

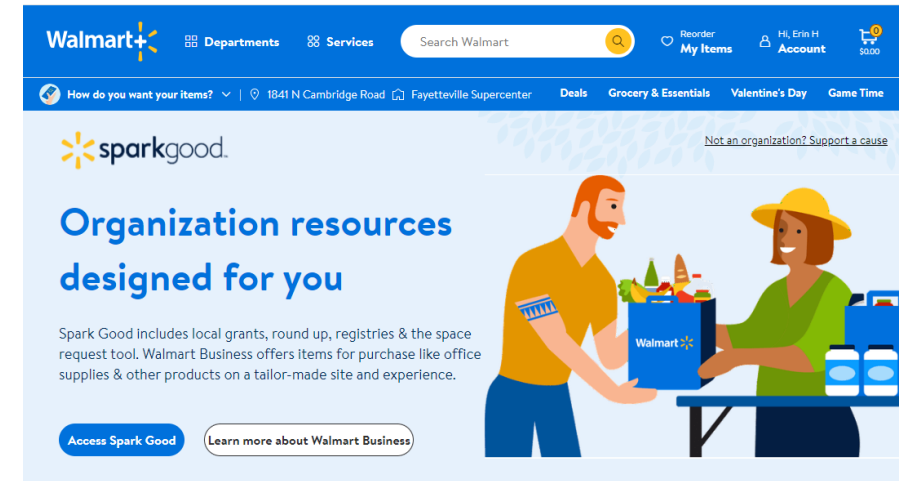


Associate Giving & Volunteerism

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! (Feb. 1st)
- **Improved Spark Good Local Grant Application:** Making it easier for you to apply to local facilities (March 1st)



Exciting News






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

[Learn More](#)



Spark Good

Choose what best describes your organization

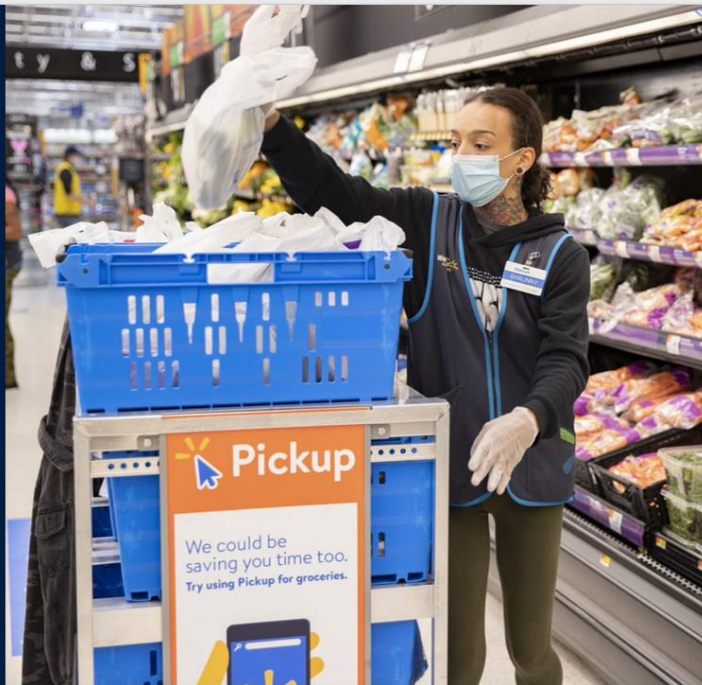
 Public Charity (501c3) Exclusively charitable organizations	 NCES School Public, private, charter schools or colleges	 Government Entity (non 501c3) State, county or city agency	 Other Nonprofit (non 501c3) Civic organizations and local associations	 Other Local Group Groups not in other categories can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

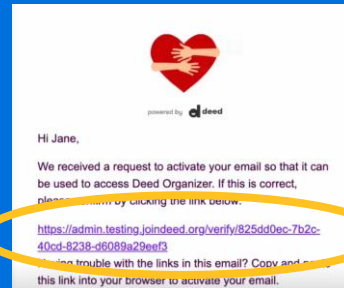
Important: As of Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving platform. Spark Good Local Grants opened March 1st and can be accessed from your Spark Good account on Walmart.com/nonprofits.

4 Steps to Get Started

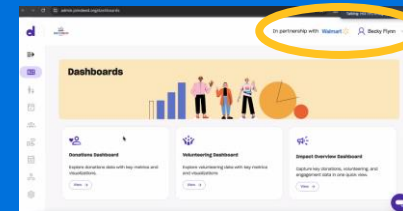
If you are **completely new** to Walmart Spark Good programs, please follow these 4 steps.



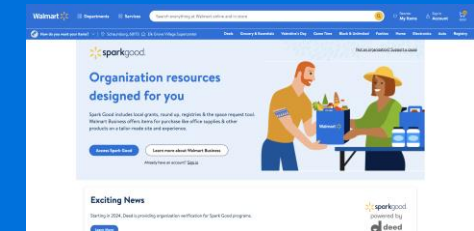
1. Visit
Walmart.com/nonprofits to
create your Spark Good
account



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.



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.

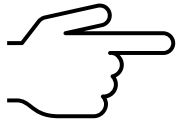
Note: Examples of tax statuses that are NOT eligible include: 501(c)(19), 501(c)(4), 501(c)(6), 509(a)(3) (Types I, II, and III), and U.S. government entities not found in the IRS business master file.



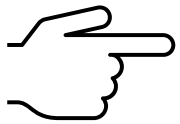
How to Share Volunteer Opportunities with Associates



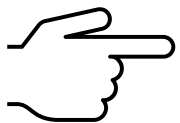
Associate Programs: Our associates can engage through volunteering and donating to your organization.



Affiliate to Walmart in Deed under “Companies”

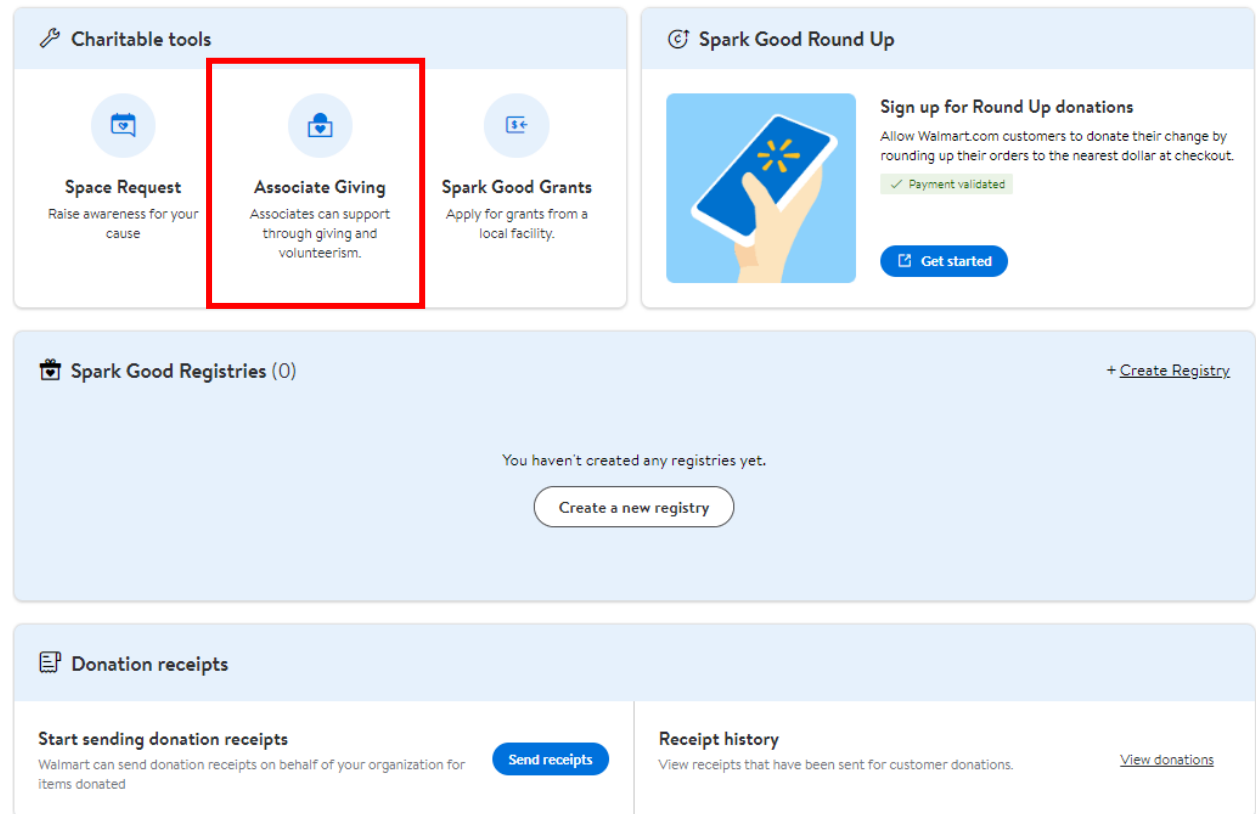


(NEW) Create a volunteer event today that shows up for Walmart associates!



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

walmart.com/nonprofits



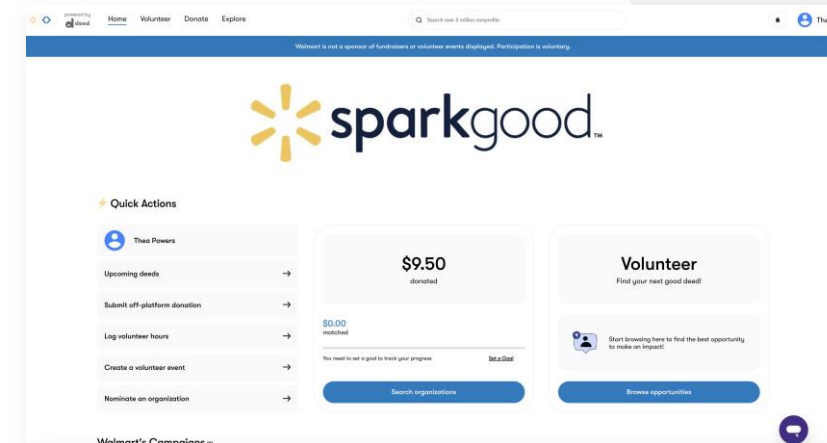
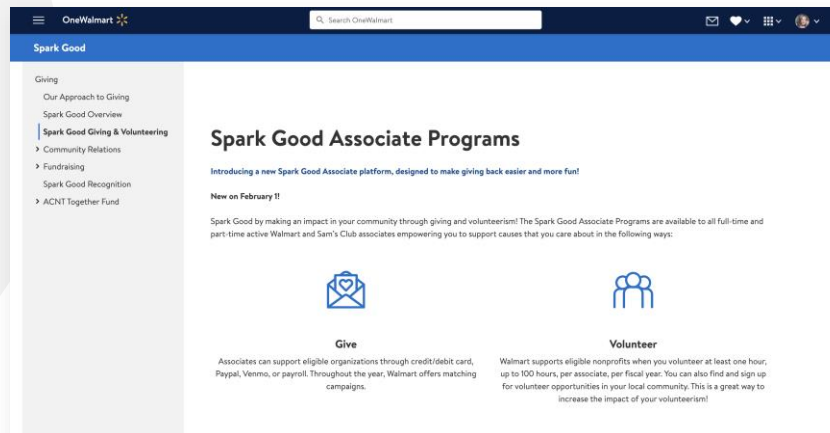
The screenshot shows the Walmart.com/nonprofits dashboard. At the top, there's a header with the URL 'walmart.com/nonprofits'. Below this, the dashboard is divided into several sections. The first section is 'Charitable tools', which contains three cards: 'Space Request' (Raise awareness for your cause), 'Associate Giving' (Associates can support through giving and volunteerism), and 'Spark Good Grants' (Apply for grants from a local facility). The 'Associate Giving' card is highlighted with a red border. To the right of this section is a 'Spark Good Round Up' section with a 'Get started' button. Below these is a 'Spark Good Registries (0)' section with a '+ Create Registry' link and a 'Create a new registry' button. At the bottom is a 'Donation receipts' section with a 'Send receipts' button and a 'View donations' link.

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



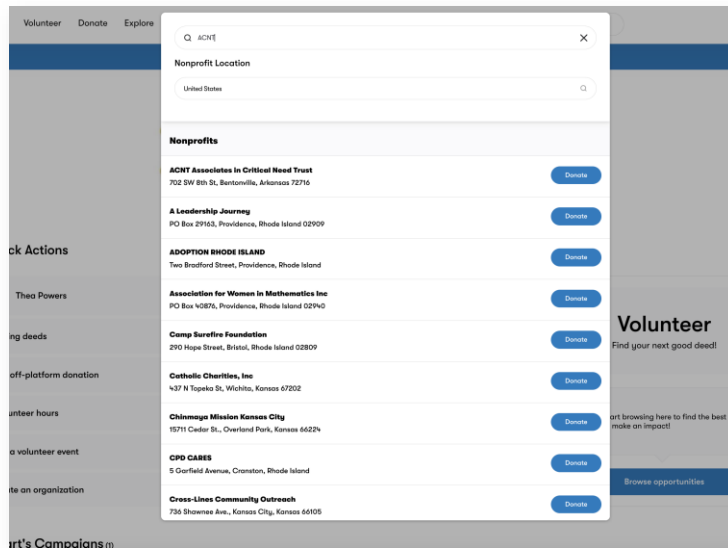
- Direct associates to the OneWalmart Spark Good Associate Giving Page at wmlink/sparkgoodassociategiving
- Associates can click the *Giving* or *Volunteering* icons to get started!

[Learn more](#)



How Associates Donate

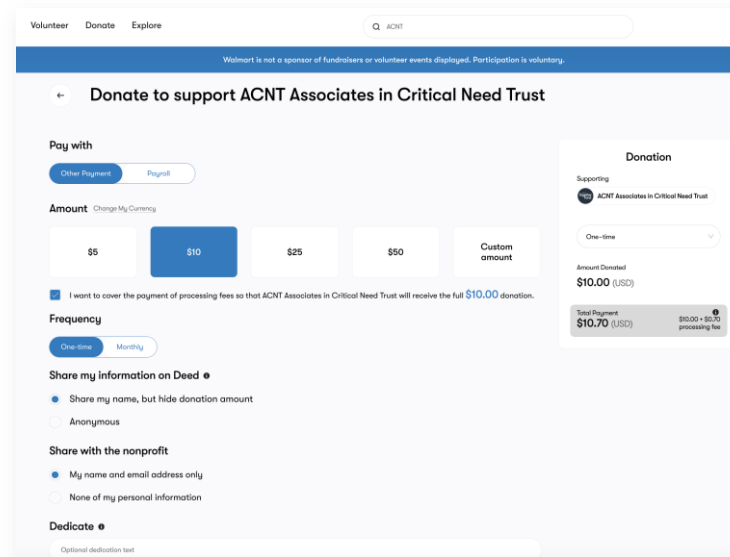
Associates can give through credit card, debit card, PayPal, Venmo or payroll to any eligible organization.



The screenshot shows the 'Nonprofit Location' search results. A search bar at the top contains 'ACNT'. Below it, a list of nonprofits is displayed, each with a 'Donate' button. The nonprofits listed are:

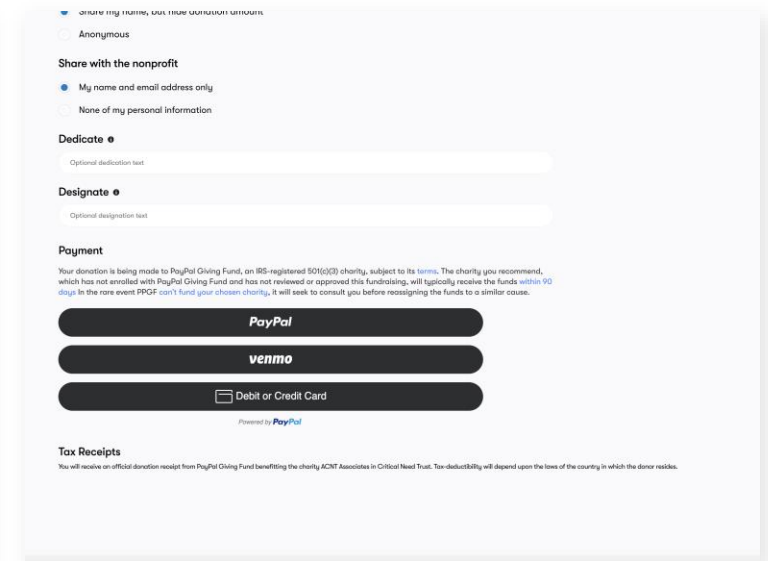
- ACNT Associates in Critical Need Trust
- A Leadership Journey
- ADOPTION RHODE ISLAND
- Association for Women in Mathematics Inc
- Camp Seaside Foundation
- Catholic Charities, Inc
- Chinmaya Mission Kansas City
- CPO CARES
- Cross-Links Community Outreach

Associate can search and select the organization.



The screenshot shows the 'Donate to support ACNT Associates in Critical Need Trust' form. It includes fields for 'Pay with' (Other Payment, PayPal), 'Amount' (\$5, \$10, \$25, \$50, Custom amount), 'Frequency' (One-time, Monthly), 'Share my information on Deed' (Share my name, but hide donation amount, Anonymous), 'Share with the nonprofit' (My name and email address only, None of my personal information), and 'Dedicate' (Optional dedication text).

Associates select donation amount, payment frequency, and more.



The screenshot shows the 'Payment' section of the donation form. It includes options for 'Share with the nonprofit' (My name and email address only, None of my personal information), 'Dedicate' (Optional dedication text), 'Designate' (Optional designation text), and 'Payment' (PayPal, venmo, Debit or Credit Card). It also includes a 'Tax Receipts' section with a note about receiving an official receipt from PayPal Giving Fund.

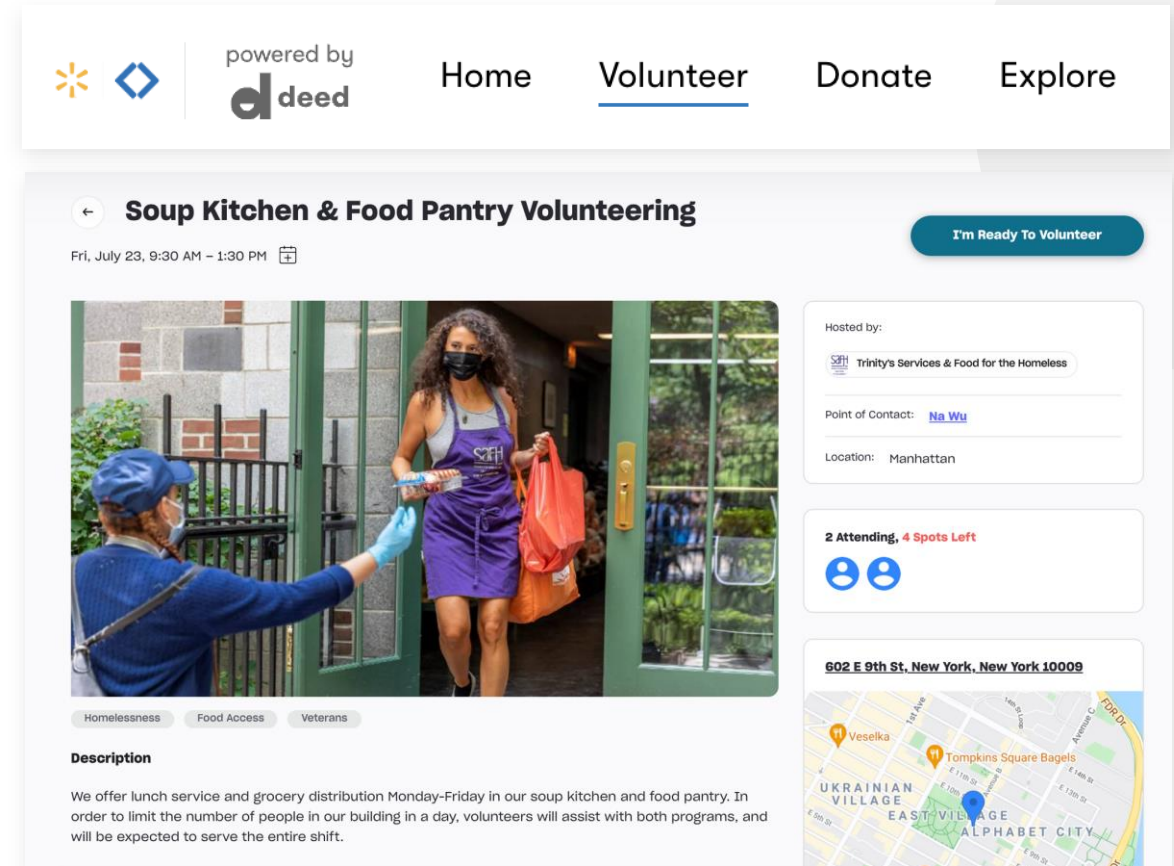
Associates select payment type and donate!

[Learn more](#)



How Associates Find Volunteer Events

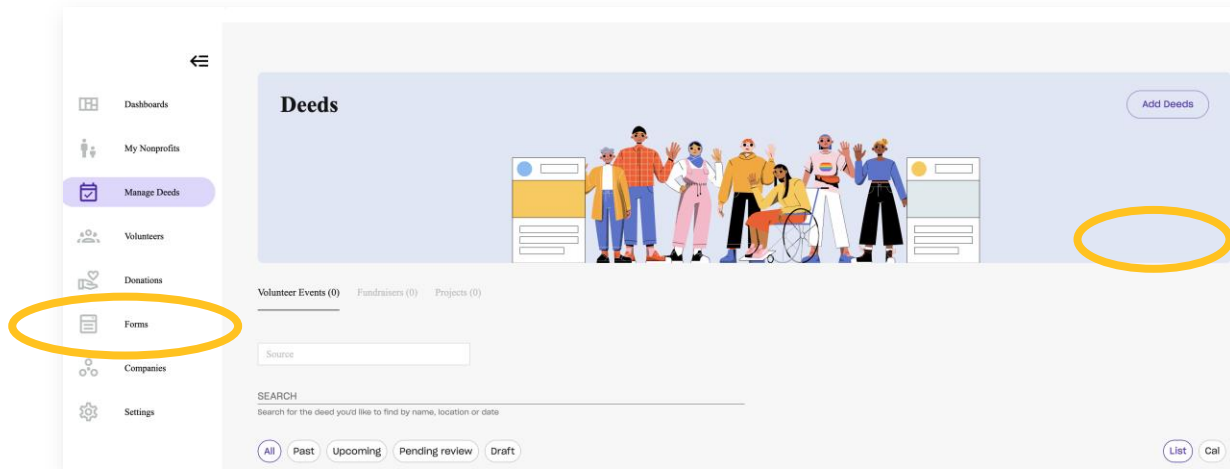
- Associates can navigate to the **Volunteer** section at the top of the page and browse Volunteer Events and Projects.
- When they see an **Event** that interests them, simply select that deed and click “**I’m Ready To Volunteer.**”
- They’ll receive a confirmation email and a reminder email as the 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!



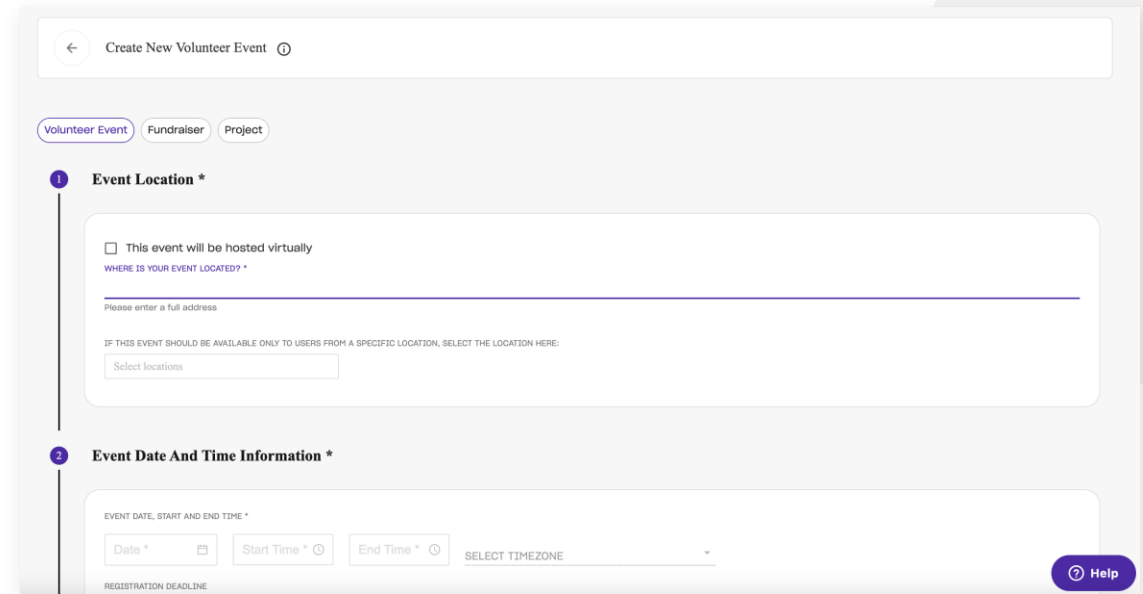
The screenshot displays the Spark Good website interface. At the top, the navigation bar includes the Spark Good logo, a 'powered by deed' badge, and links for Home, Volunteer (which is underlined), Donate, and Explore. The main content area features a volunteer event titled 'Soup Kitchen & Food Pantry Volunteering' scheduled for Friday, July 23, from 9:30 AM to 1:30 PM. A prominent blue button labeled 'I'm Ready To Volunteer' is located in the top right corner of the event listing. Below the title, a photograph shows a woman in a purple apron and face mask handing a food item 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 states '2 Attending, 4 Spots Left' with two person icons. The address '602 E 9th St, New York, New York 10009' is provided, accompanied by a map showing the location in East Village, Manhattan. At the bottom, a 'Description' section explains that the event offers lunch service and grocery distribution Monday-Friday, with volunteers assisting with both programs to limit the number of people in the building.

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"

A screenshot of the 'Create New Volunteer Event' form. At the top, there's a back arrow and the title 'Create New Volunteer Event' with an info icon. Below the title are three tabs: 'Volunteer Event' (selected), 'Fundraiser', and 'Project'. The form is divided into two main sections. Section 1, 'Event Location *', includes a checkbox for 'This event will be hosted virtually', a text input for 'WHERE IS YOUR EVENT LOCATED? *', a placeholder 'Please enter a full address', and a 'Select locations' button. Section 2, 'Event Date And Time Information *', includes a label 'EVENT DATE, START AND END TIME *', input fields for 'Date *', 'Start Time *', and 'End Time *', a 'SELECT TIMEZONE' dropdown, and a 'REGISTRATION DEADLINE' label. A 'Help' button is in the bottom right corner.

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

How To Create a Volunteer Event

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

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*     


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

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 V


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 In

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

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

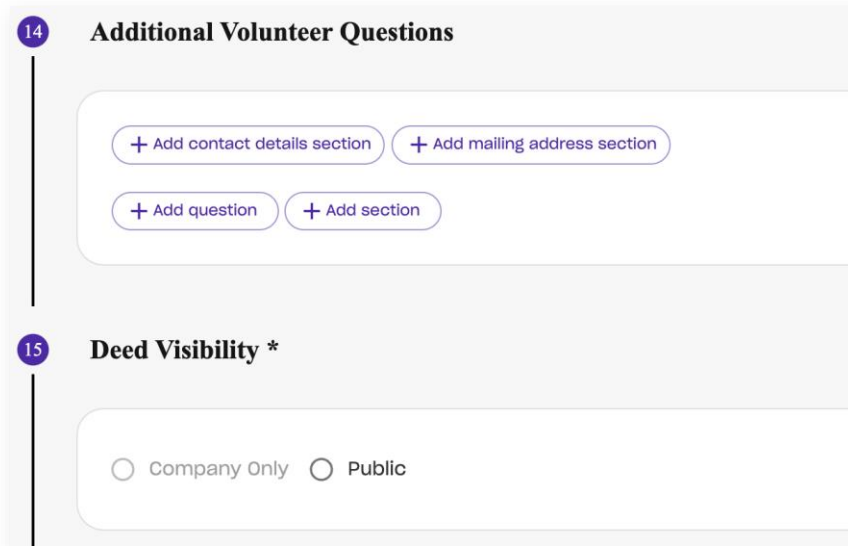
13 Volunteer Forms

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

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



14 **Additional Volunteer Questions**

+ Add contact details section + Add mailing address section

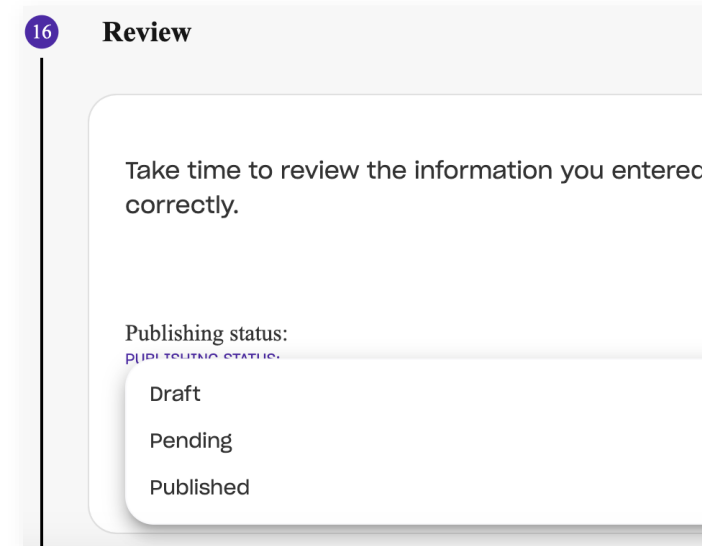
+ Add question + Add section

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

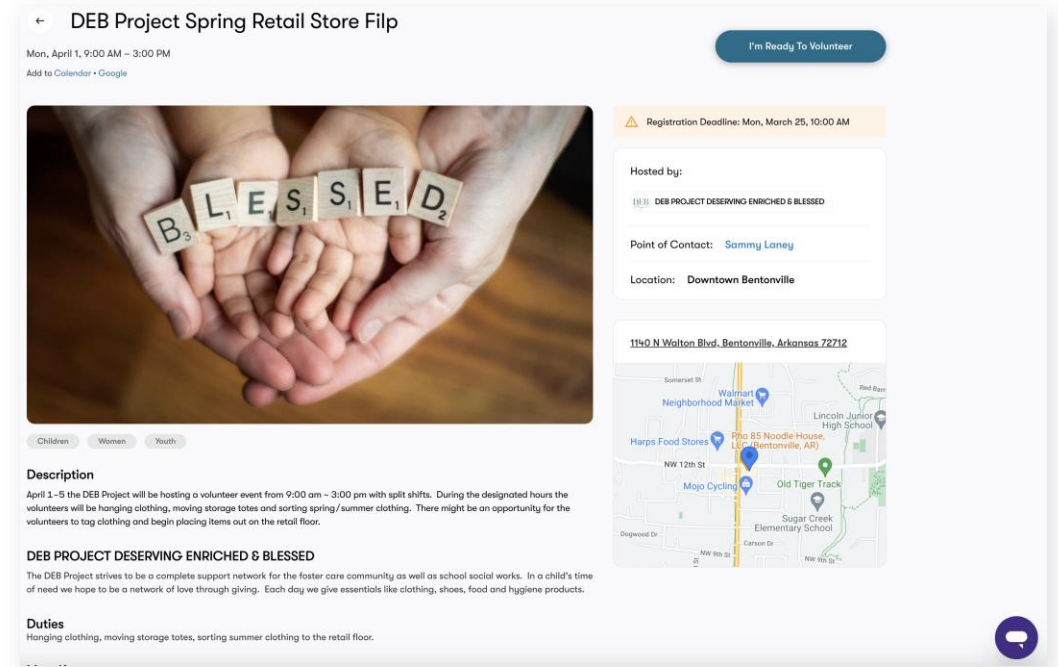
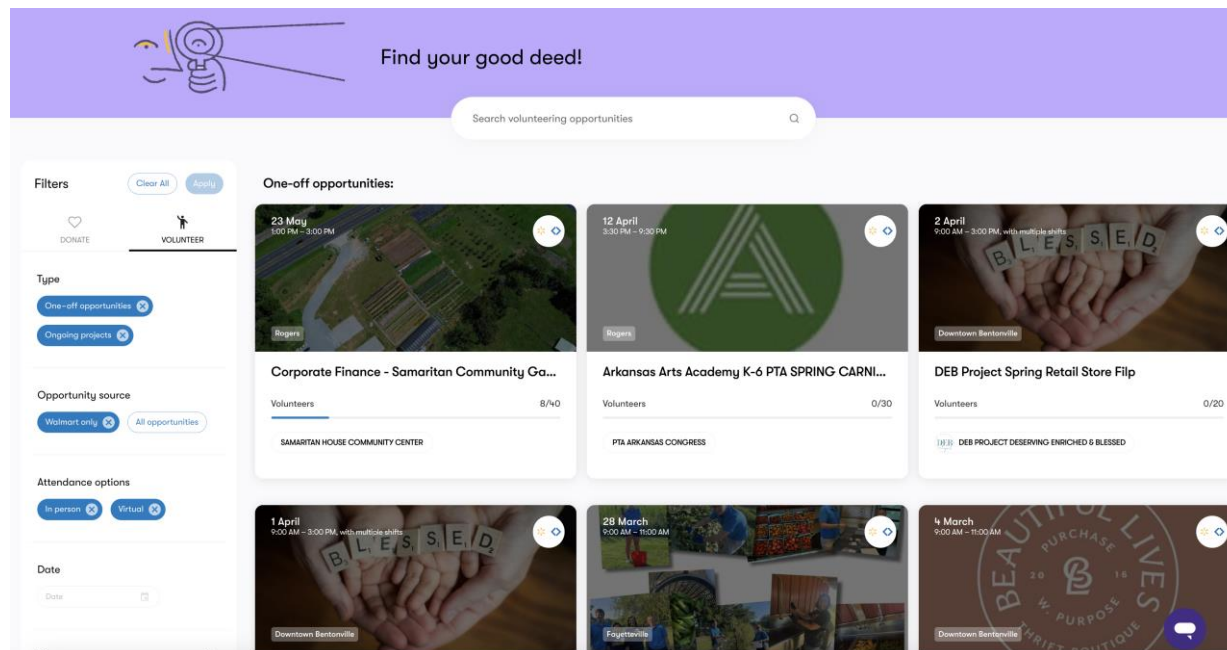
Published

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

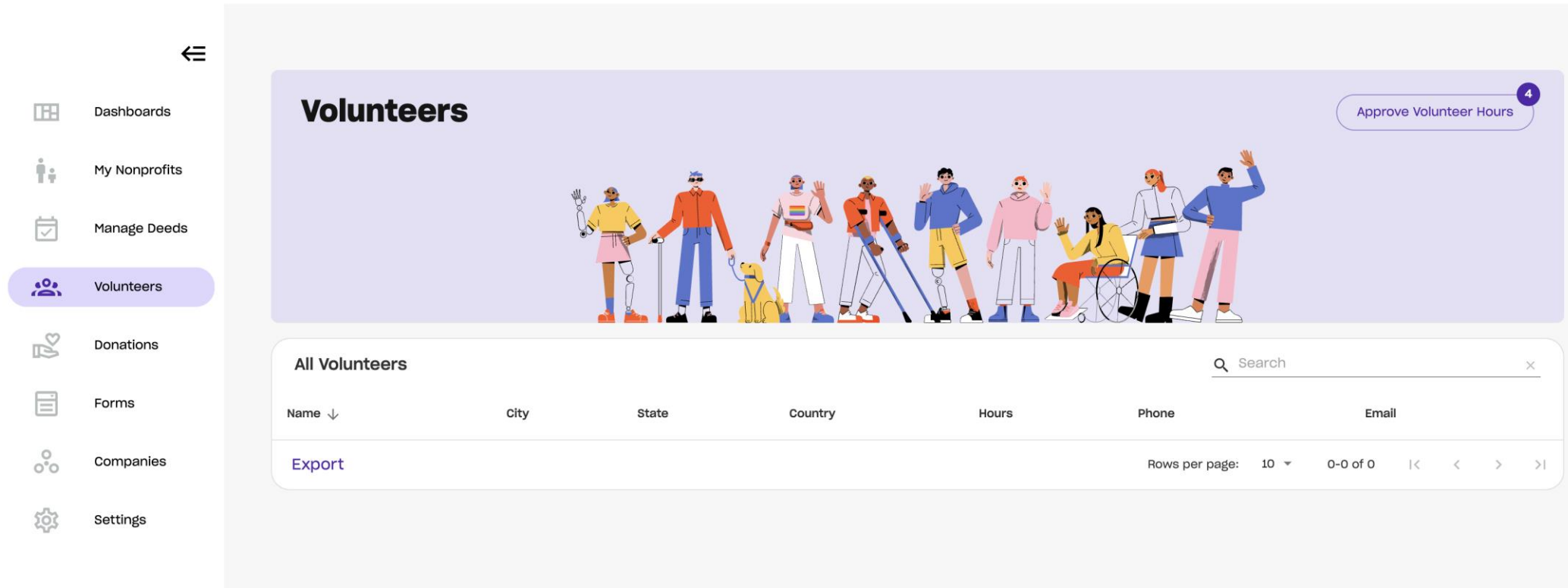


walmart.joindeed.org/deeds/65d542c05



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

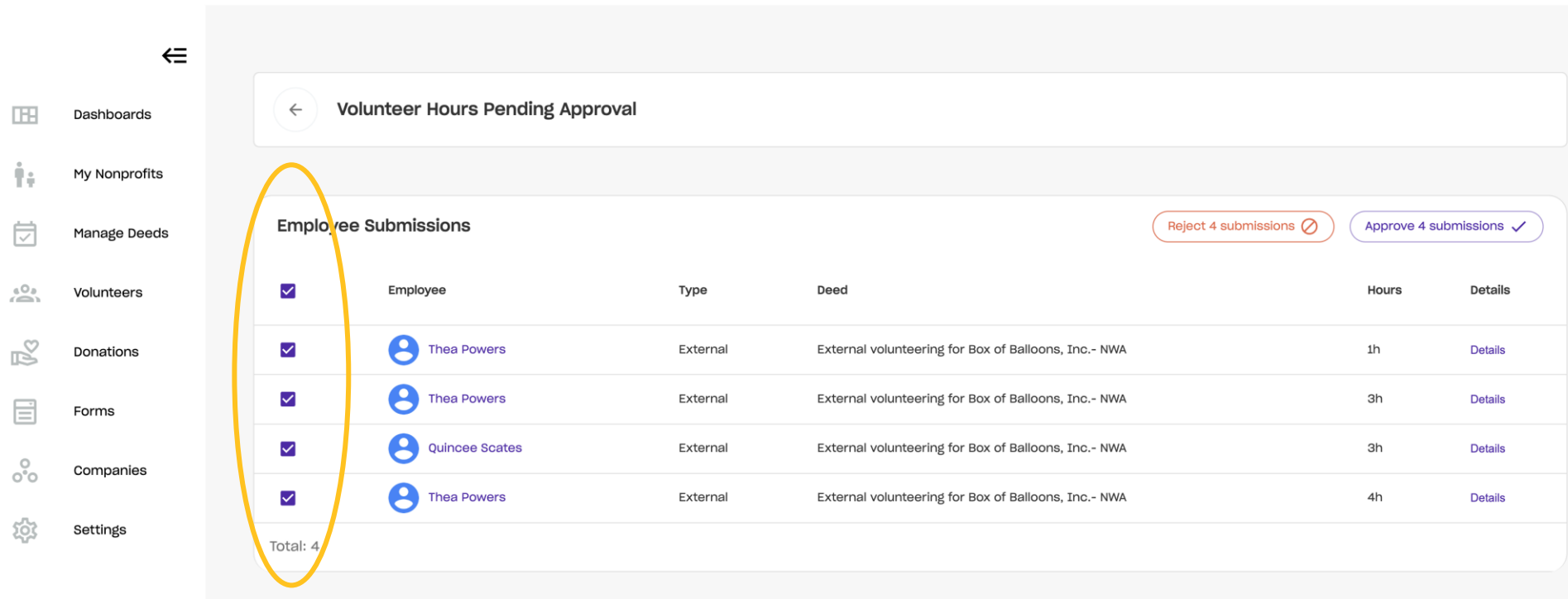
How to Approve Volunteer Hours



The screenshot displays the Spark Good interface. On the left is a sidebar menu with icons and labels for Dashboards, My Nonprofits, Manage Deeds, **Volunteers** (highlighted), Donations, Forms, Companies, and Settings. The main content area has a header with the title "Volunteers" and a button labeled "Approve Volunteer Hours" with a notification badge showing the number 4. Below the header is an illustration of a diverse group of volunteers. Underneath the illustration is a table titled "All Volunteers" with columns for Name, City, State, Country, Hours, Phone, and Email. The table includes a search bar, an "Export" link, and pagination controls showing "Rows per page: 10" and "0-0 of 0".

Volunteer hours must be approved before the associate can submit them for a matching grant if desired. You can approve volunteer hours by going to the **Volunteers** tab on your menu and clicking **Approve Volunteer Hours** in the top right corner.





How to Approve Volunteer Hours



← Volunteer Hours Pending Approval

Employee Submissions

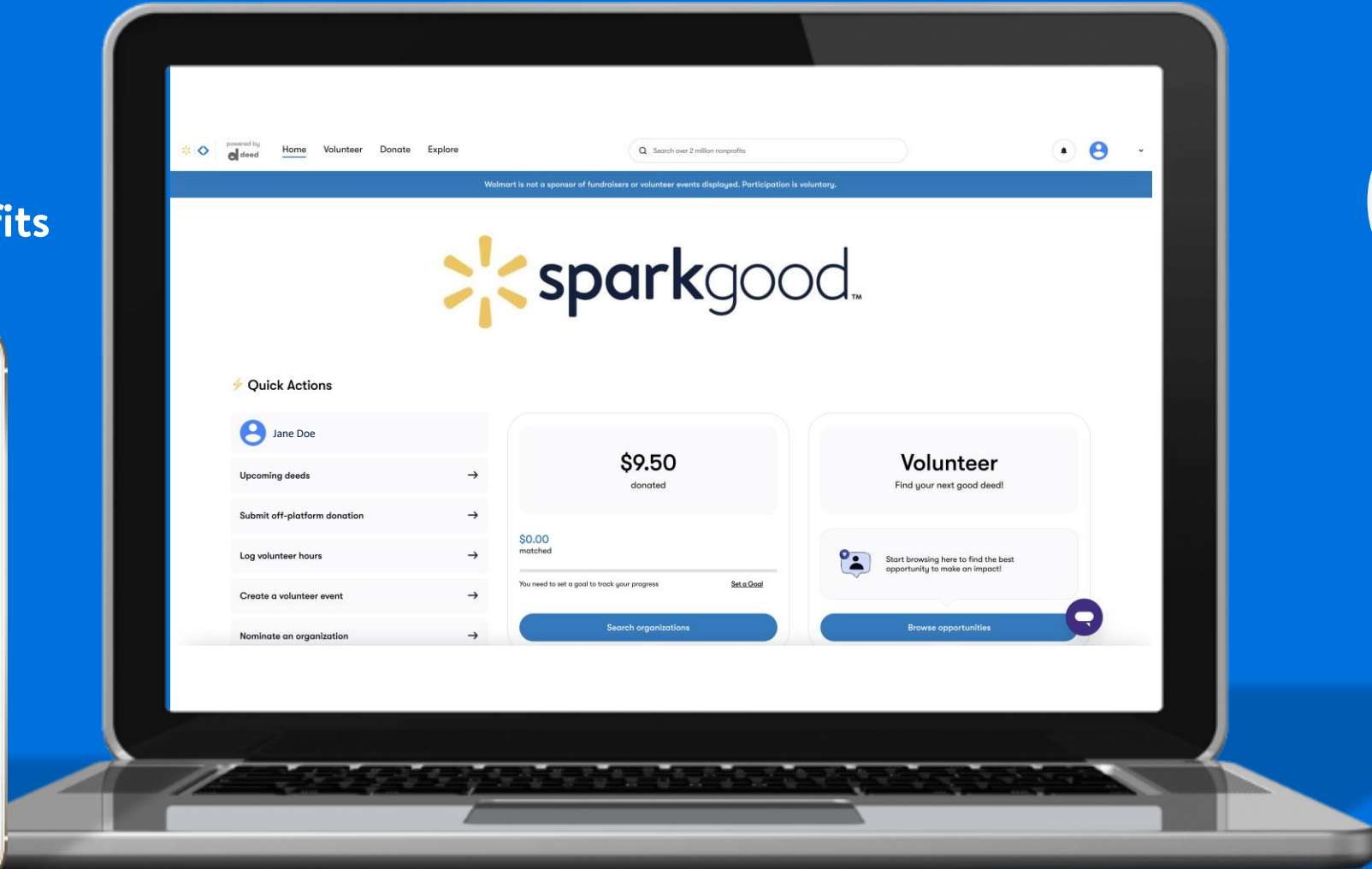
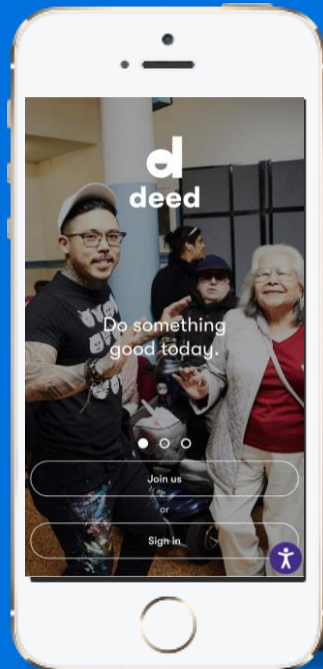
Reject 4 submissions ✗ Approve 4 submissions ✓

<input checked="" type="checkbox"/>	Employee	Type	Deed	Hours	Details
<input checked="" type="checkbox"/>	 Thea Powers	External	External volunteering for Box of Balloons, Inc.- NWA	1h	Details
<input checked="" type="checkbox"/>	 Thea Powers	External	External volunteering for Box of Balloons, Inc.- NWA	3h	Details
<input checked="" type="checkbox"/>	 Quincee Scates	External	External volunteering for Box of Balloons, Inc.- NWA	3h	Details
<input checked="" type="checkbox"/>	 Thea Powers	External	External volunteering for Box of Balloons, Inc.- NWA	4h	Details

Total: 4

Once in the hour approval screen, you can select all submissions you would like to approve. Then click **Approve Submissions**.

Get started at
Walmart.com/nonprofits



Direct questions about Deed to nonprofits@joindeed.com

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, 12:00PM CT



Register here: [Webinar Series](#)

Help Desks

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



Register here: [Virtual Help Desk](#)



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](#)

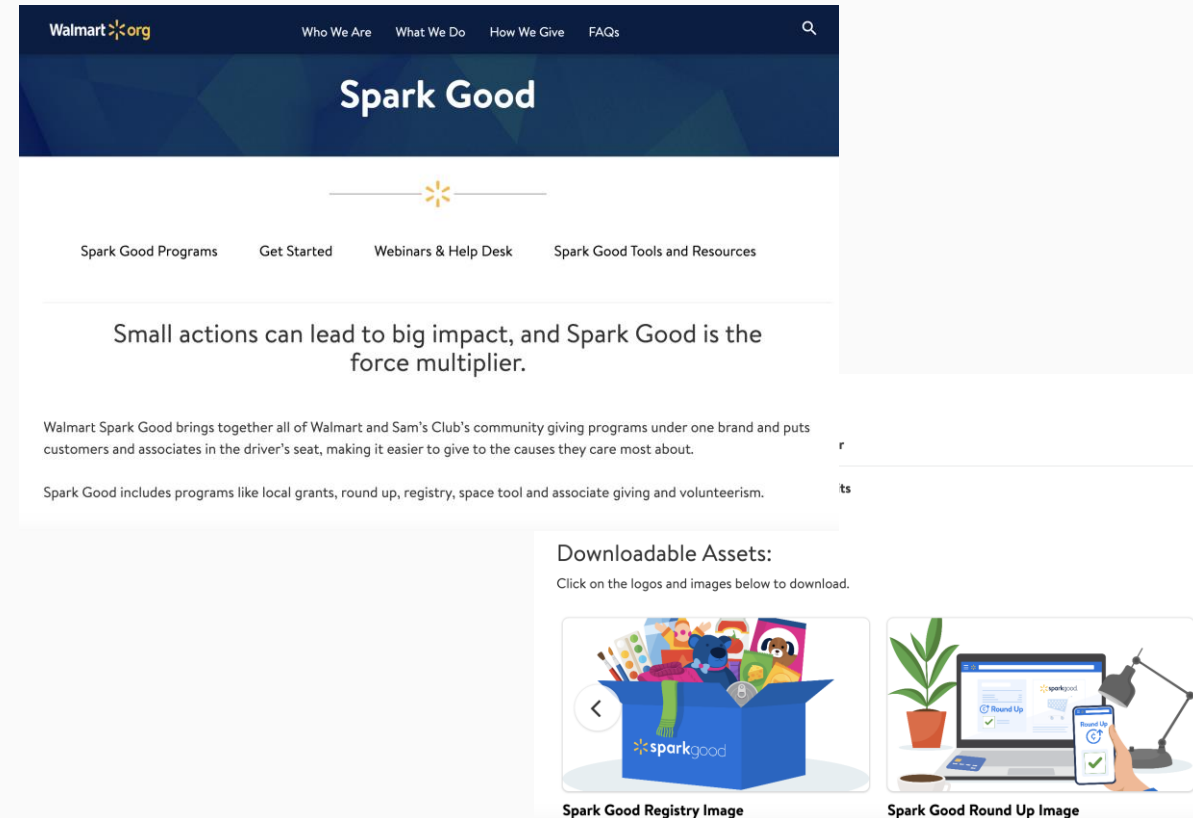
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources

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Spark Good: 3 Steps to Get Started

1. Review program eligibility
2. Become a verified organization
3. Explore Spark Good programs



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