



Associate Giving & Volunteerism

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 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.

Diversity, Equity & Inclusion



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

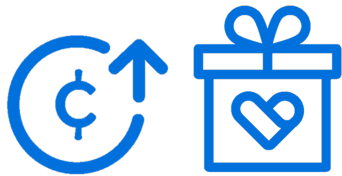
Spark Good Programs Strive to Spark Collective Action and Have a Big Impact in Support of Local Communities

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 Request Event Space

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate Giving Volunteerism

A New Partnership with Deed

Walmart Spark Good is excited to announce a new collaboration with Deed!

New Organization Verification Provider

Deed will verify organizations participating in Walmart Spark Good programs.



New Associate Giving Programs Platform

Walmart associate giving and volunteerism will run through Deed.

Important: As of Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving platform. Spark Good Local Grants opened March 1st and can be accessed from your Spark Good account on Walmart.com/nonprofits.

What's New & Different with Spark Good Programs?

Spark Good Account

- ✓ **What's new?** All local organizations can now start at Walmart.com/nonprofits.
- ✓ All programs below are accessible through the Spark Good account, depending on eligibility.
- ✓ Organizations will need to be verified through Deed to access Spark Good programs. Deed requires PayPal to authenticate the organization and its users.



Round Up



Registry



Associate Programs



Local Grants



Space Tool

Program guidelines stay the same.

What's New?

- Required to add electronic ACH information before signing up to participate

Network for Good (NFG) is still the payment provider.

What's New?

- New experience on Deed. No longer on FrontDoor.
- Ability to create volunteer events.
- Requires electronic ACH information for disbursement.

PayPal Giving Fund is the payment provider (NFG for NCES schools).

What's New?

- New application experience. No longer on FrontDoor.
- Requires electronic ACH information for disbursement

JP Morgan Chase is the payment provider.

What's New?

- Only verified organizations in Deed can access from Spark Good account.
- Other local groups have to undergo manual review.



Deep Dive on Associate Giving & Volunteerism

Why Spark Good?

Walmart Spark Good strives to spark collective action and create a big impact in support of local communities.

Why Spark Good?

“If you love your work, you’ll be out there every day trying to do it the best you possibly can, and pretty soon everybody around will catch the passion from you -- like a fever.”

-Sam Walton

We owe it to our associates to make it as easy as possible for them to use their passions to support their community. This is how we Spark Good.



Associate Programs



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* have a Deed account which requires a PayPal Business Account for verification and payment purposes.
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.

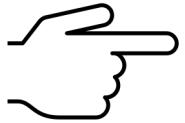
Note: Examples of tax statuses that are NOT eligible include: 501(c)(19), 501(c)(4), 501(c)(6), 509(a)(3) (Types I, II, and III), and U.S. government entities not found in the IRS business master file.



How to Reach Associates



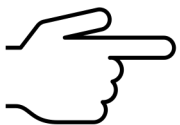
Associate Programs: Our associates can engage through volunteering and donating to your organization.



Affiliate to Walmart in Deed under “Companies”



(NEW) Create a volunteer event today that shows up for Walmart associates!



Donations disbursed through Paypal Giving Fund (501c3) or Network for Good (NCES school).

walmart.com/nonprofits

The screenshot shows the Walmart.com/nonprofits dashboard. It features several sections:

- Charitable tools:** A row of three cards: 'Space Request' (Raise awareness for your cause), 'Associate Giving' (Associates can support through giving and volunteerism. This card is highlighted with a red border), and 'Spark Good Grants' (Apply for grants from a local facility).
- Spark Good Round Up:** A section titled 'Sign up for Round Up donations' with a subtext: 'Allow Walmart.com customers to donate their change by rounding up their orders to the nearest dollar at checkout.' It includes a 'Payment validated' status and a 'Get started' button.
- Spark Good Registries (0):** A section with a '+ Create Registry' link and a message: 'You haven't created any registries yet.' with a 'Create a new registry' button.
- Donation receipts:** A section with 'Start sending donation receipts' (Walmart can send donation receipts on behalf of your organization for items donated) and a 'Send receipts' button. It also includes a 'Receipt history' section with a 'View donations' link.

How to Approve Associate Volunteer Hours

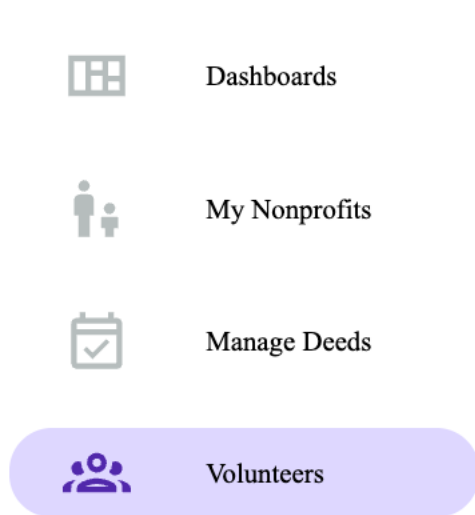
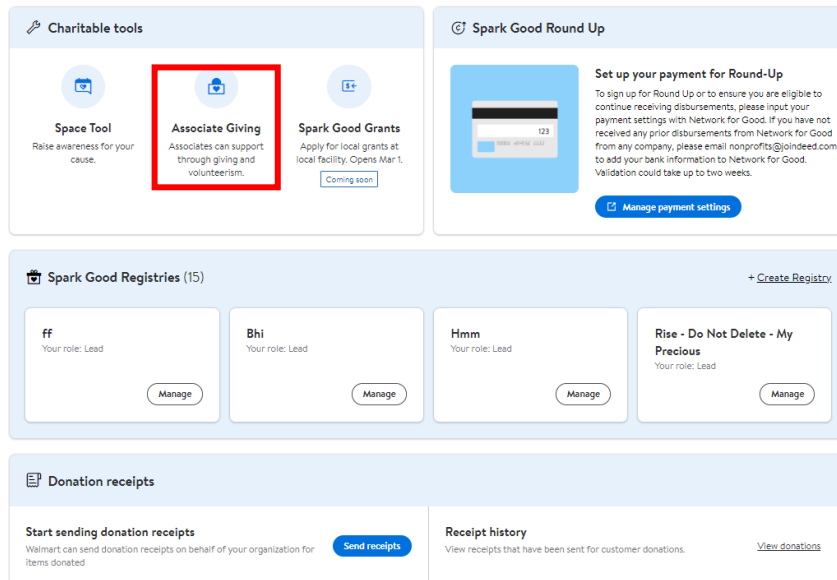
Before volunteer hours are eligible for a matching grant, they must be confirmed. Here is where you can find and confirm volunteer hours for associates.

Log in to **Associate Giving** from your Walmart.com/nonprofits portal.

Log In to your Deed account at admin.joindeed.org

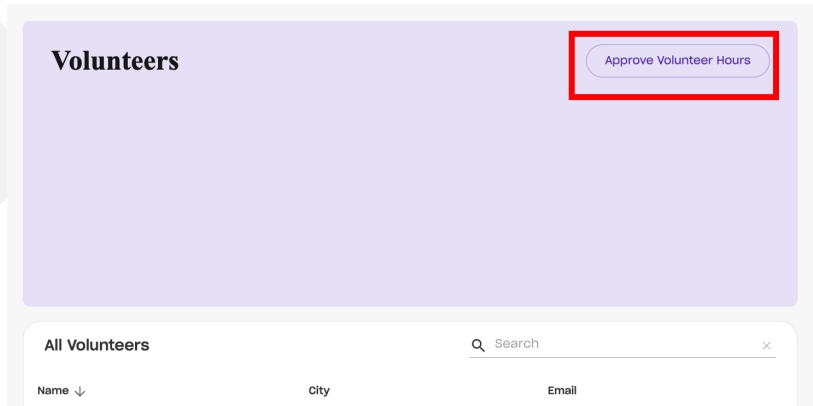
If you have any trouble getting logged in, please email nonprofits@joindeed.com for support

Click the **Volunteers** tab from the left menu.

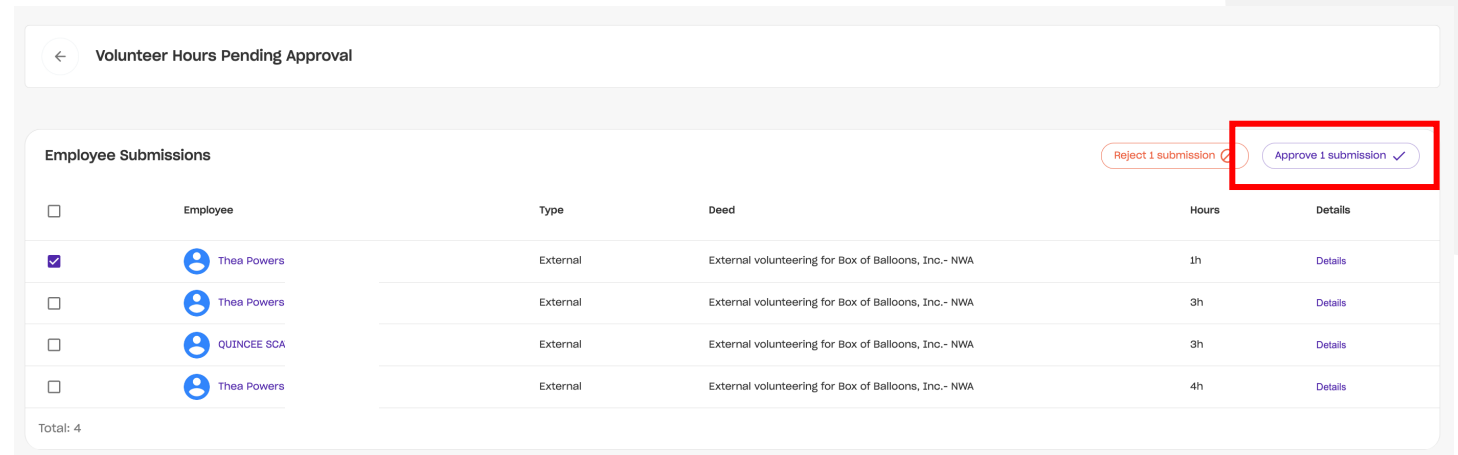


How to Approve Associate Volunteer Hours

In the top right corner of the Volunteers page, click **Approve Volunteer Hours**.



Review the information for pending hours and **check the box** by all hours you want to approve. Click the **Approve x submissions** button. Decline any gifts that you are not able to confirm.

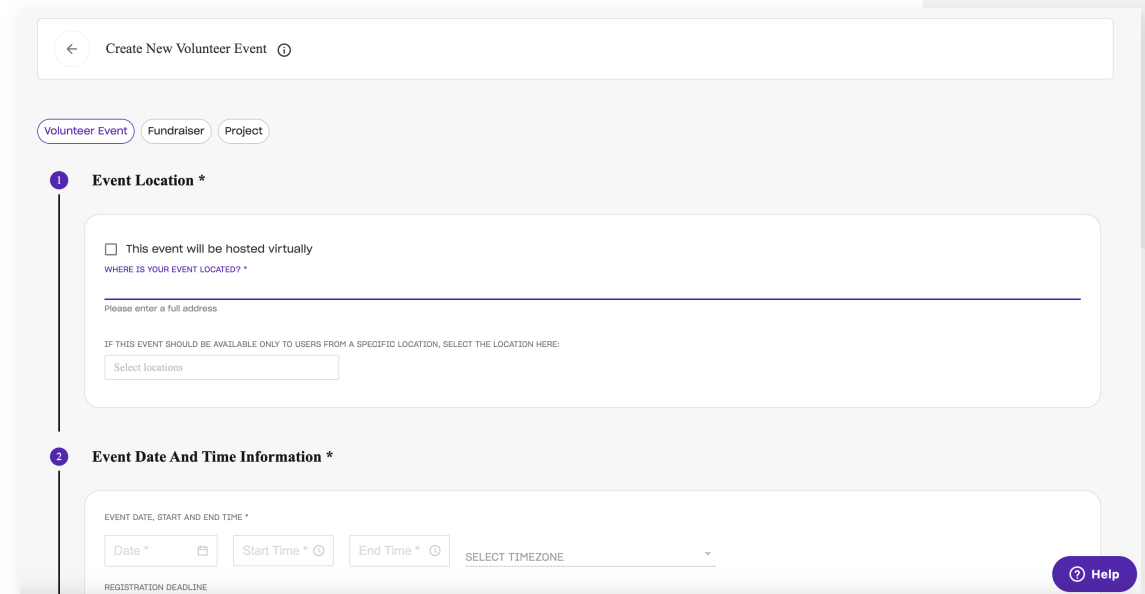
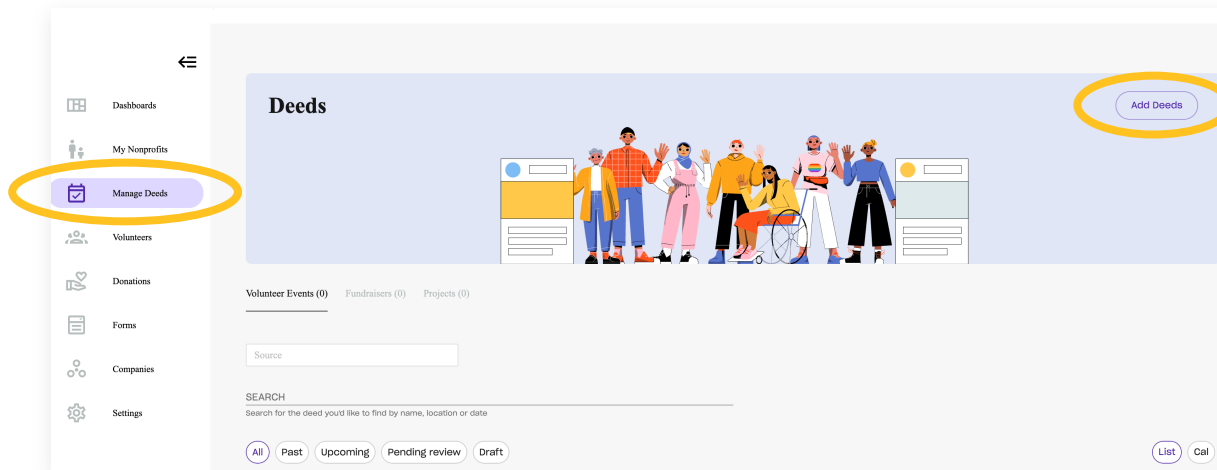


How To Create a Volunteer Event

Volunteer Events can be for **associates only** or they can be **public**

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

Select "Volunteer Event" and fill out the event details for volunteers.



How To Create a Volunteer Event

Continuation: Closer Look at Steps

1 Event Location *

This event will be hosted virtually

WHERE IS YOUR EVENT LOCATED? *

770 Eastern Parkway, Brooklyn, NY, USA

Please enter a full address

IF THIS EVENT SHOULD BE AVAILABLE ONLY TO USERS FROM A SPECIFIC LOCATION, SELECT THE LOCATION HERE:

Select locations

Enter a full location address for your event. **Virtual Events** can be offered but must follow activity eligibility guidelines to be eligible for a matching grant.

2 Event Date And Time Information *

EVENT DATE, START AND END TIME *

Date * Start Time * End Time * SELECT TIMEZONE
(UTC-05:00) America/New York

REGISTRATION DEADLINE

Deadline Date Time UTC-05:00

After this date and time, registration to this event is disabled.

Shifts

WHICH SHIFTS ARE NEEDED FOR YOUR EVENT?

Add shift +

Enter the Date and Time information for your volunteer event. Add shifts if applicable. *Note that multi-day events cannot be posted at this time. If you have a multi-day event, you must create a separate event for each date.*

How To Create a Volunteer Event

Continuation: Closer Look at Steps

3 Available Spots *

HOW MANY PEOPLE WILL BE NEEDED? *

Overestimate! It's good to enter about 20% more than what you need.

Disable waitlist

4 Event Name *

WHAT WOULD YOU LIKE TO NAME YOUR EVENT? *

choose an exciting name for your event! (40 characters max)

Indicate how many **volunteer spots** are available for your event, and if you would like to enable a waitlist in case all spots are filled prior to the event. Then give your event a **name!**

5 Event Description

HOW WOULD YOU DESCRIBE YOUR EVENT?

Paragraph **B** *I* @ := ½= ↶ ↷

Give a description for your event! (5000 characters max)

Add a **brief description** for your event. This is a great place to include a bit of information about your organization's mission and how this event is helping serve your community!

How To Create a Volunteer Event

Continuation: Closer Look at Steps

6 Event Point Of Contact *

PLEASE PROVIDE A POINT OF CONTACT FOR THIS DEED WHO WILL SERVE AS A LIAISON FOR REGISTERED VOLUNTEERS

NAME * EMAIL * PHONE NUMBER +1

7 Event Categories & SDGs *

WHICH CATEGORIES BEST DESCRIBE YOUR DEED? (SELECT A MAXIMUM OF THREE.) *

Advocacy Animals Arts Children Disabilities Disaster Recovery Education Employment Environment Food Access
Mental Health Mentoring Politics Refugees & Humanitarian Aid Seniors Sports & Recreation Sustainability Technology

WHICH UN SDGS BEST FIT YOUR DEED? (SELECT A MAXIMUM OF THREE.) *

#1 No Poverty #2 Zero Hunger #3 Good Health and Well-Being #4 Quality Education #5 Gender Equality #6 Clean Water and Sanitation
#8 Decent Work and Economic Growth #9 Industry, Innovation, and Infrastructure #10 Reduced Inequalities #11 Sustainable Cities and Commu
#12 Responsible Consumption and Production #13 Climate Action #14 Life Below Water #15 Life On Land #16 Peace, Justice and Strong Ins

Enter an **event point of contact** that volunteers can contact if they have questions about the event. Additionally, select up to three **cause areas** that help associates passionate about these areas find your event!

8 Event Picture *

CHOOSE A PHOTO FOR YOUR DEED (YOU MAY CHOOSE ONE OF THE PRESELECTED ONES BELOW OR UPLOAD YOUR OWN) *

Upload your file here

Add a **picture** to your event. Many organizations choose to upload their logo here. *Kindly do not include the Walmart Spark or Sams Logo in your image upload as these images are trademarked.*

How To Create a Volunteer Event

Continuation: Closer Look at Steps

10 Volunteer Information *

WHAT ARE THE VOLUNTEER DUTIES? *

Please give a brief description of what volunteers will be helping with (1-2 sentences max)

WHAT ARE THE MUST KNOWS?

Please provide any essential information that volunteers should be aware of

11 Payment Information

Is a volunteer donation required? Can volunteers pay online?

DONATION DESCRIPTION How much? How to?

ONLINE PAYMENT LINK

Enter **volunteer information** for your event. Include a list of duties volunteers will be performing and make sure to include any must knows (for example, “wear closed toe shoes” or “we are working outside – dress appropriately for the weather”). If a **volunteer donation** is required, indicate that here.

Note that you may see decreased participation in your event if you require a donation as associates like to

12 Additional Event Settings

Link only: only users with access to the link can view

Is a volunteer background check required?

BACKGROUND CHECK LINK

13 Volunteer Forms

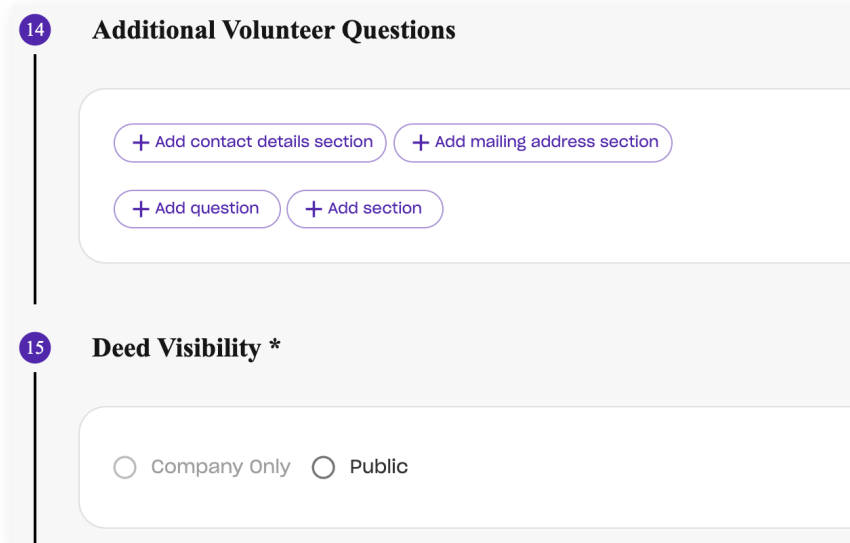
CHOOSE THE FORMS WHICH WOULD BE REQUIRED FOR A VOLUNTEER TO FILL IN. GO TO THE FORMS TAB TO CREATE NEW FORMS.

No forms created yet. Go to [forms](#) to create one.

If you plan to keep this event **private**, select “Link only” and send the link directly to volunteers. Additionally, indicate if a **background check** is required and add the link. If you want to collect additional information from volunteers, you can create and add a **form** to the event.

How To Create a Volunteer Event

Continuation: Closer Look at Steps



14 **Additional Volunteer Questions**

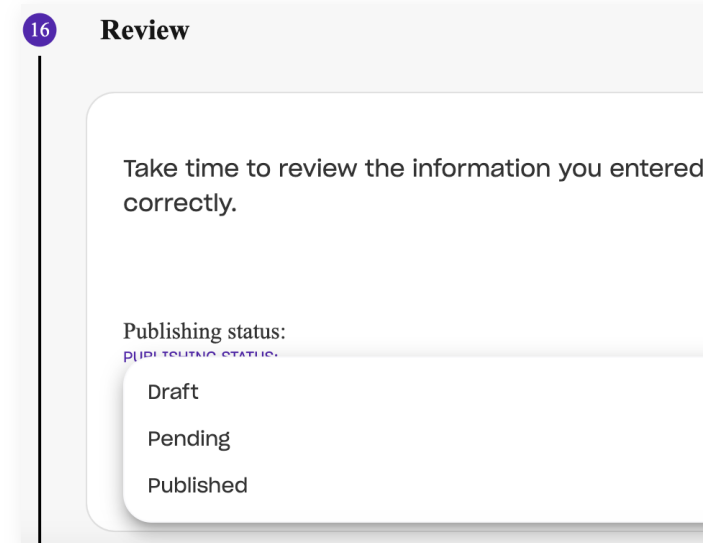
+ Add contact details section + Add mailing address section

+ Add question + Add section

15 **Deed Visibility ***

Company Only Public

You can collect **additional volunteer information** if required for the event. If not required, simply leave this section blank. Under **Deed Visibility**, indicate whether you would like this event to be visible to **Walmart Associates Only** or the **Public**.



16 **Review**

Take time to review the information you entered correctly.

Publishing status:
PUBLISHING STATUS:

Draft
Pending
Published

Review your event and then select a **Publishing Status**. Draft will save this event as a work in progress and will not be visible to associates or the public. Pending will submit the event to an organization admin for approval. Published will publish the event so that it is visible in the Volunteer tab search and the url can be shared.

How To Create a Volunteer Event

walmart.joindeed.org/deeds/65d542c05

Find your good deed!

Search volunteering opportunities

Filters: Clear All, Apply

One-off opportunities:

- 23 May 1:00 PM - 3:00 PM: Corporate Finance - Samaritan Community Ca... (Volunteers: 8/40)
- 12 April 3:30 PM - 9:30 PM: Arkansas Arts Academy K-6 PTA SPRING CARNI... (Volunteers: 0/30)
- 2 April 9:00 AM - 3:00 PM, with multiple shifts: DEB Project Spring Retail Store Filp (Volunteers: 0/20)
- 1 April 9:00 AM - 3:00 PM, with multiple shifts: DEB Project Spring Retail Store Filp (Volunteers: 0/20)
- 28 March 9:00 AM - 11:00 AM: [Event] (Volunteers: 0/20)
- 4 March 9:00 AM - 11:00 AM: [Event] (Volunteers: 0/20)

DEB Project Spring Retail Store Filp

Mon, April 1, 9:00 AM - 3:00 PM

Add to Calendar • Google

I'm Ready To Volunteer

Registration Deadline: Mon, March 25, 10:00 AM

Hosted by: DEB PROJECT DESERVING ENRICHED & BLESSED

Point of Contact: [Sammy Laney](#)

Location: Downtown Bentonville

1140 N Walton Blvd, Bentonville, Arkansas 72712

Description

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.

DEB PROJECT DESERVING ENRICHED & BLESSED

The DEB Project strives to be a complete support network for the foster care community as well as school social works. In a child's time of need we hope to be a network of love through giving. Each day we give essentials like clothing, shoes, food and hygiene products.

Duties

Hanging clothing, moving storage totes, sorting summer clothing to the retail floor.

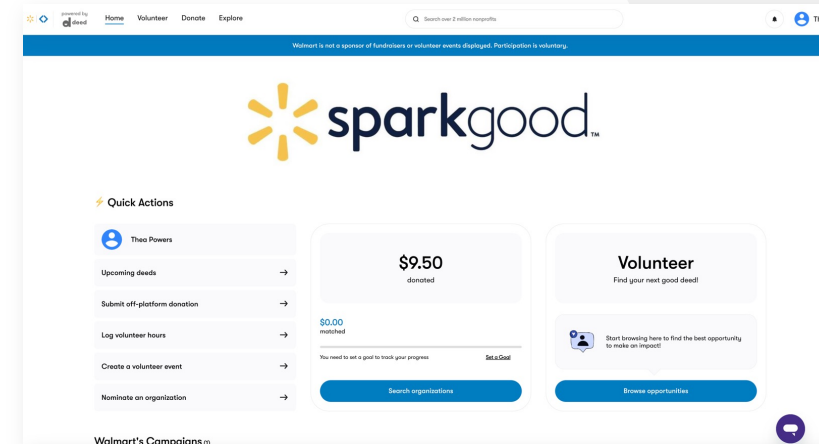
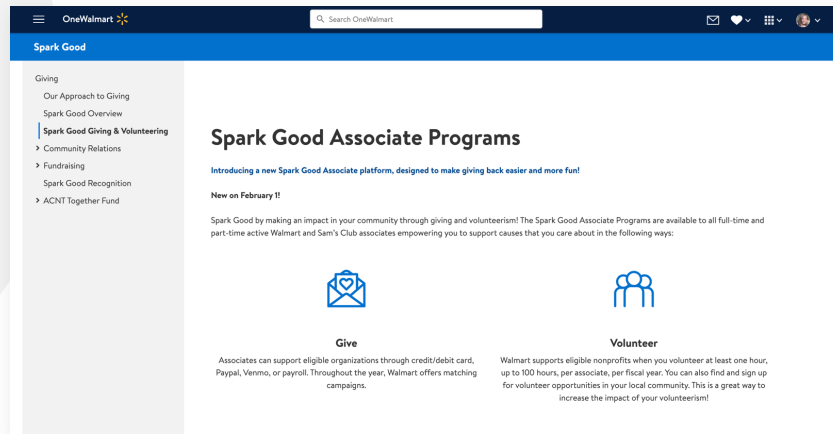
Your published event will show up on the Volunteer tab, and the event link will be directly searchable by website URL.

Spark Good Associate Portal

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



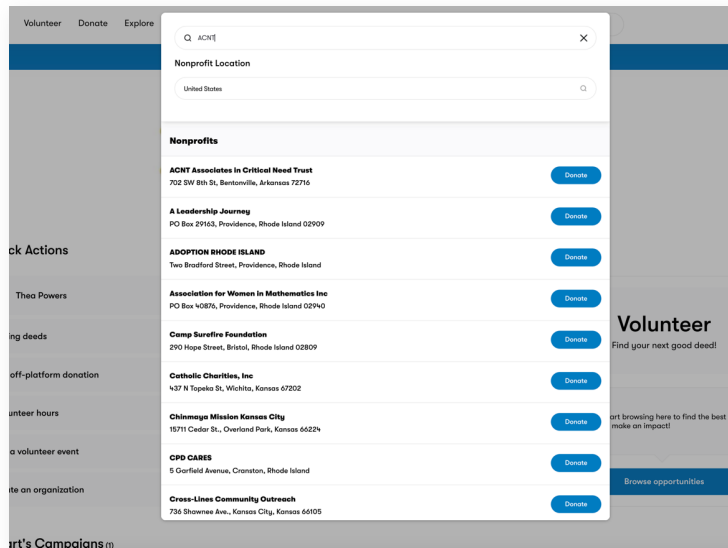
- Direct associates to the OneWalmart Spark Good Associate Giving Page at wmlink/sparkgoodassociategiving
- Associates can click the *Giving* or *Volunteering* icons to get started!

Learn more

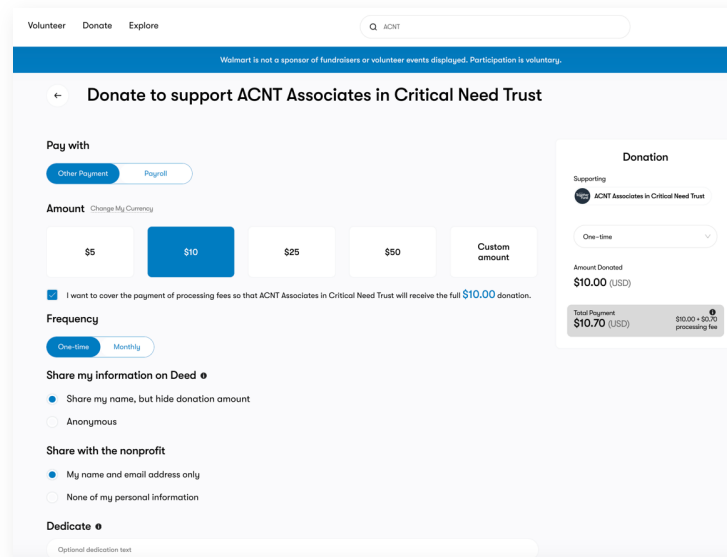


How Associates Donate

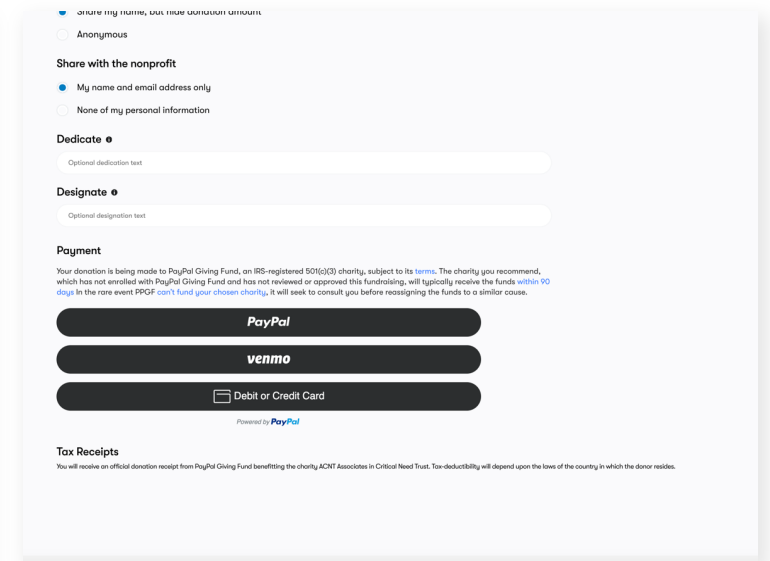
Associates can give through credit card, debit card, PayPal, Venmo or payroll to any eligible organization.



Associate can search and select the organization.



Associates select donation amount, payment frequency, and more.



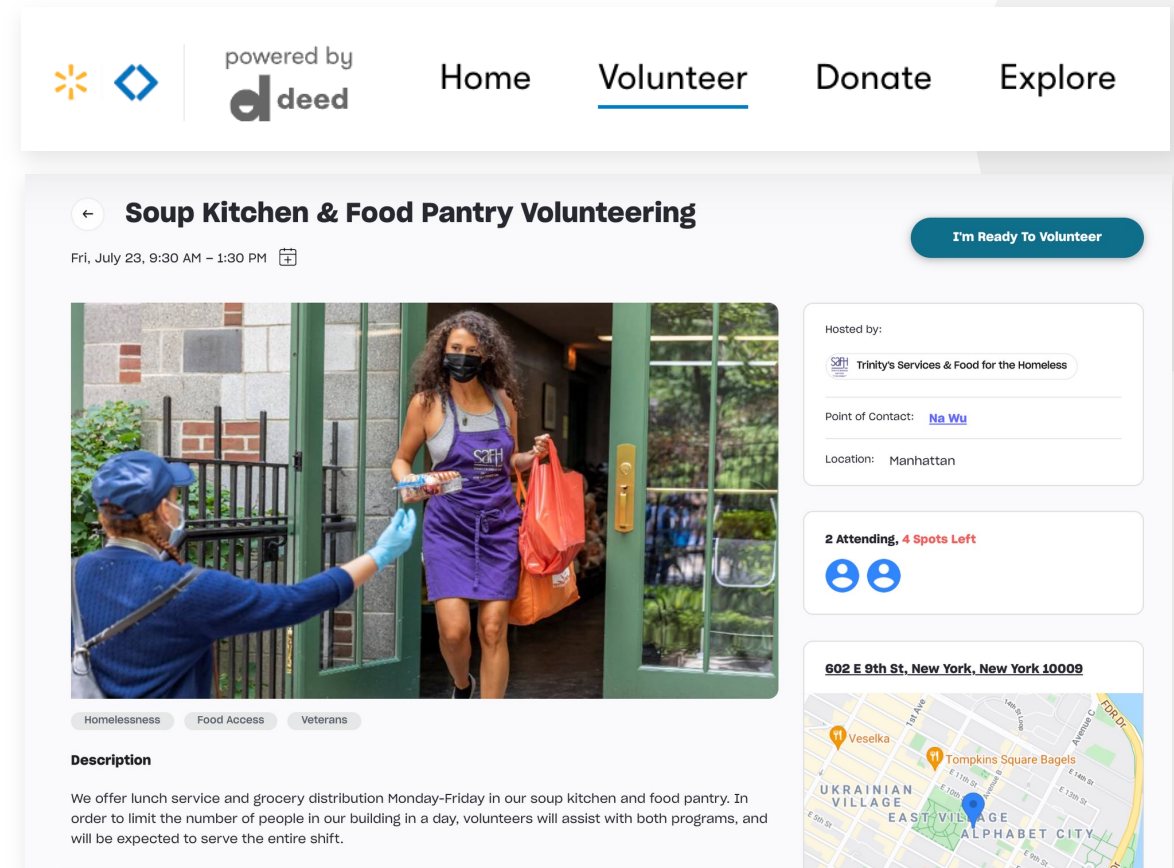
Associates select payment type and donate!

Learn more



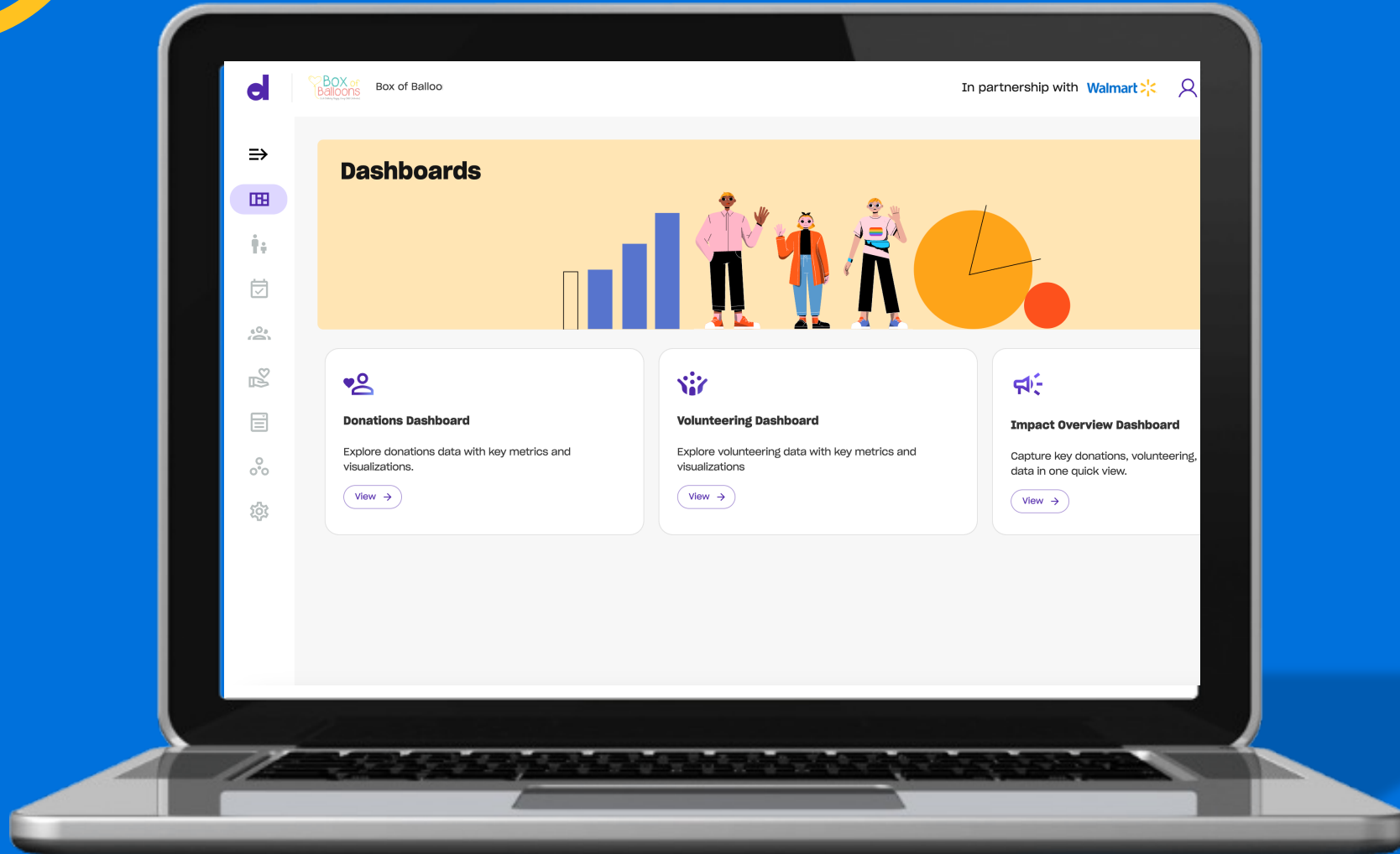
How Associates Find Volunteer Events

- 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!



The screenshot displays the Spark Good website interface. At the top, there is a navigation bar with the Spark Good logo, a 'powered by deed' logo, and menu items: Home, Volunteer, Donate, and Explore. The main content area features an event titled 'Soup Kitchen & Food Pantry Volunteering' with a date and time of 'Fri, July 23, 9:30 AM - 1:30 PM'. A prominent blue button labeled 'I'm Ready To Volunteer' is visible. Below the title is a photograph of a woman in a purple apron and mask handing a box to a man in a blue uniform and cap. To the right of the photo, the event details are listed: Hosted by 'Trinity's Services & Food for the Homeless', Point of Contact 'Na Wu', and Location 'Manhattan'. Below this, it shows '2 Attending, 4 Spots Left' with two person icons. The address '602 E 9th St, New York, New York 10009' is provided, along with a map showing the location in East Village, Manhattan. A 'Description' section at the bottom explains the service: '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.'

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**

Reminders/Next Steps

- 1** Create your Walmart Spark Good Account
- 2** Onboard with Deed
- 3** Explore our Spark Good programs

View our Spark Good program guidelines, helpful organizational guides and promotional assets.



The background is a solid blue color with a repeating pattern of white geometric shapes. These shapes include elongated teardrop-like forms and starburst patterns with eight radiating lines. A solid yellow horizontal bar is located at the bottom of the image.

Questions?

Frequently asked questions

How are Associate Giving & Volunteerism Programs communicated to associates?

- Associates learn about giving and volunteerism opportunities through a variety of ways! Our associate-facing website, wmlink/sparkgoodassociategiving, serves as a hub for program details. Additionally, we host matching campaigns biannually, encouraging associates to explore and utilize the giving platform for match benefits. Furthermore, associates can request a matching grant for up to 100 volunteer hours annually, fostering community engagement and dedication to meaningful causes.

Will I get an email when an associate requests their volunteer hours with my organization be confirmed?

- You will not receive email notifications. Regularly log into your Spark Good Account, click on Associate Programs icon and review pending hours confirmation requests.

When associates volunteer with my organization, will we automatically receive the matching grant?

- Matching grants are not automatically applied to all volunteer hours. Once associate hours are confirmed, associates may submit a matching grant request. If the volunteer activity and your organization meet the eligibility criteria, the matching grant for their hours will be processed. Grants are disbursed monthly through either Paypal Giving Fund (501c3) or Network for Good (NCES schools).

Are associates paid to volunteer?

- No, associates are not required nor paid to volunteer. Instead, associates can request a matching grant in the amount of \$10 per volunteer hour for the time they invest in the community.

Frequently asked questions

Do associate donations have to be confirmed as well?

- Associate donations do not have to be confirmed. However, you must meet organization eligibility guidelines for associate giving at the time of donation disbursement to receive payment.

Can associates record volunteer hours even if there isn't a specific volunteer event created on Deed?

- Yes! Associates can log volunteer hours that they completed outside of an event shared in Deed. Log into your Spark Good account, click the Associate Programs icon to review the hours.

I don't see the "Publish" option for my event. How do I publish it?

- You likely do not see the "Publish" option because you are not listed as an Admin for your organization. If you are not an Admin, you will not see Settings under your menu bar in Deed.

Where do I send associates who want to log their volunteer hours and request the matching grant?

- Send associates to wmlink/sparkgoodassociategiving where they can find all the information they need on donating and logging volunteer hours.

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](#)

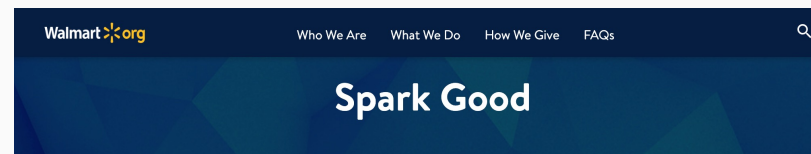
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources

✓ [Frequently Asked Questions](#)

📣 [Promotional Tools](#)



Spark Good

Spark Good Programs Get Started Webinars & Help Desk Spark Good Tools and Resources

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

Walmart Spark Good brings together all of Walmart and Sam's Club's community giving programs under one brand and puts customers and associates in the driver's seat, making it easier to give to the causes they care most about.

Spark Good includes programs like local grants, round up, registry, space tool and associate giving and volunteerism.

Downloadable Assets:

Click on the logos and images below to download.



Spark Good Registry Image



Spark Good Round Up Image

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

