



# Associate Giving & Volunteerism

November 2024

# AGENDA

- 1. Walmart Spark Good & Deed Partnership**
- 2. 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. Program Deep Dive -Spark Good Associate Giving**
  - How to create a volunteer event
  - How to approve associate volunteer hours
  - How to monitor associate donations and matching grants on the donation dashboard
  - Spark Good associate experience
- 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](http://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 6<sup>th</sup>** and can be accessed from your Spark Good account on [Walmart.com/nonprofits](https://Walmart.com/nonprofits).

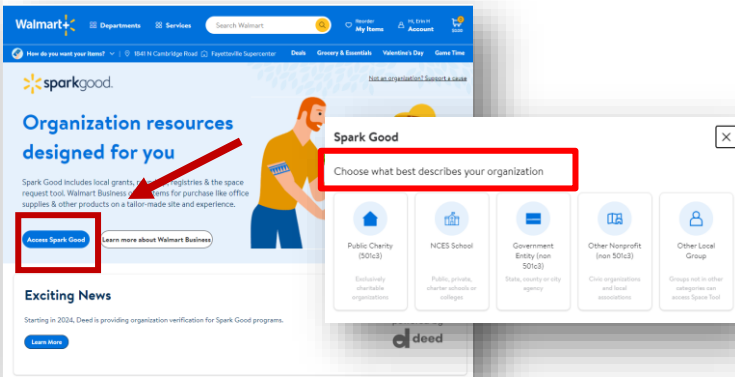
# Onboarding

For more detailed steps on onboarding, please review the Spark Good Onboarding Deck.

# 3 steps to get started with Spark Good

## Step 1:

### Walmart.com/nonprofits



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

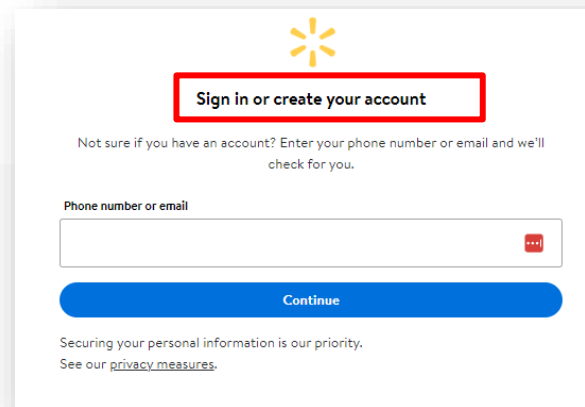
Click “**Access Spark Good**”

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

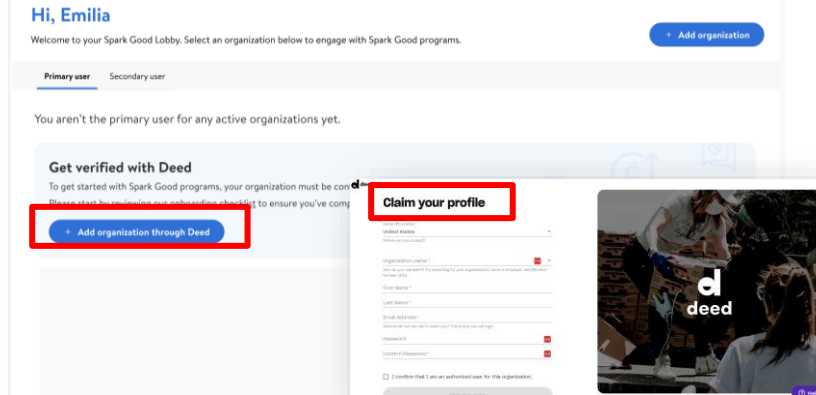


Sign in or create your **Walmart.com** account.

**\*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.**

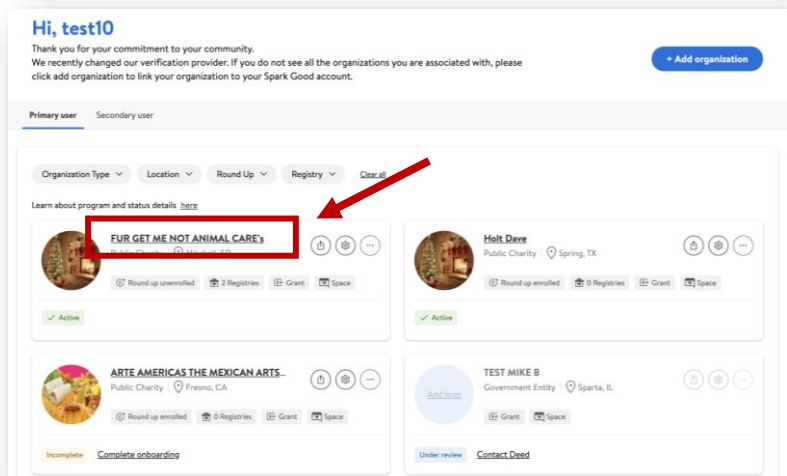
*The person claiming your organization's account should have access to your PayPal Business Account/PayPal Charity Fund credentials.*



# To start engaging with Spark Good programs

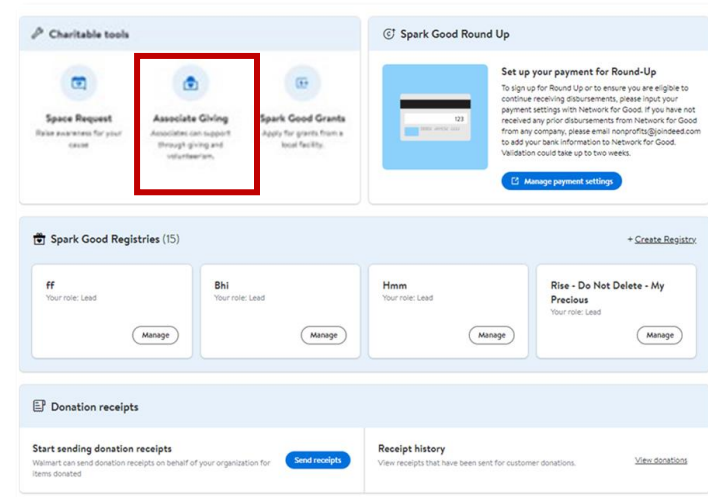
Once verification and onboarding is complete in Deed, log into your Spark Good account on [Walmart.com/nonprofits](https://Walmart.com/nonprofits). Please wait 24 hours for your data to sync.

## Spark Good Lobby



Click your organization name.

## Spark Good Dashboard



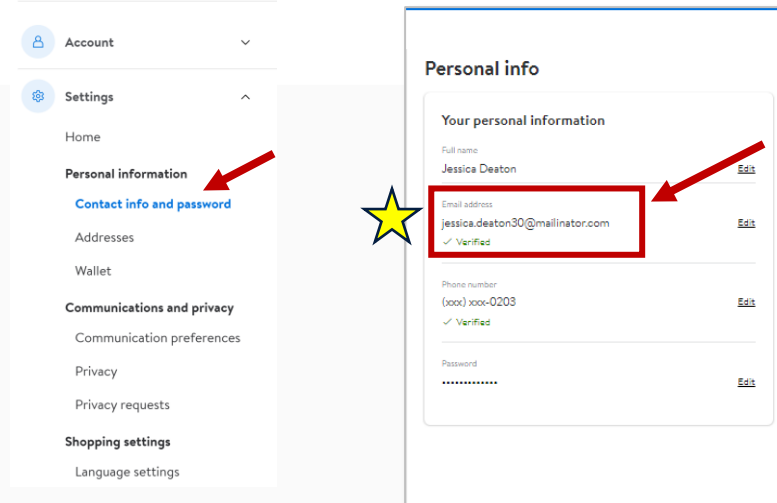
Access and engage with all the Spark Good programs your organization is eligible for.

## 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

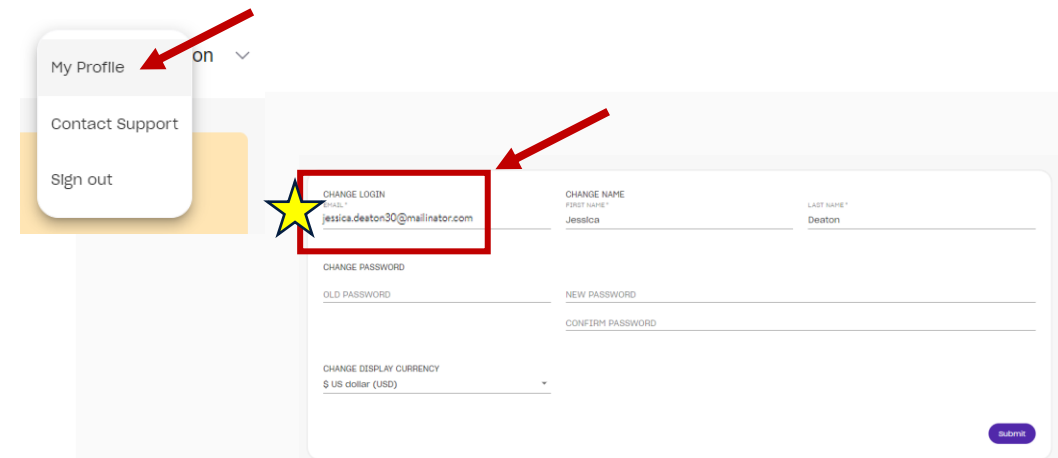
### SPARK GOOD



### 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

# View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at [www.walmart.org/sparkgood](http://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](http://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"> <li>PayPal Giving Fund account</li> </ul>	<ul style="list-style-type: none"> <li>PayPal Business account</li> <li>Network for Good account</li> </ul>	<ul style="list-style-type: none"> <li>PayPal Business account</li> </ul>	<ul style="list-style-type: none"> <li>PayPal Business account</li> </ul>

  - 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](http://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





# Deep Dive on Associate Giving & Volunteerism

The Spark Good Associate Programs are available to all full-time and part-time active Walmart and Sam's Club associates empowering them to support causes that they care about in the following ways:



## 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.

To participate in Spark Good Associate Programs, your organization *must* be fully onboarded on Deed which includes organization, user and payment verification.  
**Log in at [walmart.com/nonprofits](https://walmart.com/nonprofits) to get started!**



## 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.

# 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

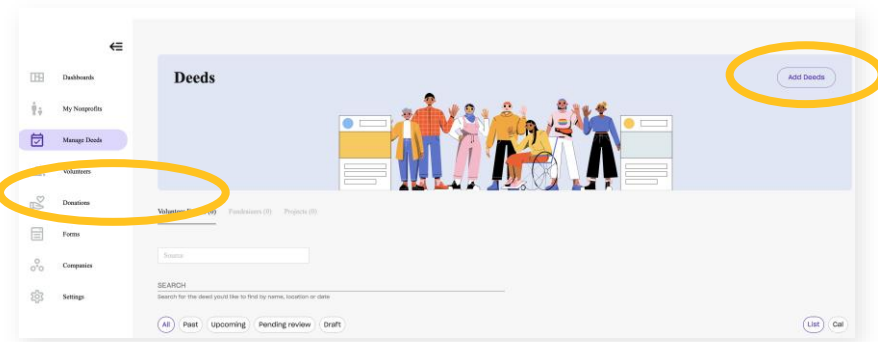
Organizations must agree to use grant funds solely for activities in the United States.

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.

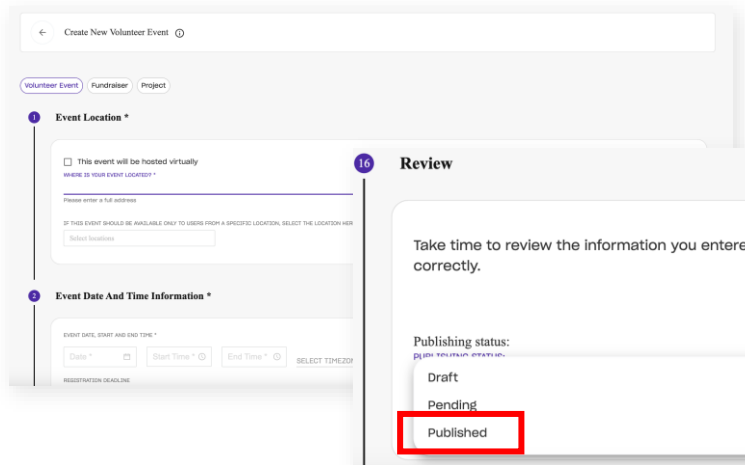


# How To Create a Volunteer Event

Volunteer events can be set up to be **ONLY** viewable for **associates** or set up as **public** events that anyone can sign up for on Deed

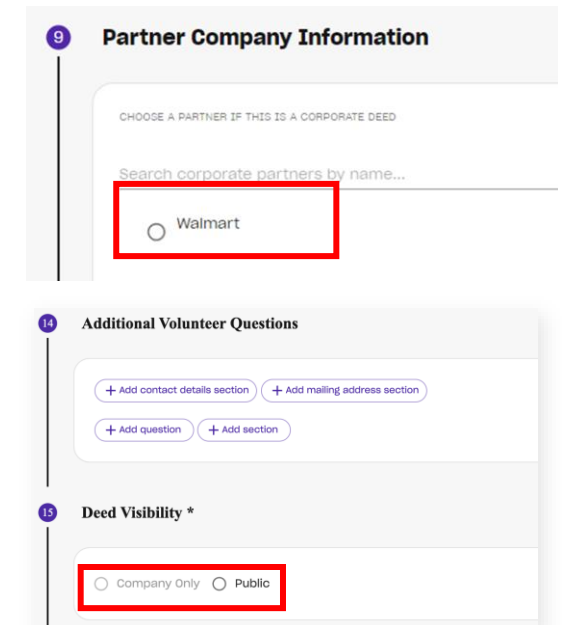


From your **Deed Account** menu, click "Manage Deeds," and then click "Add Deeds"



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

You will be prompted to enter the location address, date and time information for your shifts as well as number of volunteer spots available and a brief description. You can even add an event point of contact and event picture such as your organization logo.



**Helpful Tip:** Even if you make the event public which means anyone can sign up, you might consider adding Walmart as a corporate partner so that it makes it easier for Walmart associates to sign up for your event.

# Woohoo! Your event is published...

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.

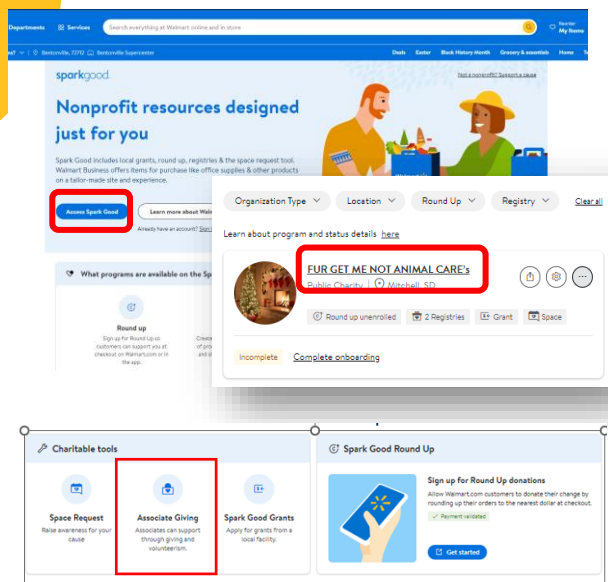


# Don't forget to approve associate volunteer hours...

Associates can log volunteer hours in the Spark Good Associate platform and request matching grants for eligible hours.

**New!**  
Organizations now receive email reminders to review pending volunteer hours.

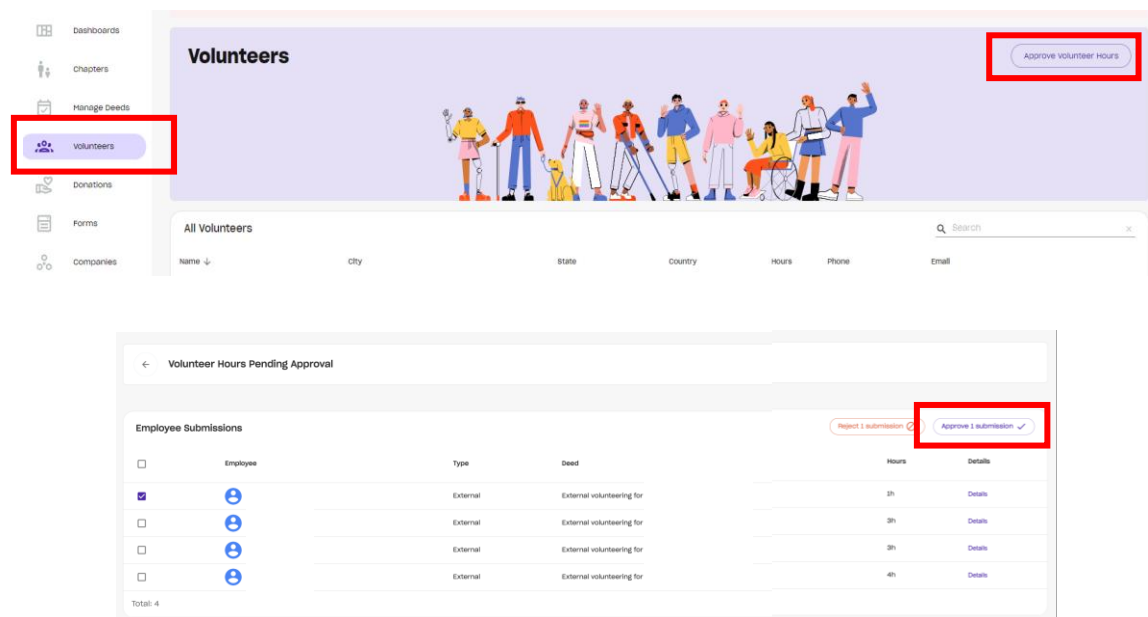
## Step 1: Log into Spark Good



Log into [Walmart.com/nonprofits](https://www.walmart.com/nonprofits)

Or access Deed directly at [admin.joindeed.org](https://admin.joindeed.org)

## Step 2: Review Volunteer Hours in Deed



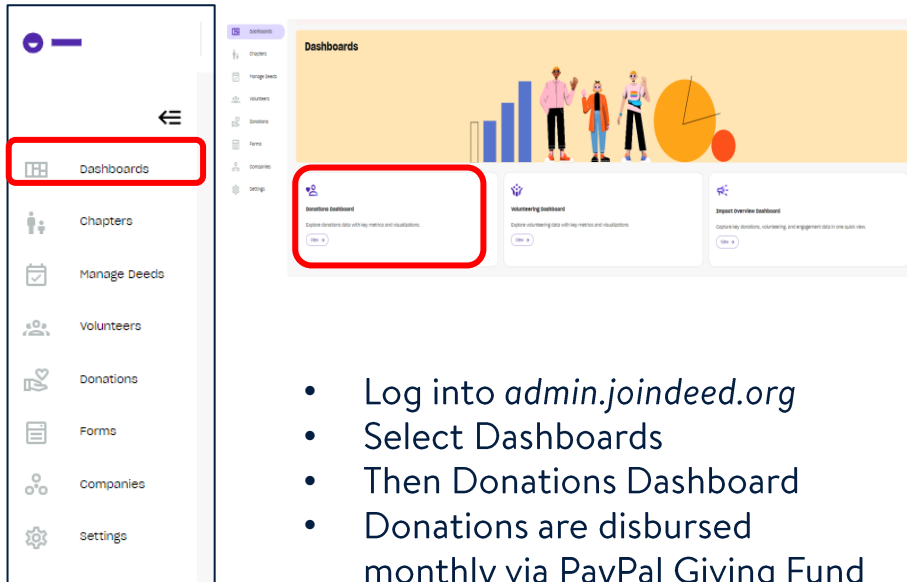
Approve Volunteer Hours

Review pending hours and check the box by all hours you want to approve. Once this is completed, if hours are eligible for a matching grant these are reviewed by the Spark Good team and disbursed monthly.

# Monitor associate donations and matching grants on the donation dashboard

## Step 1:

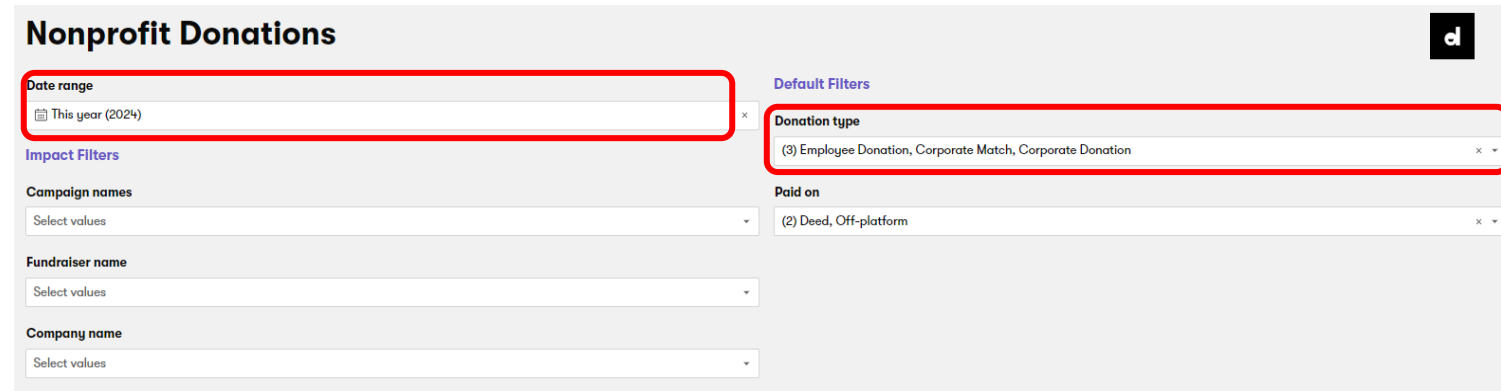
Select Dashboards > Donations Dashboard



- Log into [admin.joindeed.org](https://admin.joindeed.org)
- Select Dashboards
- Then Donations Dashboard
- Donations are disbursed monthly via PayPal Giving Fund (PPGF) or Network for Good (NFG).

## Step 2:

Select Report Filters



- Select the “**date range**” for the donations report
- Under “**company filter**” select **Walmart**
- Under “**donation type**” filter by the following to track donations :
  - **Corporate Donation** = Spark Good Volunteerism Matching Grants (aka VAP grants)
  - **Corporate Match** = Spark Good Matching Grants for Associate Matching Campaigns and/or Executive Giving Program donations
  - **Employee Donation** = Associate Personal Donations

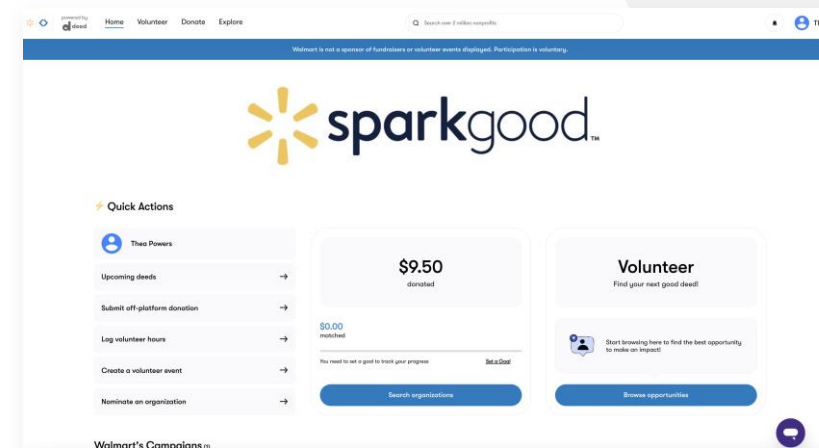
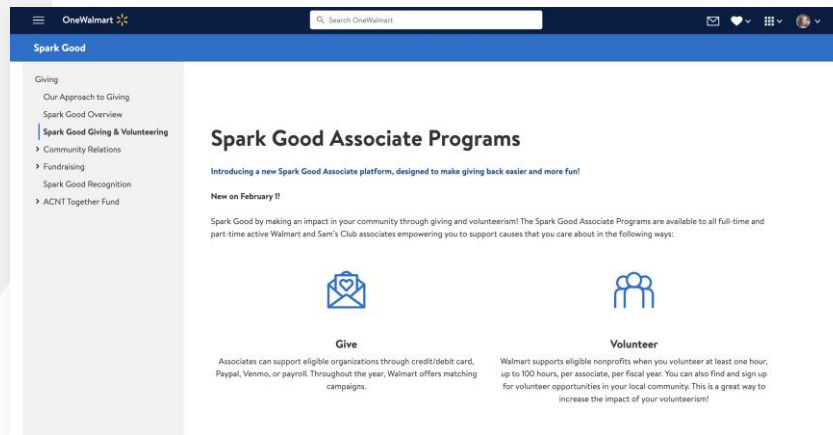
Please note: For full donor details, you will need to log into your disbursement provider (PayPal Giving Fund or Network for Good).

# Spark Good Associate Experience

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



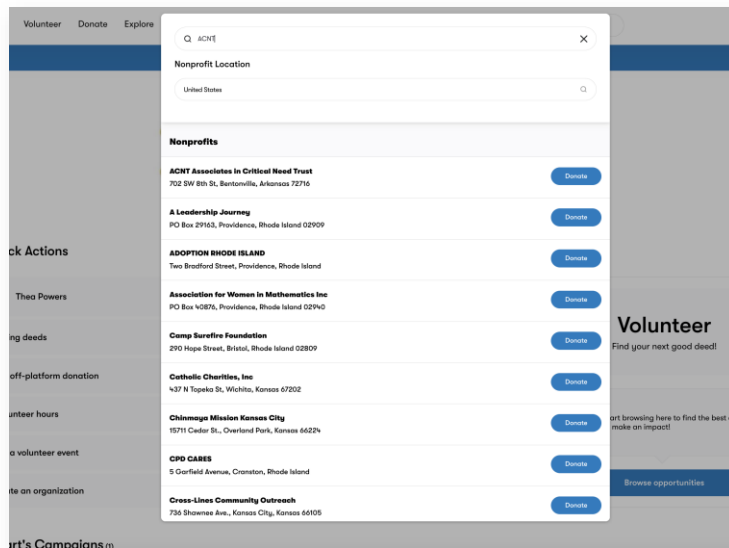
- Direct associates to the OneWalmart Spark Good Associate Giving Page at [wmlink/sparkgoodassociategiving](https://wmlink/sparkgoodassociategiving)
- Associates can click the *Giving* or *Volunteering* Icons to get started!

Learn more



# How associates donate through Spark Good

Associates can give through credit card, debit card, PayPal, Venmo or payroll to any eligible organization. Walmart offers periodic matching campaigns throughout the year. These campaign details & dates are promoted internally to associates as offered.



Volunteer Donate Explore

ACNT

Nonprofit Location

United States

Nonprofits

- ACNT Associates in Critical Need Trust  
702 SW 8th St, Bentonville, Arkansas 72716
- A Leadership Journey  
PO Box 29163, Providence, Rhode Island 02909
- ADOPTION RHODE ISLAND  
Two Bradford Street, Providence, Rhode Island
- Association for Women in Mathematics Inc  
PO Box 40876, Providence, Rhode Island 02940
- Camp Surefire Foundation  
290 Hope Street, Bristol, Rhode Island 02809
- Catholic Charities, Inc  
437 N Topoka St, Wichita, Kansas 67202
- Chinmaga Mission Kansas City  
15711 Cedar St., Overland Park, Kansas 66224
- CPD CARES  
5 Garfield Avenue, Cranston, Rhode Island
- Cross-Lines Community Outreach  
735 Shawnee Ave., Kansas City, Kansas 66105

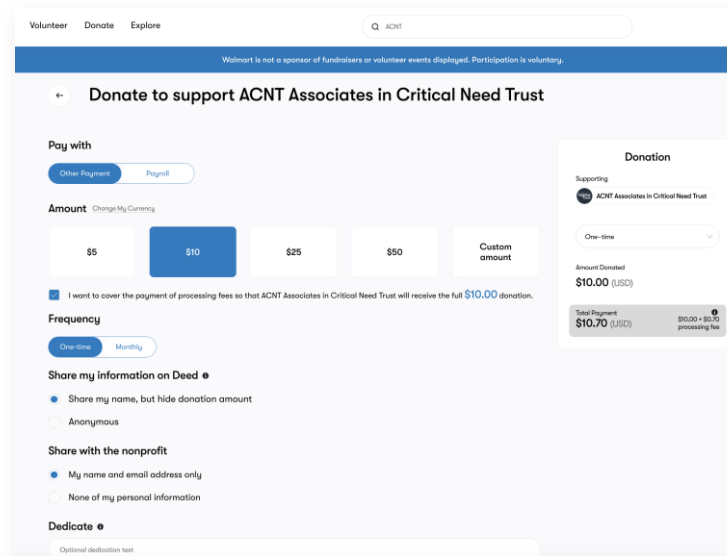
Volunteer  
Find your next good deed!

art browsing here to find the best op  
make an impact!

Browse opportunities

rt's Campaigns m

Associate can search and select the organization.



Volunteer Donate Explore

ACNT

Walmart is not a sponsor of fundraisers or volunteer events displayed. Participation is voluntary.

← Donate to support ACNT Associates in Critical Need Trust

Pay with

Other Payment PayPal

Donation

Supporting

ACNT Associates in Critical Need Trust

One-time

Amount Donated

\$10.00 (USD)

Total Payment

\$10.70 (USD)

\$0.20 + \$0.50 processing fee

Frequency

One-time Monthly

Share my information on Deed

Share my name, but hide donation amount

Anonymous

Share with the nonprofit

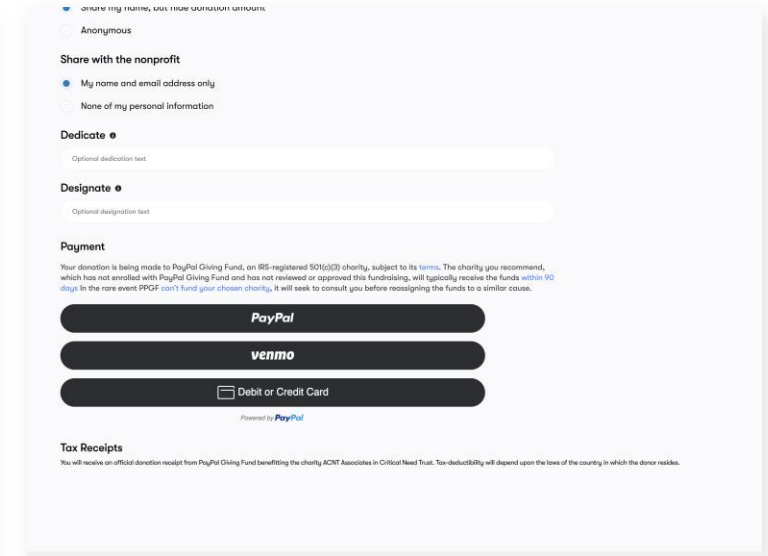
My name and email address only

None of my personal information

Dedicate

Optional dedication text

Associates select donation amount, payment frequency, and more.



OPTIONAL (BY REQUEST, USA ONLY) CREDIT CARD INFORMATION

Anonymous

Share with the nonprofit

My name and email address only

None of my personal information

Dedicate

Optional dedication text

Designate

Optional designation text

Payment

Your donation is being made to PayPal Giving Fund, an IRS-registered 501(c)(3) charity, subject to its terms. The charity you recommend, which has not enrolled with PayPal Giving Fund and has not reviewed or approved this fundraising, will typically receive the funds within 90 days. In the rare event PPGF can't fund your chosen charity, it will seek to consult you before reassigning the funds to a similar cause.

PayPal

venmo

Debit or Credit Card

Powered by PayPal

Tax Receipts

You will receive an official donation receipt from PayPal Giving Fund benefitting the charity, ACNT Associates in Critical Need Trust. Tax deductibility will depend upon the laws of the country in which the donor resides.

Associates select payment type and donate!

*Please note: Donations are disbursed monthly to organizations via PayPal Giving Fund (PPGF) for 501c3 organizations or Network for Good (NFG) for NCES schools.*

# Associates can also search and sign up for Volunteer Events through Spark Good Associate Platform

- If you have posted 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!

*After the event, associates can log hours and request matching grants for eligible hours.*

The screenshot displays the 'Volunteer' section of the Spark Good Associate Platform. At the top, there is a navigation bar with the Spark Good logo, a 'powered by deed' logo, and menu items for 'Home', 'Volunteer', 'Donate', and 'Explore'. The main content area features an event listing for 'Soup Kitchen & Food Pantry Volunteering' on Friday, July 23, from 9:30 AM to 1:30 PM. A prominent blue button labeled 'I'm Ready To Volunteer' is visible. Below the event title, there is a photograph of a woman in a purple apron and a man in a blue uniform and cap. The event is hosted by 'Trinity's Services & Food for the Homeless' in Manhattan. It shows '2 Attending, 4 Spots Left' with two person icons. The location is '602 E 9th St, New York, New York 10009', accompanied by a map showing the area around Veselka, Tompkins Square Bagels, and East Village. A 'Description' section at the bottom states: 'We offer lunch service and grocery distribution Monday-Friday in our soup kitchen and food pantry. In order to limit the number of people in our building in a day, volunteers will assist with both programs, and will be expected to serve the entire shift.'

Please note: Associates can log hours and request matching grants for hours volunteered outside of Deed.

# Associates can request a matching grant for eligible volunteer hours

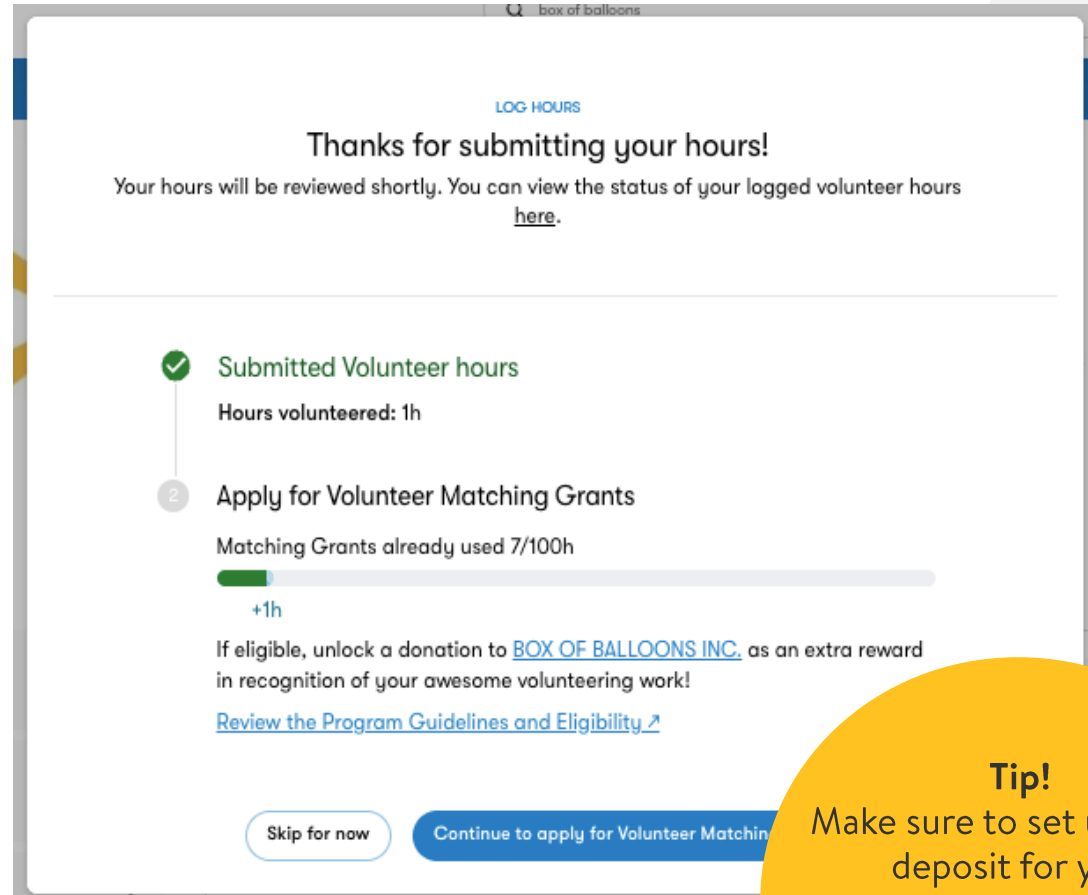
After associates log volunteer hours, they will be prompted to request a matching grant.

The associate must click **Continue to apply for Volunteer Matching Grants**

After completing the eligibility form questions, the associate will click **Submit**.

Your organization must still **approve volunteer hours** before you can receive a matching grant.

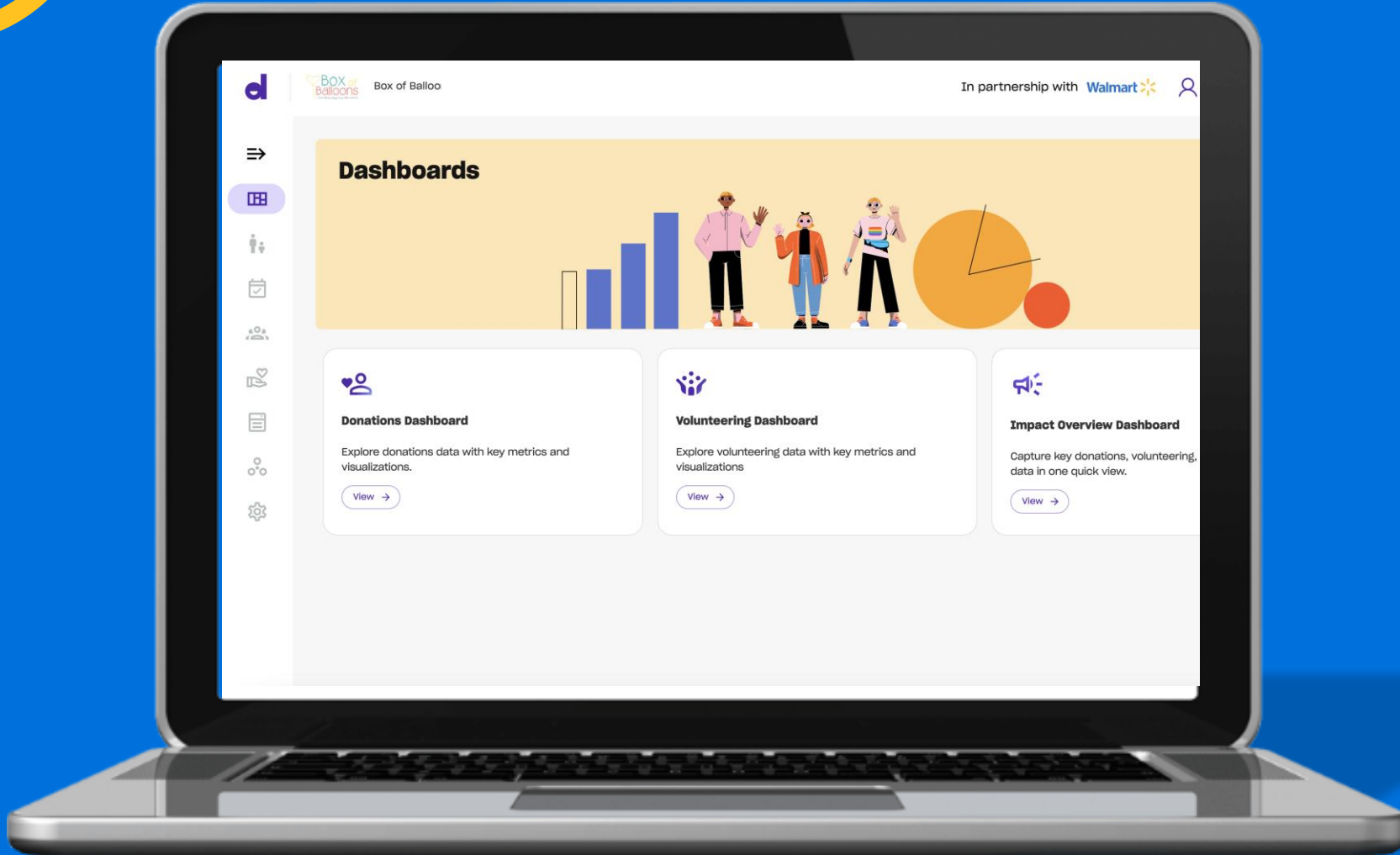
If your organization approved the associate's volunteer hours *and* their volunteer activity is eligible for a matching grant, the matching grant will enter the next monthly batch of grants for disbursement.



## Tip!

Make sure to set up direct deposit for your disbursements so that you can receive your payments as quickly as possible.

# Get started at Walmart.com/nonprofits



If you encounter any issues with the platform, direct questions to [nonprofits@joindeed.com](mailto:nonprofits@joindeed.com) or use the purple **Help** button at the bottom right of the webpage to reach chat support.

 **Help**

## Spark Good Program Guidelines

✓ [walmart.org/sparkgood](https://walmart.org/sparkgood)

## Spark Good Customer Discovery

✓ [walmart.com/sparkgood](https://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](mailto:nonprofits@joindeed.com)

[walmart.com/nonprofits](http://walmart.com/nonprofits)  
[walmart.com/sparkgood](http://walmart.com/sparkgood)

## Social Tags

X: @Walmartorg

Facebook: @Walmart

LinkedIn: @Walmart

