Associate Giving & Volunteerism
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 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](http://www.walmart.org).

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- **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

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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.
- **What’s new?** All programs below are accessible through the Spark Good account, depending on eligibility.
- **What’s new?** 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

- **What’s New?** Required to add electronic ACH information before signing up to participate.

### Registry

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

### Associate Programs

- **What’s New?** New application experience. No longer on FrontDoor.
- **What’s New?** Requires electronic ACH information for disbursement.

### Local Grants

- **What’s New?** Only verified organizations in Deed can access from Spark Good account.
- **What’s New?** Other local groups have to undergo manual review.

### Space Tool

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

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

JP Morgan Chase is the payment provider.
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.
“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

Why Spark Good?

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.
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.

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!
Organizations must have a Spark Good account and be verified by Deed, Walmart’s third-party verification service provider.

Eligible organizations include:

1. Current 501(c)(3) public charities listed in the IRS Business Master File that conduct charitable activities in the United States
2. 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.
3. Recognized U.S. government entities that appear in the IRS Business Master File
4. 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.

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.
**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).**

Visit **walmart.com/nonprofits** for more details.
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

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.

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

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!

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

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!

Add a **picture** to your event. Many organizations choose to upload their logo. *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

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...
How To Create a Volunteer Event

Continuation: Closer Look at Steps

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.

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

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.

Direct associates to the OneWalmart Spark Good Associate Giving Page at wmlink/sparkgoodassociategiving

Associates can click the Giving or Volunteering Icons to get started!
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!
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!
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.
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.
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
Need Support?
nonprofits@joindeed.com

walmart.com/nonprofits
walmart.com/sparkgood

Social Tags
X: @Walmartorg
Facebook: @Walmart
LinkedIn: @Walmart