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
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.
What’s New in FY25?

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
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 “Forget 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

- 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

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 grants 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.

Step by Step guidance helps 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
Your organization can request grants from facilities in the communities your organization serves with your programs.
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
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