PUBLIC CHARITY 501C3 NONPROFIT

Walmart Spark Good strives to spark collective action and create a big impact in support of local communities. As a public charity, you can access Spark Good programs such as our Spark Good Local Grants, Spark Good Registry, Round Up, Space Tool and Associate Giving and Volunteerism.

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
Customer donations at checkout

Registry
List of items customers can donate

Space Tool
Promotion & awareness in front of stores

Local Grants
Open applications for cash grants

Associate Programs
Volunteering and associate giving

Walmart Business
Walmart >< Business
Purchase items for your nonprofit

HOW TO PARTICIPATE IN SPARK GOOD

deed

Create a Walmart Account
Create or log into a Walmart.com account with an email address tied to your organization.

Access Spark Good Account
Visit www.walmart.com/non-profits to access your Spark Good account where you can view all of our giving programs and resources. More than one user from your organization can access your Spark Good account.

[Get started]

Add verified organization to your Spark Good Account
In order to protect the identity of your organization and its associated users, Walmart uses a third party verification provider called Deed to verify your organization. To add your organization to your Spark Good account, you must use the same organizational email that you log in to Deed as your Spark Good account.

Access Walmart Spark Good programs and resources
Engage with Spark Good programs in your Spark Good account.

[Learn more]

ACCESS & PERMISSIONS

Primary Owner (Admin in Deed)

Primary owners can create an account that includes administrator privileges such as registering for Round Up, setting up charitable donation receipts related to Spark Good registry, and managing organization profile and settings.

Secondary Owner (Organizer/Ambassador in Deed)

Multiple users from an organization can create accounts to access Spark Good programs such as create & manage registries, register for grants and request space in front of Walmart facilities.

HELPFUL INFORMATION

Spark Good Account
- Always start here: one-stop shop for Walmart Spark Good programs
- Setup donation receipts here by primary owner
- This is a separate account from Deed & required for Spark Good program access.

Round Up
- ACH payment preferences must be setup to authorize electronic payments.
- Create a Network for Good account for disbursement reporting.
- Discoverable by customers on Walmart.com/sparkgood

Registry
- Registries are a list of items you can shared with your donors to have items purchased and shipped directly to you.
- Create multiple registries based on causes (ex. coat drives, classroom stocking list)
- Discoverable by customers on Walmart.com/sparkgood

Space Tool
- 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.

Local Grants
- 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 Giving
- For every hour an associate volunteers, eligible organizations qualify for a $10 matching grant (up to 100 hours per associate per year).
- Remind Walmart and Sam's Club associates to log volunteer hours and check out additional giving opportunities throughout the year on OneWalmart (wmlink/sparkgoodassociategiving)