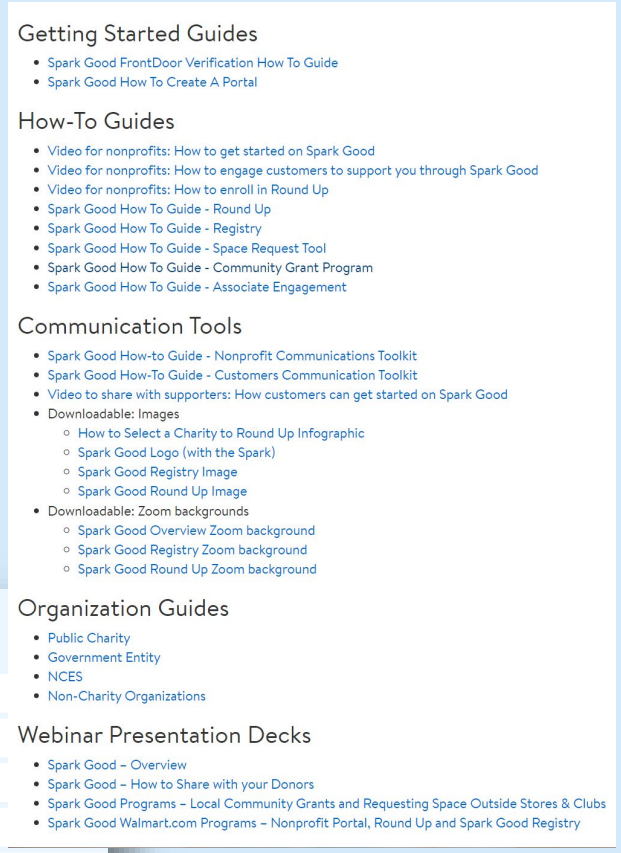
- Spark Good Round Up
- Spark Good Registry
- Spark Good Space Request Tool
- Spark Good Community Grants
- Spark Good Associate Engagement

Other Resources

- Frequently Asked Questions
- Promotional Tools



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



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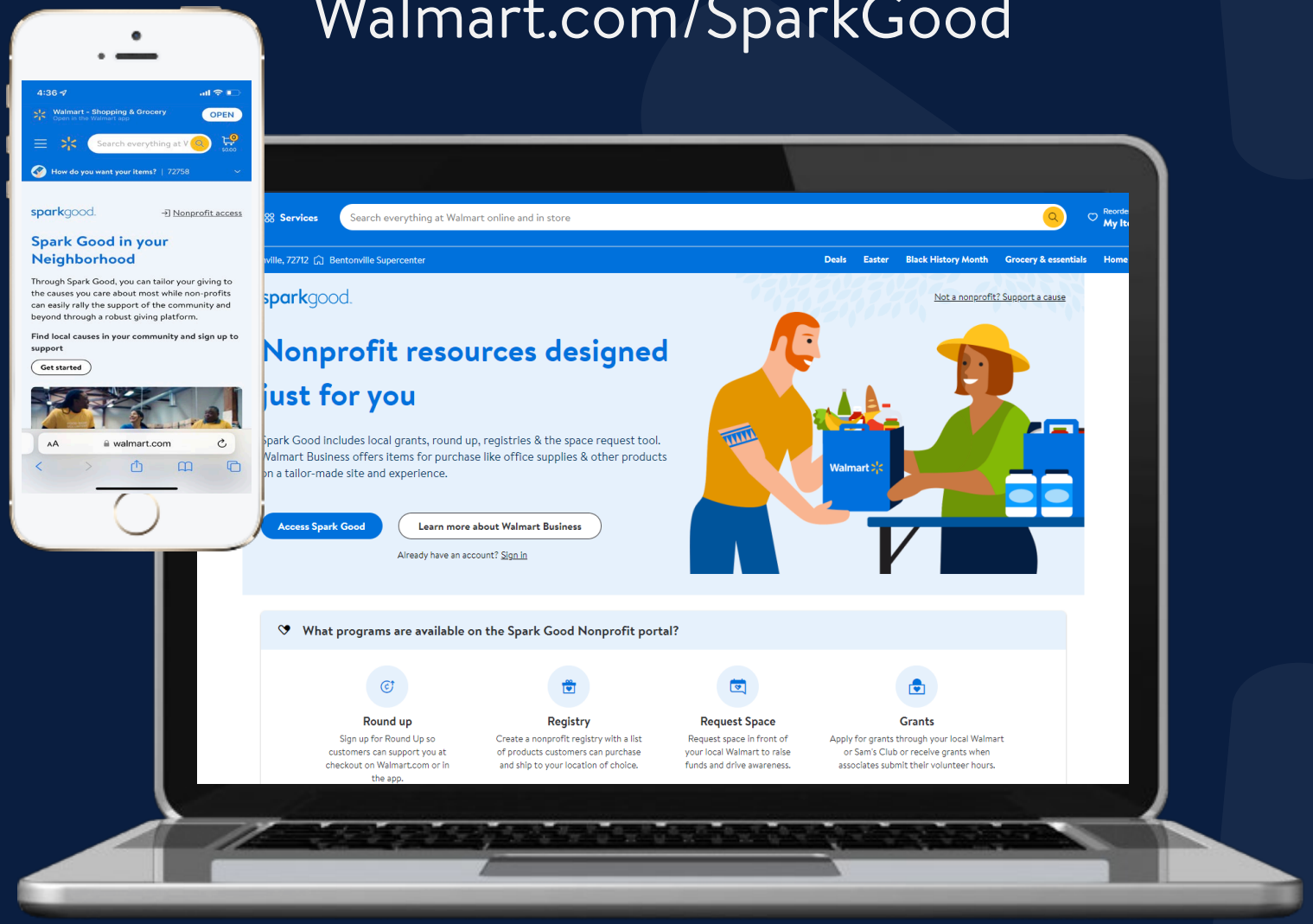
Walmart.com/nonprofits
Walmart.com/SparkGood



Need support?

sparkgoodsupport@walmart.com

Social Tags

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