



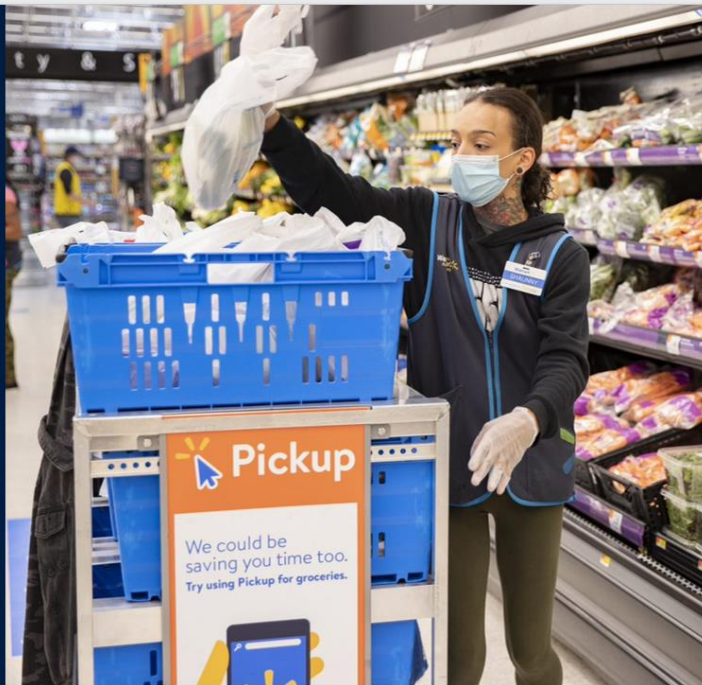
Spark Good Local Grants

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



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.



A new platform for Spark Good Local Grants

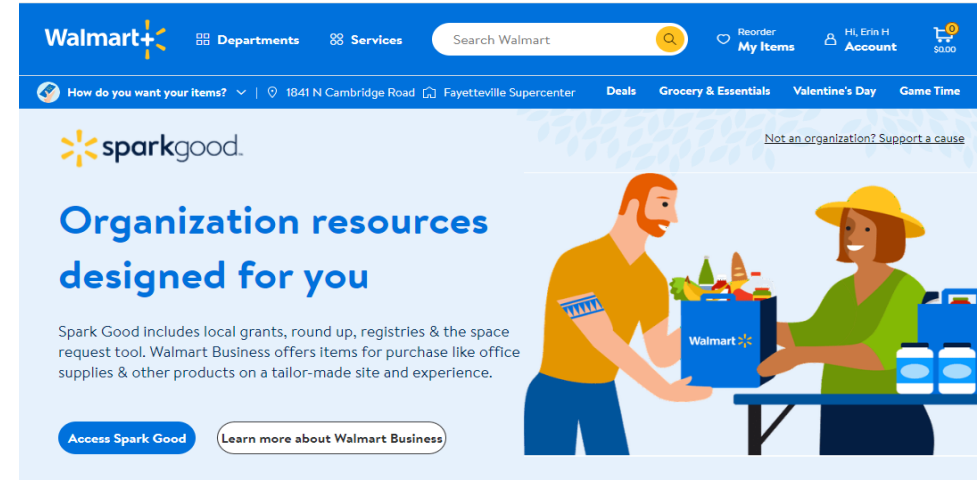
A new system for submitting grant applications with the user in mind

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

Improving your Experience

What's New in FY25?

- **One entry point:** Access all Spark Good programs at one starting point on Walmart.com/Nonprofits
- **New ways to engage with associates:** A new Spark Good associate portal, powered by Deed, empowers you to post volunteer opportunities for associates to sign up!
- **Improved Spark Good Local Grant Application:** Making it easier for you to apply to local facilities



Exciting News

Starting in 2024, Deed is providing organization verification for Spark Good programs.

[Learn More](#)

Spark Good

Choose what best describes your organization

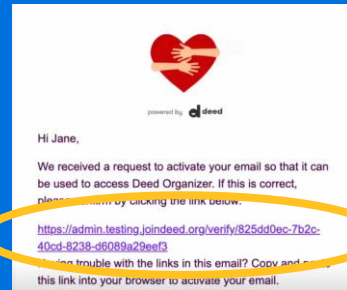
 Public Charity (501c3) Exclusively charitable organizations	 NCES School Public, private, charter schools or colleges	 Government Entity (non 501c3) State, county or city agency	 Other Nonprofit (non 501c3) Civic organizations and local associations	 Other Local Group Groups not in other categories can access Space Tool
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4 Steps to Get Started

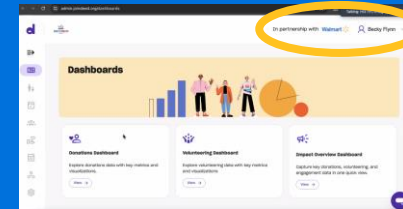
If you are **completely new** to Walmart Spark Good programs, please follow these 4 steps.



1. Visit
Walmart.com/nonprofits to
create your Spark Good
account



2. Onboard with Deed:
Click “Add Organization” to
start the verification
process in Deed



3. Return to your Walmart
Spark Good Account by
clicking the Walmart logo
at the top of the page



4. Explore Spark Good
Programs

If you have benefited from a Spark Good program in the past, steps 1 & 2 may be different

If you have engaged in 1 or more Spark Good programs, there are **two ways** to onboard with Deed.

- 1) Look for an email from Deed and follow instructions to create password to your Deed account
- 2) Visit Deed Login Page (admin.joindeed.org) and click “Forgot Password”. We have pre-populated information for your organization and associated users previously registered in FrontDoor to simplify your onboarding. Do not click “Register Here” or “Claim your Profile” as your account is already claimed.



Spark Good Local Grants

What is New – Spark Good Local Grants

Spark Good Local grants has a new look and feel!

Nonprofits

**Easier to find local facilities
in your community**

**Ability to track grant
application status in real time**

Facilities

**Applications can be reviewed on
iPhone or iPad**

**More information about your
organization's profile shared to
inform the review process**

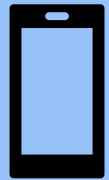
To participate in Spark Good Local Grants, your organization *must* have a Deed account which will require electronic payments be set up after your grant is recommended for approval. No more paper checks!

Log in at walmart.com/nonprofits to get started!



Spark Good Local Grants Guidelines

For a complete listing of Spark Good Grants Guidelines, Eligibility Requirements and FAQs



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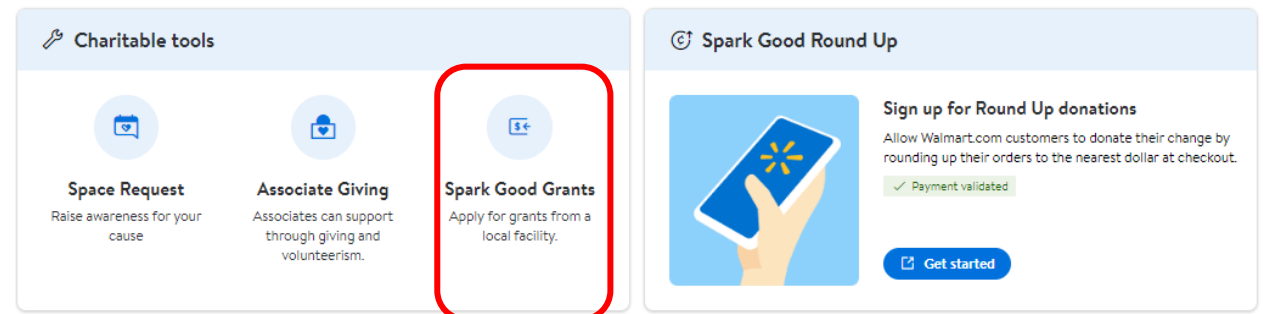
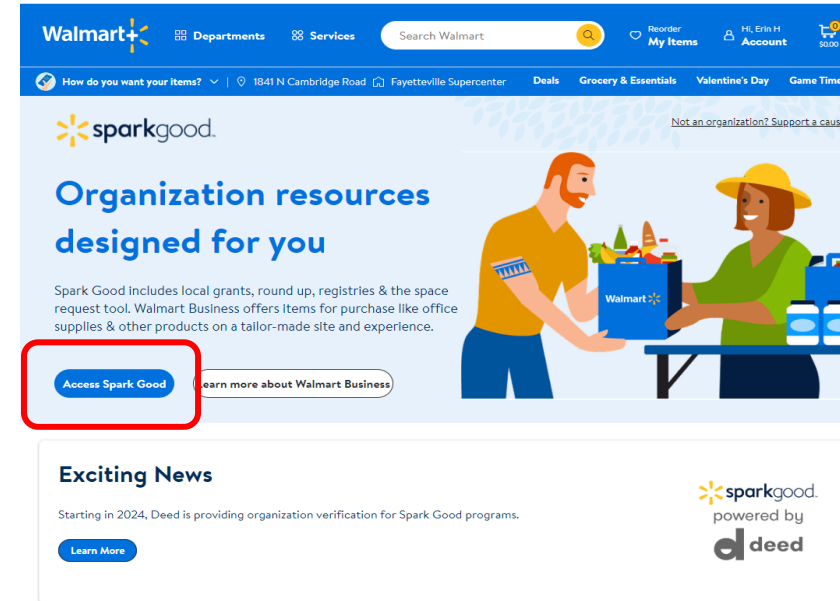


- To apply, organizations must have a Spark Good account on Walmart.com/nonprofits and be verified through Deed. Only authorized users of the organization's account can apply.
- Grant amounts range from a minimum of \$250 to a maximum of \$5,000.
- Open application process for local organizations directly benefiting the facility's service area and reviewed on a quarterly basis. Deadlines for submissions include:
 - Q1: March 1 - April 15
 - Q2: May 1 – July 15
 - Q3: Aug. 1 – Oct. 15
 - Q4: Nov. 1 – Dec. 31
- Organizations may only have a combined total number of 25 submitted and/or approved applications at any given time for the calendar year, regardless of quarterly submission.
- Final decisions on applications submitted within each quarter are made prior to the next quarter's application opening.
- If approved, grant funds are distributed through electronic payment.

How to Access Spark Good Grants

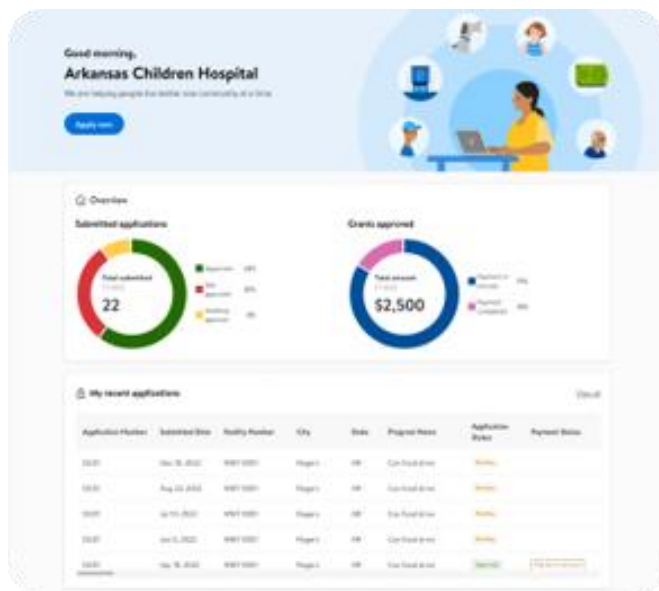
Facility Giving Programs:
Raise awareness & provide charitable donations to local organizations

1. Sign-on to your Spark Good account on Walmart.com/nonprofits
2. Click “Access Spark Good”
3. Select “Spark Good Grants” under Charitable Tools

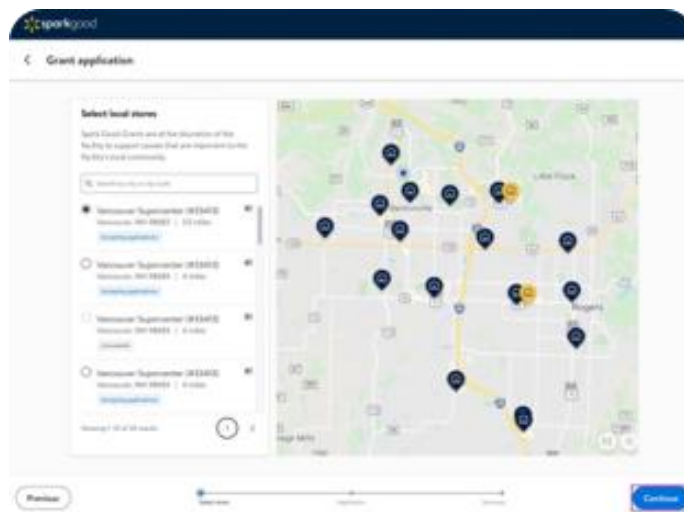


Improved Experience

From your Spark Good account, you will have access to your organization's dashboard and local grant application history.



Organizations can monitor submitted, approved and rejected in real time with a running total of grants paid.



Find facilities in your community. This program is intended to support local organizations in the same service area.

Application Information

First contact name: [Name] | Official title with the organization: [Title]

Street address: [Address] | Phone number: [Phone]

Organization Information

City/State: [City/State] | City/ZIP Number: [City/ZIP]

Club name: [Club Name] | Website: [Website]

When entered: [Text]

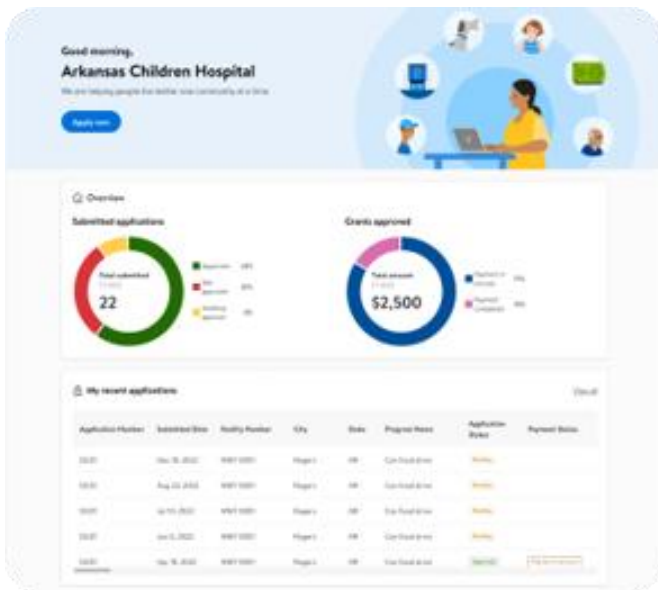
Step by Step guidance help you track the application submission progress

Learn more



A Look at the Application Questions

The application guides you through the process, providing tools and resources to help you from beginning to end.



Confirm Eligibility

4 yes or no questions to ensure eligibility for this program.

Proposal Details

Request Amount

Program Title

Program Description

Review & Submit

Review your grant

Agree to Terms & Conditions

Submit Application

[Learn more](#)



Big 4 Questions

These are the top 4 questions asked during webinars, help desks and email inboxes

Quarterly Deadlines - Can you help clarify?

Quarterly deadlines are application cycles to ensure grants are reviewed by the end of the quarter

What does local mean when applying?

Your organization can request grants from facilities in the communities your organization serves with your programs

Is there a limit to how many times we can apply?

Each organization can have a combined total of 25 submitted and/or approved grants at one time in a calendar year

How many times can my organization receive funding?

Each organization can be funded by one facility once per fiscal year

[Learn more](#)



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.



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

Interested to learn more? Find the schedule here: www.walmart.org/sparkgood

Webinars

- Mar 7, 2024, 12:00 PM CT
- Mar 28, 2024, 12:00 PM CT



Register here: [Webinar Series](#)

Help Desks

- Mar 5, 2024, 12:00 PM CT
- Mar 12, 2024, 12:00 PM CT



Register here: [Virtual Help Desk](#)

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

Questions?

Frequently asked questions

I am a FrontDoor verified organization and has engaged in 1 or more Spark Good programs previously. What should I do?

- Look for an email from Walmart and Deed and follow the instructions to complete onboarding. Once you have completed onboarding, return to your Walmart Spark Good account on Walmart.com/Nonprofits to engage in the programs.

How can we apply to Spark Good Local Grants?

- Spark Good Local Grants application opened March 1st. You will need to be Deed verified and access the grant application through the Spark Good account on Walmart.com/Nonprofits.

I have a question specific to my organization. Who can I reach out to?

- Join one of our upcoming Help Desks to speak with a Spark Good team member or email nonprofits@joindeed.com for any onboarding questions.

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](#)

The screenshot shows the Walmart Spark Good website. At the top, there is a navigation bar with 'Walmart.org', 'Who We Are', 'What We Do', 'How We Give', and 'FAQs'. The main header features the 'Spark Good' logo. Below this is a navigation menu with 'Spark Good Programs', 'Get Started', 'Webinars & Help Desk', and 'Spark Good Tools and Resources'. The main content area has a central message: 'Small actions can lead to big impact, and Spark Good is the force multiplier.' Below this, a paragraph states: '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.' Another paragraph mentions: 'Spark Good includes programs like local grants, round up, registry, space tool and associate giving and volunteerism.' The 'Spark Good Tools & Resources' section is highlighted, with sub-navigation for 'Promotional Materials', 'Organization Type Guides', 'Videos', and 'Webinar Decks'. Under 'Communication Toolkits', there are links for 'Spark Good Communications Toolkit - Customer' and 'Spark Good Communications Toolkit - Nonprofits'. Under 'Downloadable Assets', there is a note: 'Click on the logos and images below to download.' Three download options are shown: 'Spark Good Registry Zoom background', 'Spark Good Round Up Zoom background', and 'Spark Good I'.



Need Support?

nonprofits@joindeed.com

walmart.com/nonprofits
walmart.com/sparkgood

Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

