



Spark Good Local Grants

November 2024

AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. Onboarding -How to get started with Spark Good?**
 - 3 Steps to get started on Walmart.com
 - Please review the Spark Good Onboarding Deck for detailed steps.
- 3. Spark Good Local Grants**
 - Program Guidelines
 - How to apply for grants
 - Overview of application experience
 - How to add your payment details if a grant is recommended for approval
- 4. Resources to explore**



Walmart Spark Good & Deed Partnership

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 big impact in support of local communities

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

Local 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 Storefront Request

Associate Engagement

Empower associates to support causes that are meaningful to them



Associate Giving Associate Volunteerism

Partnership with Deed

Walmart Spark Good is excited to partner with Deed for organization verification and associate giving and volunteerism!

1

Organization and User Verification Provider

Deed verifies organizations participating in Walmart Spark Good programs.



2

Associate Giving & Volunteerism Platform

Walmart and Sam's Club associates can volunteer and give to organizations they care about through the Spark Good associate platform.

Important: As of Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving and volunteerism. **Spark Good local grants re-opened August 6th** and can be accessed from your Spark Good account on Walmart.com/nonprofits.

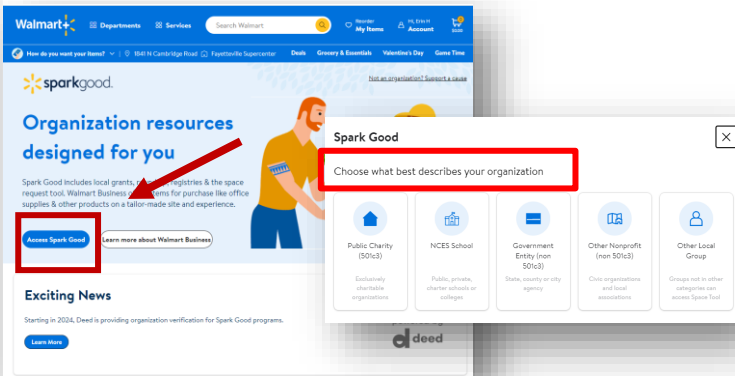


Onboarding

3 steps to get started with Spark Good

Step 1:

Walmart.com/nonprofits



Create a **Spark Good** account at Walmart.com/nonprofits

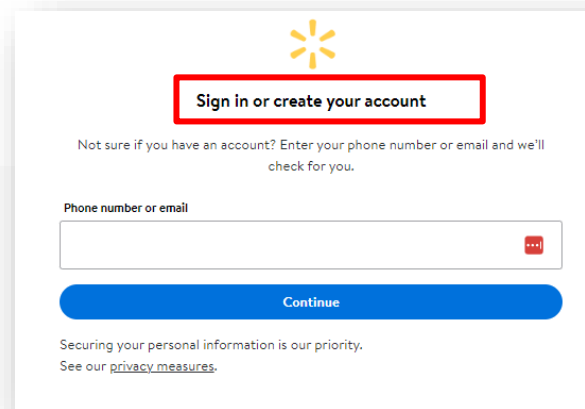
Click “**Access Spark Good**”

Select your entity type.

- **Public Charity (501c3)** – e.g. NWA Food Bank
- **NCES School** – Public, private schools will have a NCES School ID.
- **Government Entity (non 501c3)** – State, county or city agency (e.g. Sheriff Dept, Fire Dept)
- **Other Nonprofits** – Civic orgs or local associates (501c6, 50c9 organizations)
- **Other Local Group** – Groups not on the IRS Business List.

Step 2:

Create a Walmart.com account

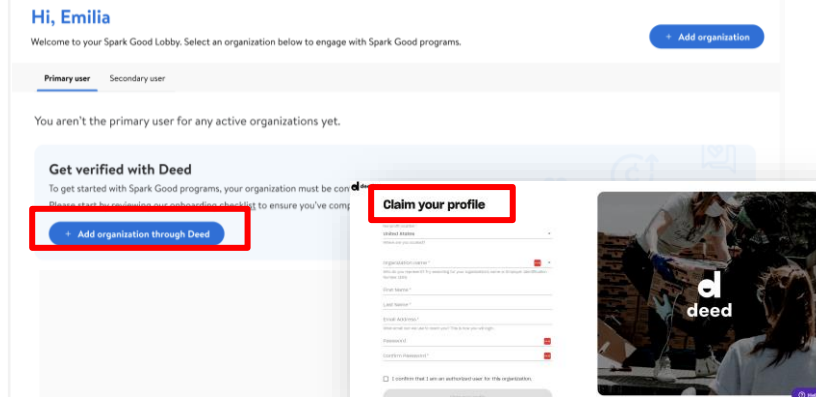


Sign in or create your **Walmart.com** account.

***Make sure you log in using your organizational email address.**

Step 3:

Get Deed Verified



Click “**Add Organization**”

It will take you to Deed to claim your organization.

It will take you to Deed to claim

Claim your profile.

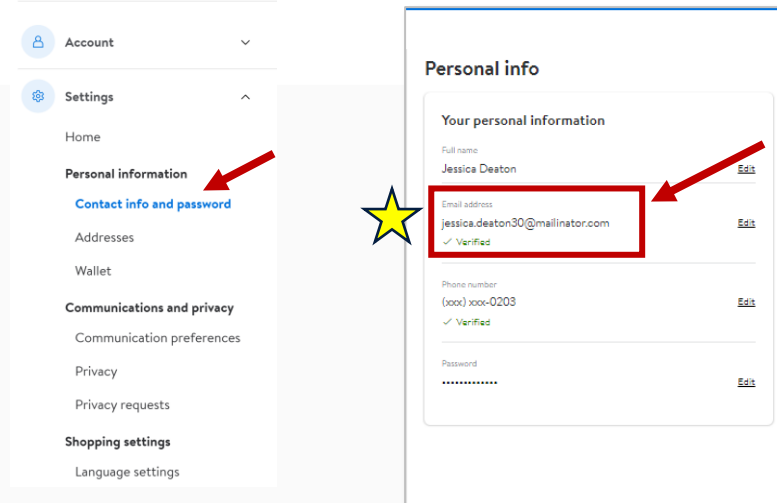
The person claiming your organization's account should have access to your PayPal Business Account/PayPal Charity Fund credentials.

Your email is what connects your Spark Good and Deed accounts

If your Spark Good lobby does not look like you anticipated:

- **Accounts need to sync:** wait 24 hours after completing onboarding for accounts to sync
- **Emails are not matching:** check the email you are logged into for Walmart and Deed

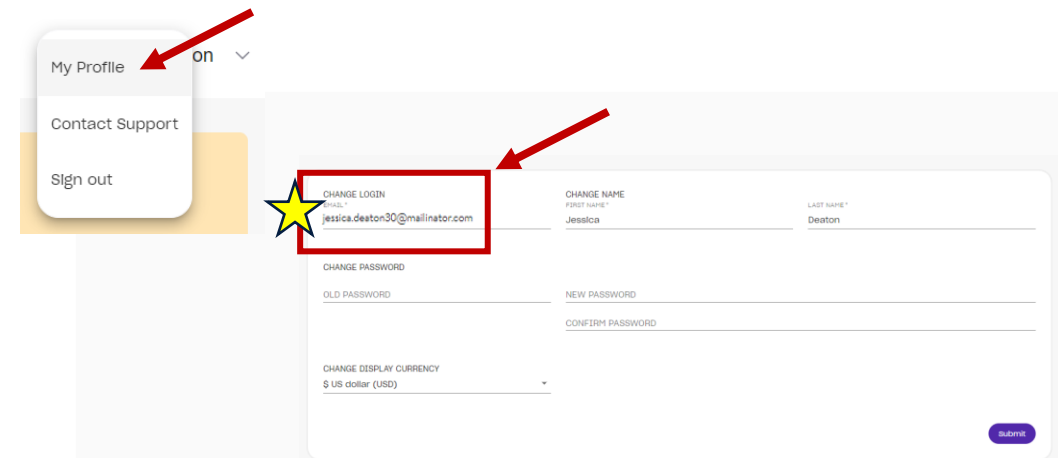
SPARK GOOD



How to check your Walmart.com email

Account > Settings > Personal Information >
Contact info and Password

DEED



How to check your Deed email

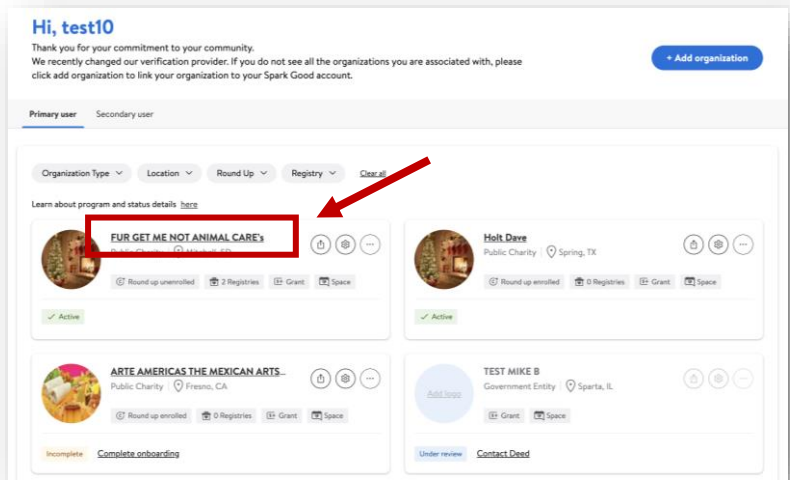
Click on your name in the upper right
hand corner > My Profile

FAKE EMAIL ADDRESS – DO NOT EMAIL

To start engaging with Spark Good programs

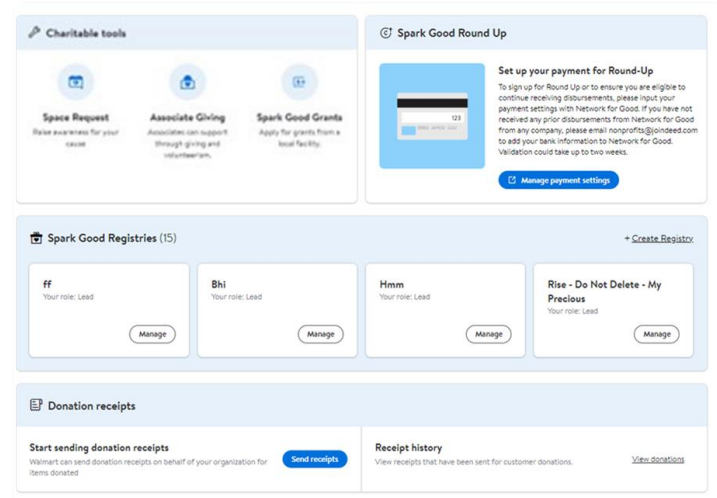
Once verification and onboarding is complete in Deed, log into your Spark Good account on Walmart.com/nonprofits. Please wait 24 hours for your data to sync.

Spark Good Lobby



Click your organization name.

Spark Good Dashboard



Access and engage with all the Spark Good programs your organization is eligible for.

View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at www.walmart.org/sparkgood

Onboarding Checklist

Checklist on how to get started with Walmart Spark Good Programs

This checklist is applicable for 501c3 Public Charities, NCES Schools, Government Entities and Other Nonprofits.

Scenario: You are an organization that is ready to engage with Walmart Spark Good giving programs for the first time!

Step 1: Set up your Spark Good Portal Account

- Start at Walmart.com/nonprofits. Click "Access Spark Good" and select your entity type.
- Create your Walmart.com account.
 - Use an email assigned by the organization instead of your personal email.
 - Note: This same email address needs to match when you set up your Deed account in Step 3.*

Step 2: Connect your organization to your Walmart Spark Good Portal Account

- To connect your organization to your portal account from the organization list page (lobby), click "Add organization" to claim your profile and complete your verification with Deed who authenticates your organization and users.
- If you have multiple locations, you will be able to create chapter accounts. Read [here](#) to learn more.

Step 3: Claim your profile and create a Deed account

- To complete the verification process, the **Owner | Primary User** will need:

501c3 Public Charity	NCES School	Government Entity	Other Nonprofits
<ul style="list-style-type: none"> PayPal Giving Fund account 	<ul style="list-style-type: none"> PayPal Business account Network for Good account 	<ul style="list-style-type: none"> PayPal Business account 	<ul style="list-style-type: none"> PayPal Business account

 - Official IRS documentation such as IRS determination letter and government letters
 - Organizational information (mission statement, board members, contact information and website)

How do I know if I've completed all the steps?

- Click through every Deed pop-up and provide all the information needed in each pop-up.
- Under "Settings", check the "Payments" tab and make sure that PayPal/Network for Good is setup.
- Under "Companies", check that your organization is affiliated with Walmart.
- Review users in Deed under Settings > Users to make sure that they have appropriate access to Walmart Spark Good.
 - Owner | Admin → Primary Users in Spark Good
 - Organizers and Ambassadors → Secondary Users in Spark Good

Step 4: Return to Walmart Spark Good Account

- Click "In Partnership with Walmart" logo at the top of the screen to return to Walmart Spark Good Portal account to start engaging with Spark Good programs.

Step 5: Engage with Spark Good programs on your Spark Good Account

- From your Walmart.com/nonprofits portal account, click your organization name to enter your program dashboard to account.

Public Charity Checklist



NCES School Checklist



Government Entity Checklist



Other Nonprofit Checklist

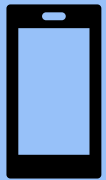


The background is a solid blue color with a pattern of white, semi-transparent abstract shapes. These shapes include elongated teardrop-like forms and starburst patterns with several radiating lines. At the bottom of the image, there is a solid yellow horizontal bar.

Local Grants Overview

Spark Good local grant guidelines

For a complete listing of Spark Good local grants guidelines, Eligibility Requirements and FAQs



SCAN QR
CODE



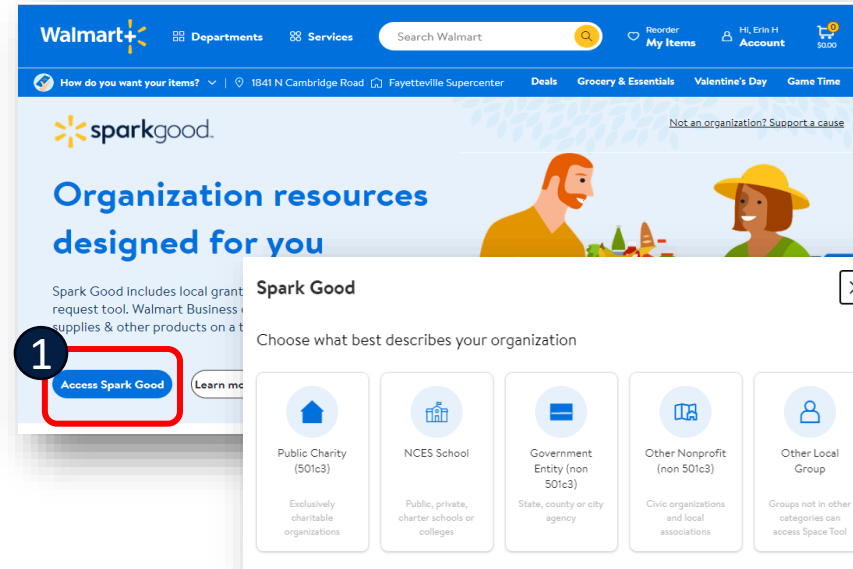
- To apply, organizations must have a **Spark Good account** on Walmart.com/nonprofits and **be verified through Deed**. Only authorized users of the organization's account can apply.
- Grant amounts range from a minimum of \$250 to a maximum of \$5,000.
- Open application process for local organizations directly benefiting the facility's service area and reviewed on a quarterly basis. Deadlines for submissions include:
 - March 1 - July 15
 - Aug. 6 – Oct. 15
 - 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 via JP Morgan.

How to access Spark Good local grant application

Facility Giving Programs:

Raise awareness & provide charitable donations to local organizations

1. Click “**Access Spark Good**” and select your entity type.
2. Sign-on to your Spark Good account on Walmart.com/nonprofits
3. Select the **organization name** in the Spark Good lobby you want to apply for the grant
4. Select “**Spark Good Grants**” under Charitable Tools



2

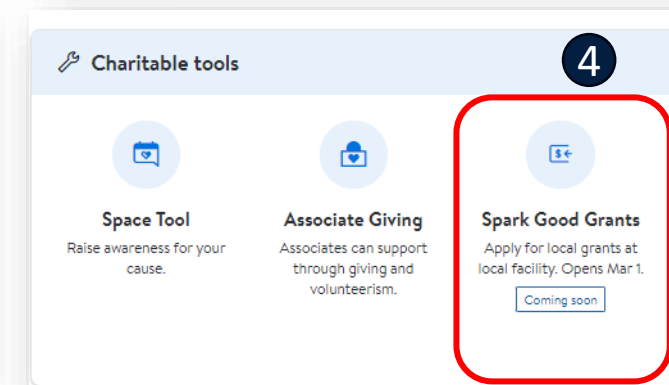
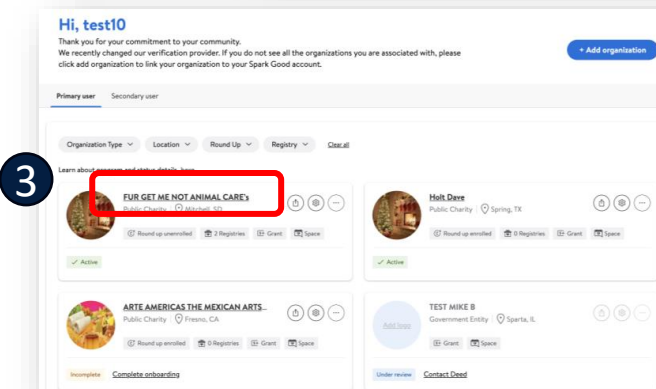
Sign in or create your account

Not sure if you have an account?
Enter your email and we'll check for you.

Email Address

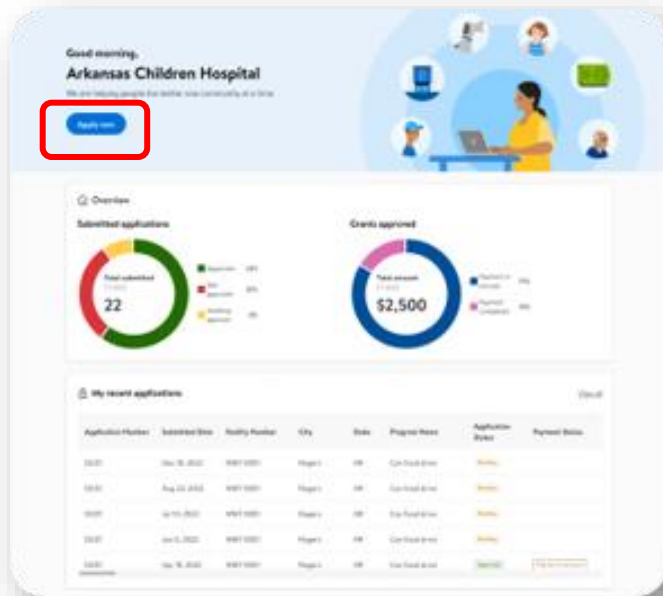
Continue

Securing your personal information is our priority.
[See our privacy measures.](#)

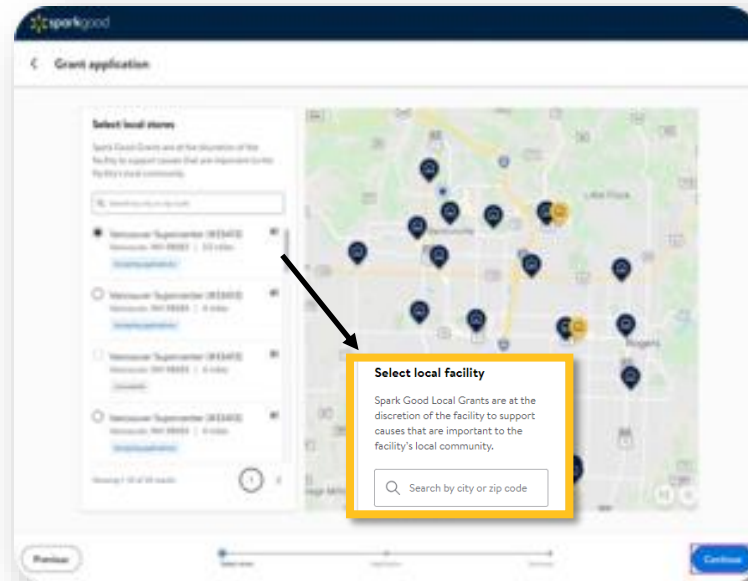


Application Experience

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

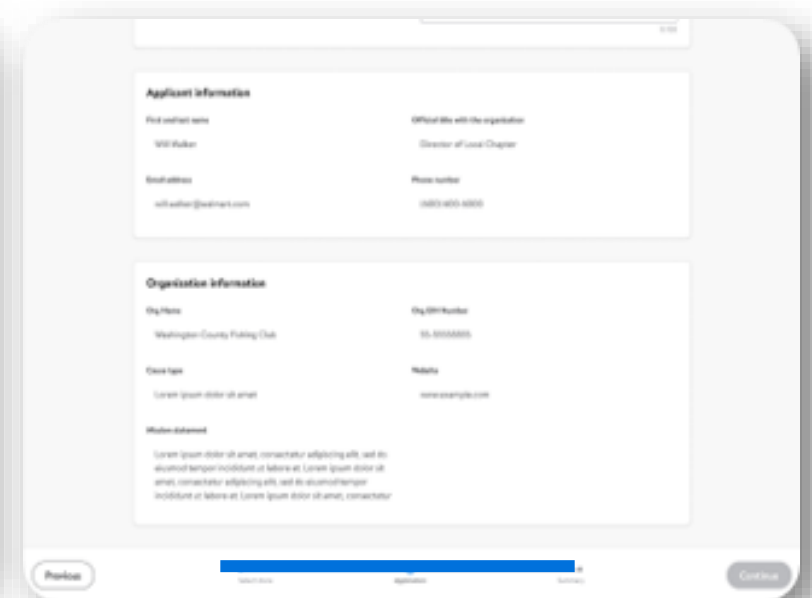


Organizations can monitor status of applications in real time with a running total of grants paid.



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

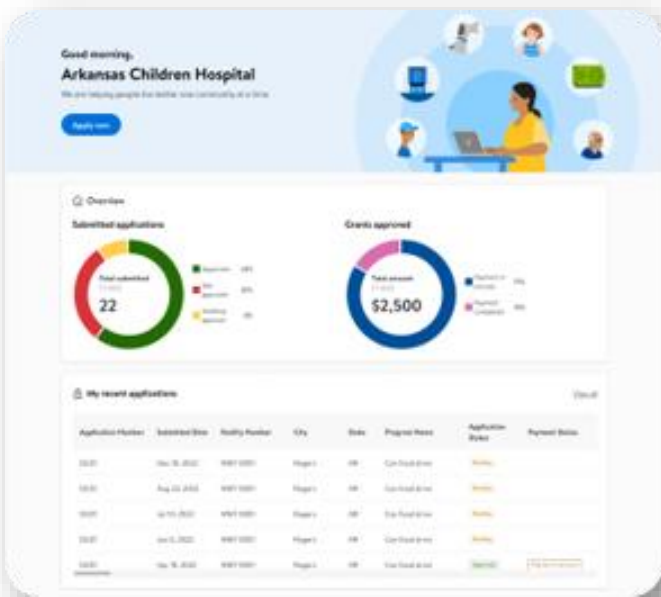
**Defaults to your Zip Code but you can search by zip code or City, State (Fayetteville, AR).*



Step by Step guidance help you track the application submission progress.

Make sure your grant is free of mistakes before the grant is submitted.

A look at the grant application questions



Step 1: Confirm Eligibility

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

Step 2: Proposal Details

Request Amount
Program Title
Program Description.

Step 3: Review & Submit

Review your grant
Agree to Terms & Conditions
Submit Application

If approved, how are local grants disbursed?

Spark Good local grants are paid electronically. If recommended for funding, your organization will receive an email with instructions for how to submit electronic banking information.

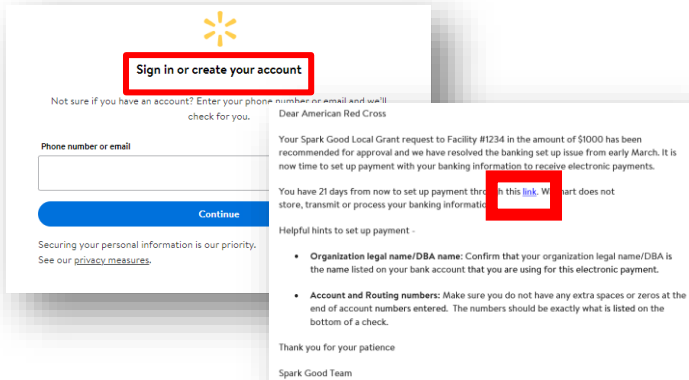
BEFORE YOU START - Only Primary Users can enter the banking information.

Step 1 - Two Ways to get to Payment Setup (Choose 1)

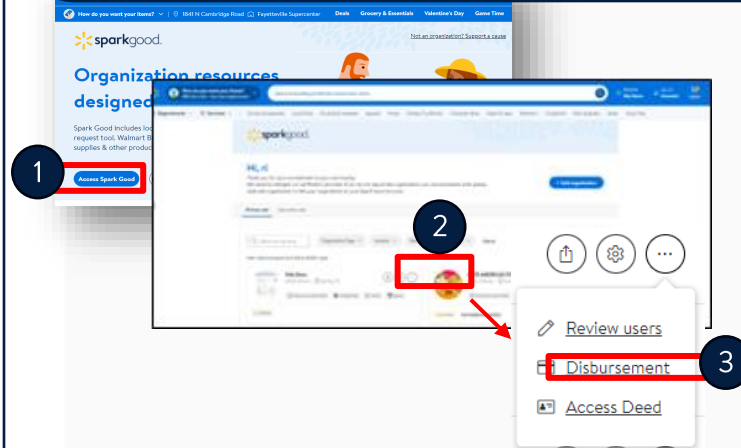
Option A: Follow Email Instructions

OR

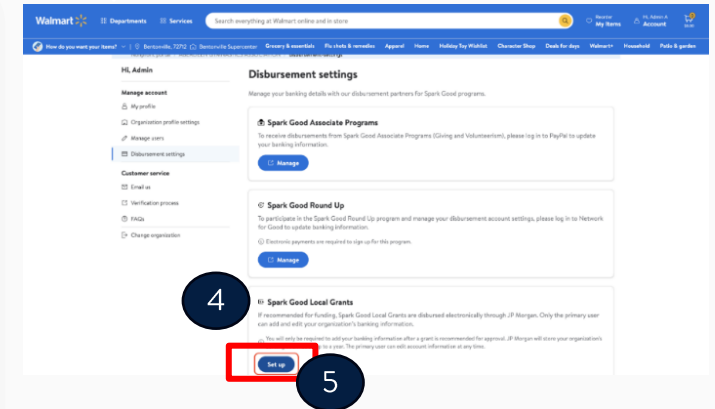
Option B: Log into your Spark Good account at Walmart.com/nonprofits



1. Click link from Payment Setup Email
2. Make sure you are logged into Walmart.com account with your organization email



1. Log into your Spark Good Account
2. Find your organization with the grant. Click on the three dots to expand Quick links.
3. Click "**Disbursement**"



4. Scroll down past Associate Giving to Spark Good Local Grant
5. Click "**Manage**".

This payment setup is in partnership with JP Morgan and is not connected to PayPal.

Enter payment details for Local Grants

Regardless of which way you choose, you should get to Step 2.

Step 2: Enter Payment Information

The screenshot shows the 'Set up grant disbursement' screen with the 'Organization' step selected. It includes a 'Double check that your organization's information is correct' section with a 'Go to Deed' button. Below, there are fields for 'Organization legal name' (FIX IT TIRE SHOP), 'Organization name' (Cooper Jamie), and 'EIN/FEIN' (70004741). At the bottom, there are 'Go to settings' and 'Next' buttons.

The screenshot shows the 'Set up grant disbursement' screen with the 'Bank information' step selected. It includes a '*Indicates required field' warning and a 'Double check that all account information is correct before submitting.' instruction. Fields include 'Account category*' (Business), 'Account type*' (Select an option), 'Account number*', 'Confirm account number*', and 'Routing number*'. At the bottom, there are 'Back' and 'Submit' buttons.

- Validate organization details
- Enter Account & Routing Number
- Review all the details carefully before you click **“Submit”**.

Be careful not to submit extra zeros or spaces.

Step 3: CONGRATULATIONS!!!

The screenshot shows the 'Set up grant disbursement' screen with the 'Confirmation' step selected. It features a large red and white confetti graphic and a green success message: 'Your banking information was successfully verified with JP Morgan.' Below the message, it says 'Life is A Donation Foundation Inc is set up to move forward with the Spark Good Local Grant process.' At the bottom, there is a 'Return to settings' button.

Payment is set up!!

You will receive an email once payment has been processed which can take up to 3 business days

This payment setup is in partnership with JP Morgan and is not connected to PayPal.

Most frequently asked questions

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

Application Deadlines - Can you help clarify?

Deadlines are application cycles to ensure grants are reviewed before the start of the next cycle

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

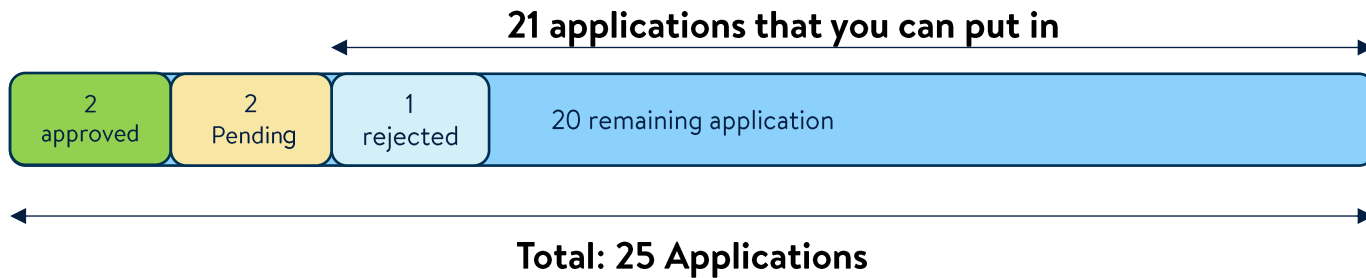
How many times can my organization receive funding?

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

Let's break it down

What accounts for a “combined total of submitted and/or approved 25 grant applications per year”?

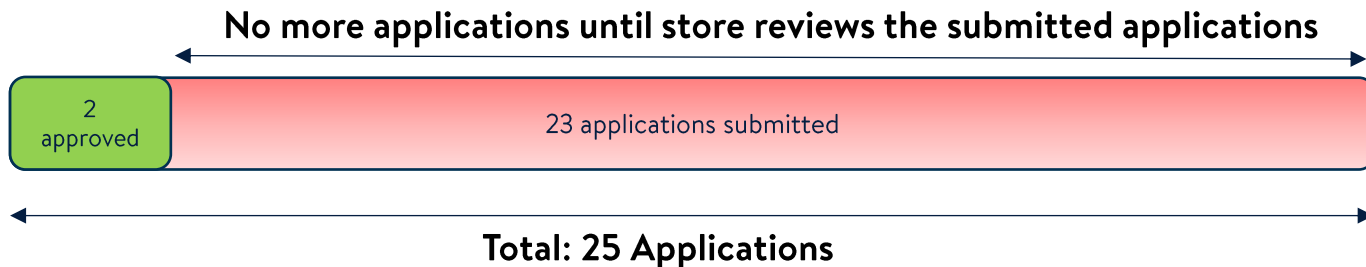
Scenario 1



2 applications were recommended for funding at stores 1524 and 56. 2 applications are pending. 1 application was rejected.

- Since 1 application was rejected, Org ABC now can put in **21 applications**.
- Org ABC can't apply to stores 1524 and 56 again.

Scenario 2



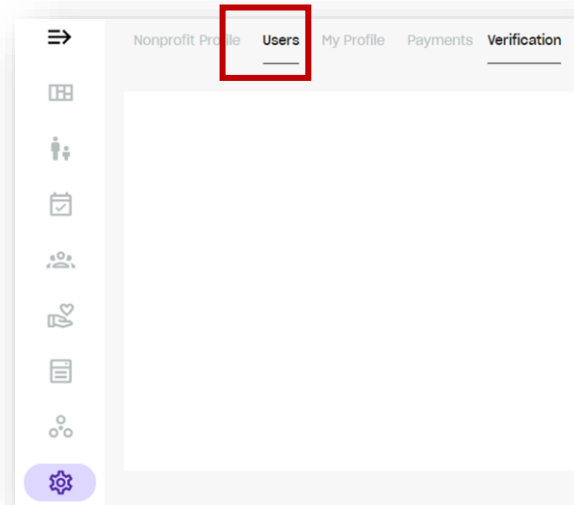
Org ABC can't submit any more applications. If 3 of their 23 applications were rejected, then they can put in 3 more applications.

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Common issues

1

Are you the primary user?



Only the primary user can set up payment details.

To check if you are the primary user

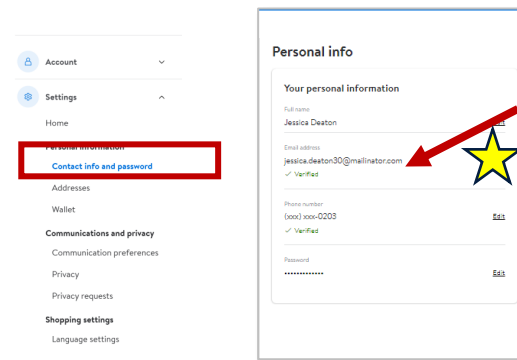
- Log into your Deed account
- Click Settings
- Click Users
 - Admin = Primary User
 - Organizer = Secondary User

2

Are you logged in your Walmart.com account with the correct email address?

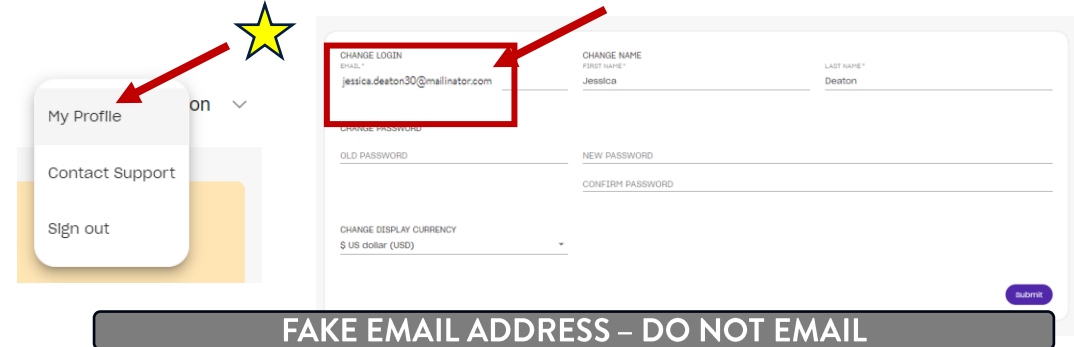
Your email address needs to match for both Walmart.com and Deed accounts.

SPARK GOOD



How to check your Walmart.com email
Account > Settings > Personal Information > Contact info and Password

DEED



How to check your Deed email
Click on your name in the upper right-hand corner > My Profile

The background is a solid blue color with a pattern of white, semi-transparent shapes. These shapes include teardrop-like forms and starburst patterns with eight points, scattered across the page. The word "Resources" is written in a white, bold, sans-serif font in the bottom-left corner.

Resources

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](#)



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