Sparkgood, 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

Spark Good Programs



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**.





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 **Facility Engagement** Associate Engagement Connect customers with Raise awareness & provide Empower associates to support causes that are charitable donations to opportunities to support local causes meaningful to them local organizations Round Up Registry

Storefront

Request

Local

Community

Grants

Associate Giving

Associate Volunteerism



Partnership with Deed

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

Organization and User Verification Provider

Deed verifies organizations participating in Walmart Spark Good programs. sparkgood... powered by

Associate Giving & Volunteerism Platform

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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 <u>no longer</u> 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

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

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Organization resources	Spark Good				G
esigned for you					Ľ
ark Good includes local grants, resourcegistries & the space guest tool, Walmart Business of the version for purchase like office	Choose what be	st describes your o	organization		
plies & other products on a tailor-made site and experience.		กลัก		CCB.	8
cees Spark Good	Public Charity (501c3)	NCES School	Government Entity (non 501c8)	Other Nonprofit (non 501c3)	Other Local Group
citing News	Exclusively charitable organizations	Public, private, charter schools or colleges	State, county or city agency	Civic organizations and local associations	Groups not in other categories can access Space Tool
rting in 2024, Deed is providing organization verification for Spark Good programs.					

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	а	Walmart.com	account

	Sign in or create your account
Not sure if you	have an account? Enter your phone number or email and we'll check for you.
one number or er	nail
	Continue

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

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

	S tep 3: eed Verifie	d
Hi, Emilia Welcome to your Spark Good Lobby. Select an organization below to engage with	Spark Good programs.	+ Add organization
You aren't the primary user for any active organizations yet. Get verified with Deed To get started with Spark Good programs, your organization must be con de- Rouse turk to priorite one of advantine database to ensure you've com	Claim your profile	
Add organization through Deed	Carlor and	d deed
	D Lotertere that Law an automotion way to the ingentiation.	

Click "Add Organization"

It will take you to Deed to claim your organization.

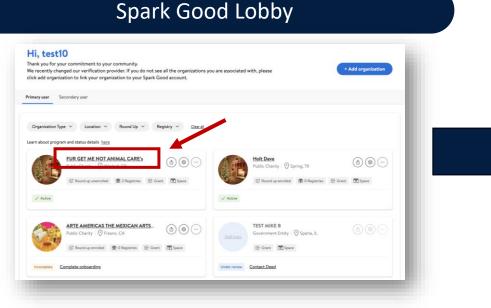
Claim your profile.

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. Please <u>wait 24 hours</u> for your data to sync.



Click your organization name.

Spark Good Dashboard

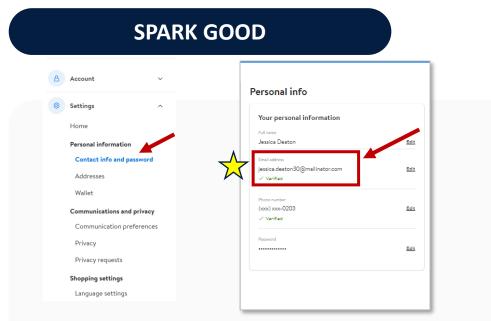
	٢	œ		Set up your payment fo To sign up for Round Up or to continue receiving disburseme payment settings with Networ	ensure you are eligible to ents, please input your
Space Request Relie avarentes for your cause	Associate Giving Associates can support through giving and volunteerism.	Spark Good Grants Agely for grants from a local facility.	ann sailte ann. 151	received any prior disburseme from any company, please emi to add your bank information to Validation could take up to two Manage payment setting	bil nonprofits@joindeed.c to Network for Good. o weeks.
Spark Good Regi	stries (15)				+ Create Registr
Spark Good Regin	stries (15) Bhi		Hmm	Rise - Do No	+ <u>Create Regist</u> ot Delete - My
	Bhi Your role		Your role: Lead	Precious Your role: Lead	ot Delete - My
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ff	Manage Bhi		Your role: Lead	Precious Your role: Lead	ot Delete - My

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

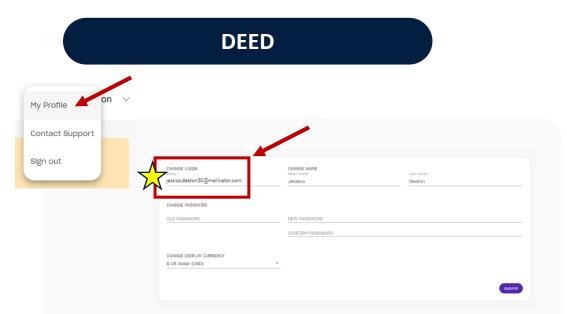
If your Spark Good lobby does not look like you anticipated:

- 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



How to check your Walmart.com email

Account > Settings > Personal Information> Contact info and Password



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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 <u>www.walmart.org/sparkgood</u>

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 <u>Walmart.com/nonprofits</u>. Click "Access Spark Good" and select your entity type.
 Create your Walmart.com account.

Create your waimart.com account.
 Use an email assigned by the organization instead of your personal email.

<u>Note</u>: 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 <u>here</u> to learn more.

Step 3: Claim your profile and create a Deed account

To complete the verification process, the Owner Primary User will need:							
5	501c3 Public Charity		NCES School Government Entity		Other Nonprofits		
•	PayPal Giving Fund account	•	PayPal Business account Network for Good account	 PayPal Business account 	•	PayPal Business account	
•	 Official IRS documentation such as IRS determination letter and government letters 						
•	Organizational inform	natio	on (mission statement,	board members, contact in	form	mation and website)	
How do I know if I've completed all the steps?							
0	Click through every	De	ed pop-up and provide	all the information needed	in e	ach pop-up.	
0	Under "Settings," ch	nec	the "Payments" tab an	d make sure that PayPal/N	etw	ork for Good is setup.	
0	Under "Companies"	, ch	eck that your organizat	ion is affiliated with Walma	rt.		
	Review users in De	ed I	under Settings > Users	to make sure that they have	e ap	propriate access to	

 Review users in Deed under Settings > Users to make sure that they have appropriate acce 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 promam dashippard to engaged Public Charity Checklist



NCES School Checklist





Other Nonprofit Checklist



Government Entity Checklist

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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.

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* be fully onboarded on Deed which includes organization, user and payment verification. Log in at walmart.com/nonprofits to get started!



Associate Giving & Volunteerism Programs

Organization Eligibility

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Organizations must have a Spark Good account and be **verified by Deed**, Walmart's thirdparty verification service provider.

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.

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.



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Spark Good: Steps to set up a Volunteer Event for associates to search, find and sign up



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

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Companies SEARCH		Forms		
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Event Location *	
This event will be hosted virtually wears is your over Locator -	lo Review
Please enter a full address	
ST THES EVENT SHOULD BE MARILABLE ONLY TO USERS FROM A SPECIFIC LODATION, SELECT THE U	
Select locations	Take time to review the information you entered.
	correctly.
Event Date And Time Information *	
EVENT DATE, START AND END TIME *	Publishing status:
Date * 🖆 Start Time * © End Time * © SELEC	T TIMEZOP PUBLICEUTING CTATURE
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RESESTRATION DEADLINE	

9	Partner Company Information				
	CHOOSE A PARTNER IF THIS IS A CORPORATE DEED				
	Search corporate partners by name				
	O Walmart				
1 4 ₽ 	Additional Volunteer Questions				
	+ Add contact details section + Add mailing address section				
	+ Add question + Add section				
13 I	Deed Visibility *				
	Company Only Public				

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

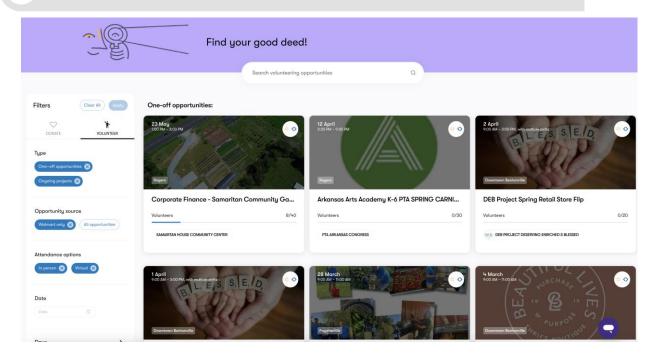
Select "Volunteer Event" and fill out the event details for volunteers.

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. Spark Good: Steps to set up a Volunteer Event for associates to search, find and sign up



Woohoo! Your event is published...

valmart.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.

DEB Project Spring Retail Store Filp

Mon, April 1, 9:00 AM - 3:00 PM Add to Colendar • Google



Children Women Youth

Description

April 1–5 the DEB Project will be hosting a volunteer event from 9:00 am - 3:00 pm with split shifts. During the designated hour the volunteers will be handing oldhing, moving storage tots and sorting spring/summer clothing. There might be an opportunity for the volunteers to be clothing and begin placing items out on the retail floor.

DEB PROJECT DESERVING ENRICHED & BLESSED

The DEB Project strives to be a complete support network for the foster care community as well as school social works. In a child's time of need we hope to be a network of love through giving. Each day we give essentials like clothing, shoes, food and hygiene products.

Duties

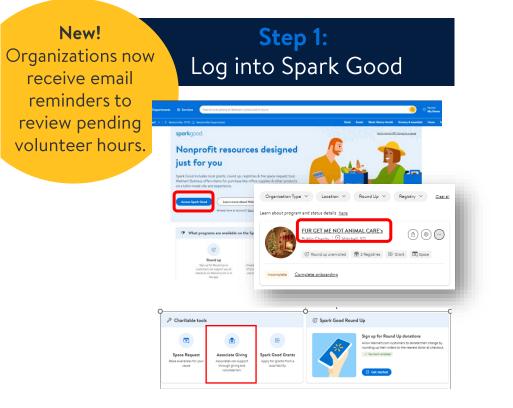
Hanging clothing, moving storage totes, sorting summer clothing to the retail floor

I'm Ready To Voluntee

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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.



Step 2: **Review Volunteer Hours in Deed** Dashboards Volunteers Chapters Manade volunteer Donations All Volunteen Employee Submission Θ Θ

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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.

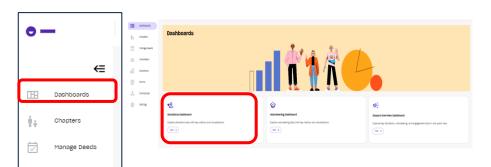
Log into Walmart.com/nonprofits

Or access Deed directly at admin.joindeed.org



Monitor associate donations and matching grants on the donation dashboard

Step 1: Select Dashboards > Donations Dashboard



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Volunteers

Donations

Forms

Companie

Settings

- Log into 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

Nonprofit Donations			d
Date range		Default Filters	
🛗 This year (2024)	×	Donation type	
Impact Filters		(3) Employee Donation, Corporate Match, Corporate Donation	×
Campaign names		Paid on	
Select values	~	(2) Deed, Off-platform	×
Fundraiser name			
Select values	*		
Company name			
Selectualues			

- 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



Spark Good Associate Experience

Where to send associates interested in supporting your organization through giving or volunteerism.

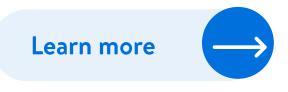


Associates can log in via desktop browser or download the deed app

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Spark Good Giving Our Approach to Giving Spark Cood Overview Spark Good Overview Spark Good Overview Community Relations Community Relations Findnaling Spark Good Recognition ANCN1 Sparker Invid	Spark Good Associate Programs Introducing a new Spark Good Associate platform, designed to make giving back easier and more furt New on February 10		✓ Quick Actions	spark god	od.	
 Autori adgether Pund	Spark Good by making an impact in your community through giving and volunteerism! The Spark Good Associa part-time active Walmart and Sam's Club associates empowering you to support causes that you care about in t		€ Their Powers Upcoming deeds →	\$9.50 derested	Volunteer	
		۲H (Submit off-platform donation →	\$0.00 motched	Stort browsing here to find the best opportunity to make an insert	
	Associates can support eligible organizations through credit/debit card, Paypal, Venno, or payroll. Throughout the year, Walmart offers matching up to 100 hours, per associate	Volunteer profits when you volunteer at least one hour, , per fiscal year. You can also find and sign up	Create a volunteer event →	No result to set a good to track your progress <u>Set a Good</u> Search organizations	to make an impact	
		your local community. This is a great way to mpact of your volunteerism!	Neminate an organization →		and we apport functions	0

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

Associates can click the Giving or Volunteering lcons to get started!





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 Q ADNT		 andre ing name, bac nide donation amount
Volunteer Donate Explore			volunteer Donate Explore Q ACNT		Anonymous
	Q ACM	×	Walmart is not a spansor of fundraisers or volunteer events displayed. Partici	untion is unlumbrau	Share with the nonprofit
	Nonprofit Location		namer is not a sponsor of tanknator of the terms of the second or the	anton as recontas gi	
	United States		 Donate to support ACNT Associates in Critical Need 	Truet	My name and email address only
	United States	u l	Bondle to support AONT Associates in Ontical Need	inust	None of my personal information
	Nonprofits		Pay with		Dedicate e
				Donation	Optional dedication text
	ACNT Associates in Critical Need Trust	Danate	Other Poyment Pogroll	Supporting	Designate o
	702 SW 8th St, Bentonville, Arkonsos 72716			ACNT Associates in Critical Need Trust	
	A Leadership Journey	Denate	Amount Change My Currency		Optional designation text
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ck Actions	ADOPTION RHODE ISLAND		\$5 \$10 \$25 \$50 Cus		Payment
	Two Bradford Street, Providence, Rhode Island	Donate		Amount Denoted	Your donation is being mode to PoyPal Giving Fund, on IBS-registrand S01(c)(3) chanity, subject to Its items. The chanity you recommend, which has not enrolled with PoyPal Civing Fund and has not reviewed an approval this fundations, will tayload mine weeks within 90
			I want to cover the payment of processing fees so that ACNT Associates in Critical Need Trust will receive the full \$10.00	\$10.00 (USD)	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.
Thea Powers	Association for Women in Mathematics Inc PO Box V0876, Providence, Rhode Island 02940	Danote		T-10	PayPal
		Volunteer	Frequency	Total Payment \$0,000 \$10,000 \$	PayPal
ing deeds	Camp Surefire Foundation	Denate Find your next good deed!	One-time Monthly		
	290 Hope Street, Bristol, Rhode Island 02809	Find your next good deed:			venmo
off-platform donation	Catholic Charities, Inc	Danate	Share my information on Deed		
	437 N Topeka St, Wichita, Kansas 67202		Share my name, but hide donation amount		Debit or Credit Card
unteer hours	Chinmaya Mission Kansas City	art browsing here to find the best op	Anonymous		Promond by PayPal
	15711 Cedar St., Overland Park, Kansas 66224	Denate art browsing here to find the best op moke an impact!			
a volunteer event			Share with the nonprofit		Tax Receipts You will receive an official devotion receipt from PoyPat Giving Fund benefiting the chentry ACMT Associates in Critical Need Trust. Tax-deductibility will depend upon the lows of the country in which the denor residue.
	CPD CARES 5 Gorfield Avenue, Cranston, Rhade Island	Donate	My name and email address only		
ite an organization		Browse opportunities	None of my personal information		
tte un organization	Cross-Lines Community Outreach	Denote			
	73ó Shawnee Ave., Kansas City, Kansas 6ó105		Dedicate o		
art's Campaians m			Optional dedication text		
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Associate can search and select the organization.



Associates select donation amount, payment frequency, and more.

Associates select payment type and donate!

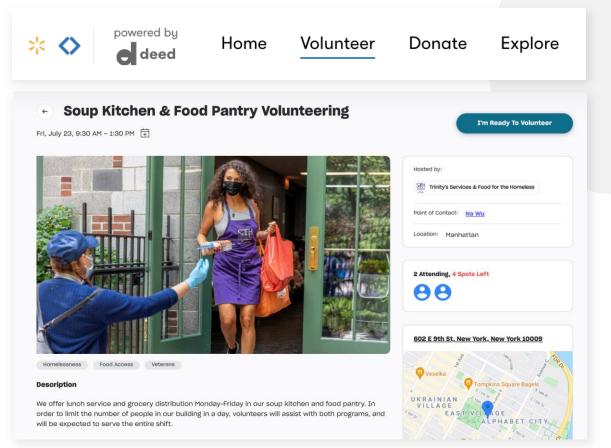
<u>Please note</u>: Donations are disbursed monthly to organizations via PayPal Giving Fund (PPGF) for 501c3 organizations or Network for Good (NFG) for NCES schools.



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.



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



Associates can request a matching grant for eligible volunteer hours

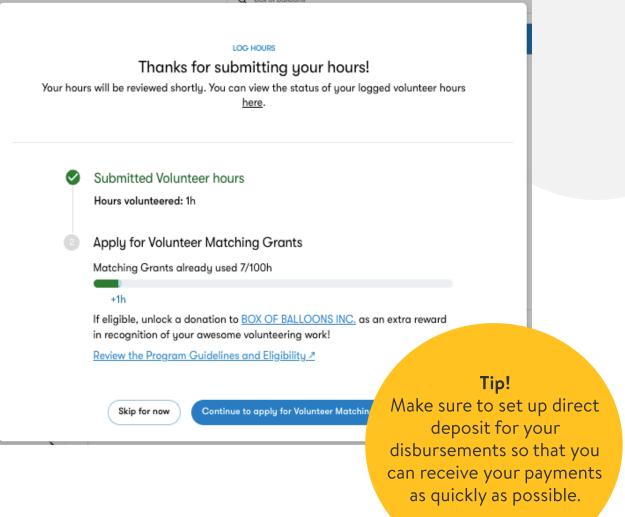
After associates log volunteer hours, they will be prompted to request a matching grant.

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

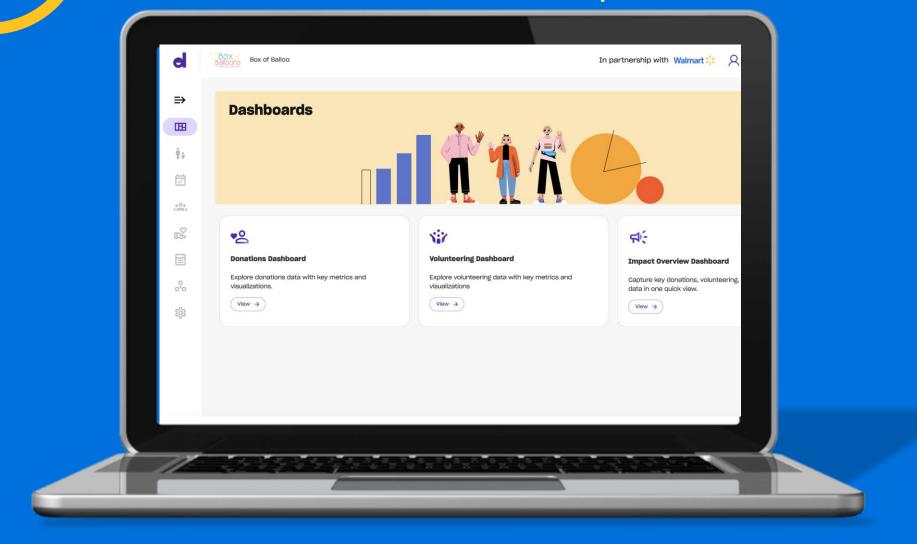
After completing the eligibility form questions, the associate will click **Submit.**

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.



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.

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Help



Spark Good Program Guidelines

Spark Good Customer Discovery

⊘ <u>walmart.com/sparkgood</u>

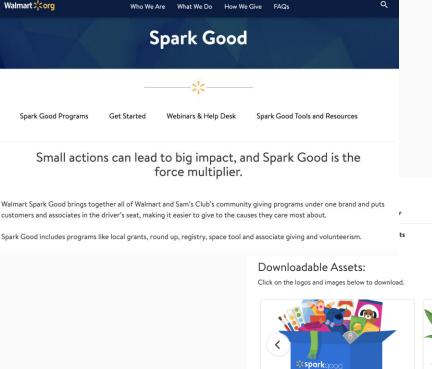
Organization Type Guides

- © 501c3 Program Eligibility Guide
- 鬱 <u>NCES School Program Eligibility Guide</u>
- Sovernment Entity Program Eligibility Guide
- <u>Other Nonprofits Program Eligibility Guide</u>

Other Resources

⊘ Frequently Asked Questions

Promotional Tools





Spark Good Registry Image

Spark Good Round Up Image

Spark Good: 3 Steps to Get Started



Need Support?

nonprofits@joindeed.com

walmart.com/nonprofits walmart.com/sparkgood

Social Tags

X: @Walmartorg Facebook: @Walmart LinkedIn: @Walmart

