

sparkgood™



Spark Good Community Grants
How-to Guide For Nonprofits



Community Grant Program

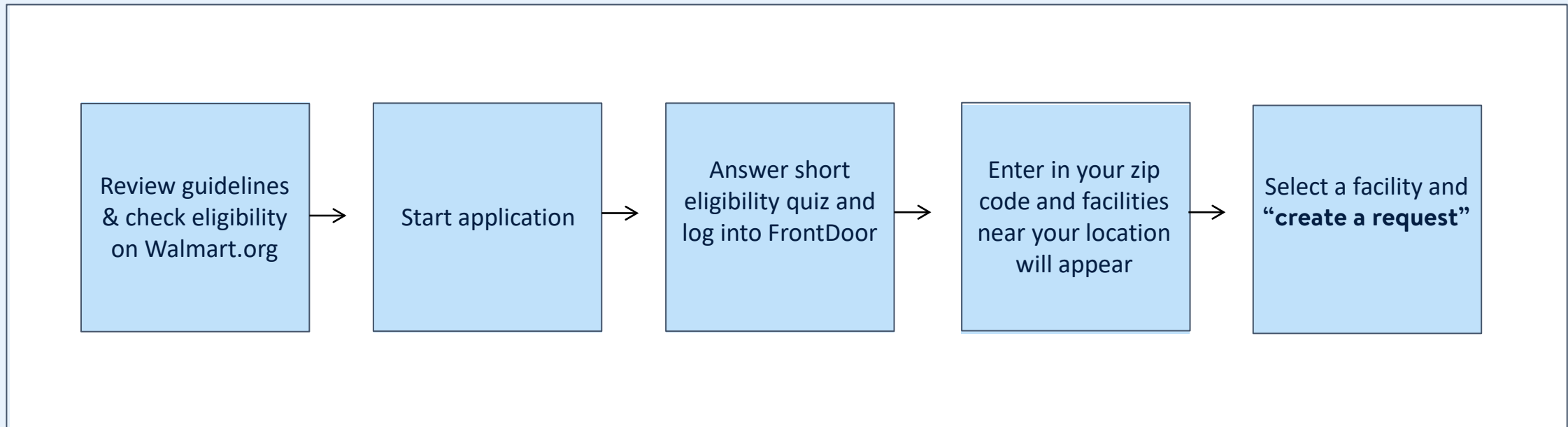


Each year, our U.S. stores and clubs award local cash grants ranging from \$250 to \$5000. These local grants are designed to address the unique needs of the communities where we operate. They include a variety of organizations, such as animal shelters, elder services, and community clean-up projects. In 2021, our stores and clubs provided more than \$45 million in local grants.

Table of Contents

- Slide 4 Overview of Steps
- Slide 5 Review eligibility
- Slide 6 Start application
- Slide 7 Additional resources

Visual overview of steps:



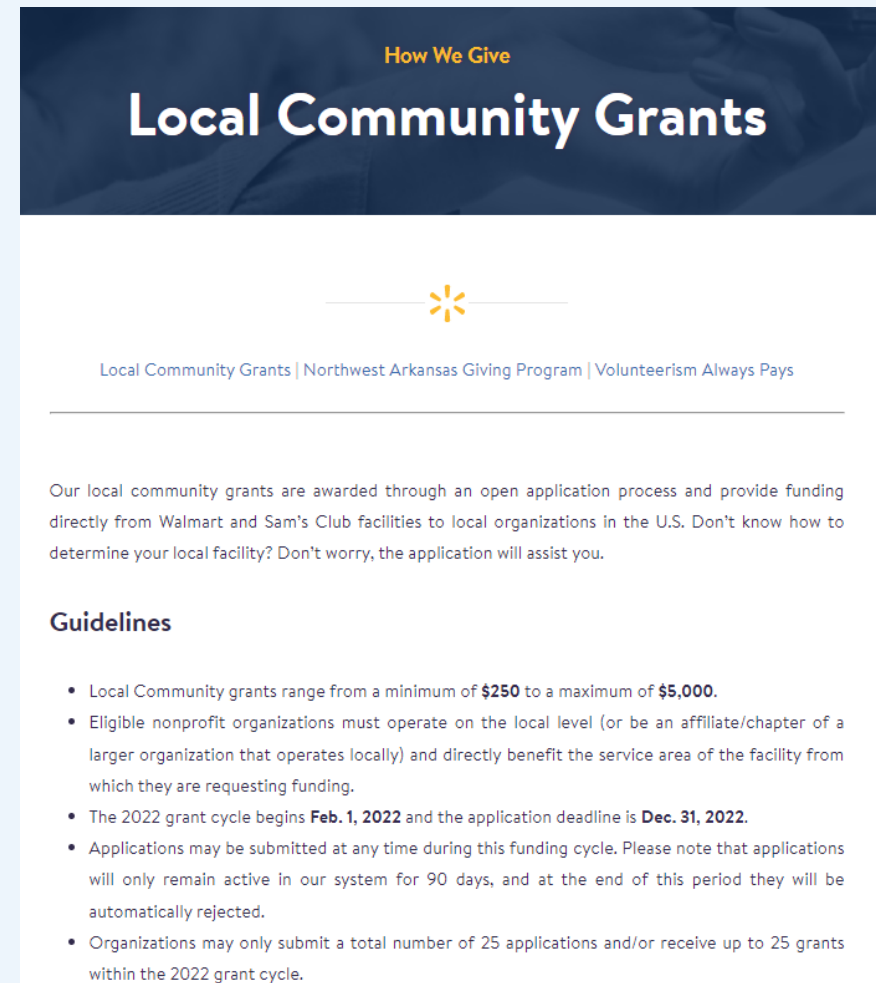
Review eligibility:

Step 1

Review the program guidelines and eligibility [checklist](#).

If you are ready to start the application, click **“Submit a Local Community Grant application”**.

You will answer a 4-question questionnaire before being directed to FrontDoor.



The screenshot shows a webpage titled "Local Community Grants" under the heading "How We Give". The page includes a sub-header "Local Community Grants | Northwest Arkansas Giving Program | Volunteerism Always Pays" and a paragraph explaining that grants are awarded through an open application process. A "Guidelines" section follows, listing key details such as grant amounts, eligibility criteria, and application deadlines.

How We Give

Local Community Grants

Local Community Grants | Northwest Arkansas Giving Program | Volunteerism Always Pays

Our local community grants are awarded through an open application process and provide funding directly from Walmart and Sam's Club facilities to local organizations in the U.S. Don't know how to determine your local facility? Don't worry, the application will assist you.

Guidelines

- Local Community grants range from a minimum of **\$250** to a maximum of **\$5,000**.
- Eligible nonprofit organizations must operate on the local level (or be an affiliate/chapter of a larger organization that operates locally) and directly benefit the service area of the facility from which they are requesting funding.
- The 2022 grant cycle begins **Feb. 1, 2022** and the application deadline is **Dec. 31, 2022**.
- Applications may be submitted at any time during this funding cycle. Please note that applications will only remain active in our system for 90 days, and at the end of this period they will be automatically rejected.
- Organizations may only submit a total number of 25 applications and/or receive up to 25 grants within the 2022 grant cycle.

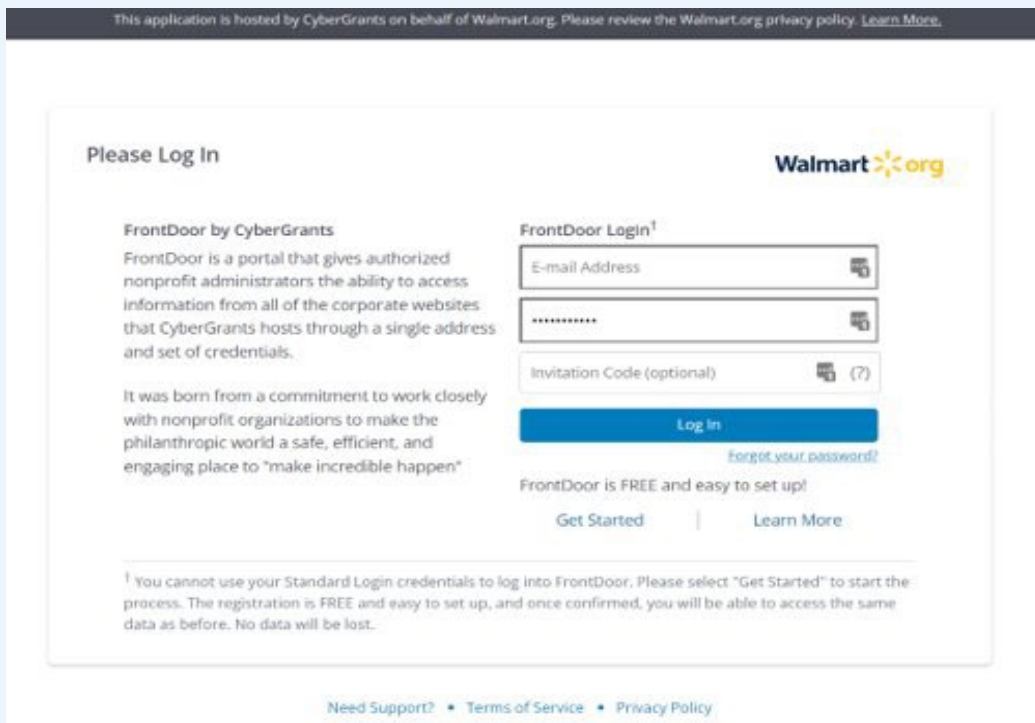
Start grant application:

Step 2

If you have a FrontDoor account, log in to continue. If you need to set up an account, click **“Get Started”**. For help, check out this [FrontDoor Verification How-To Guide](#).

Once logged into FrontDoor, select your organization and type in your local zip code. Facilities near your zip code will appear.

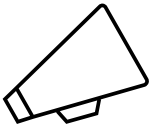
Select a facility you want to submit a grant. Under the “Create Request” column, click **“Start”** to start your application.



Additional resources:



Frequently Asked Questions



Promotional Tools



FrontDoor Verification Guide



Q.1: What is Walmart Spark Good?	+
Q.2: What is FrontDoor?	+
Q.3: How do I start the FrontDoor verification process?	+
Q.4: Who are authorized users?	+
Q.5: What do I do if an organization's authorized user is no longer with the organization and we need to delete the user?	+
Q.6: Who do I contact if I have questions or issues with the FrontDoor verification process?	+
Q.7: What is the Spark Good Nonprofit Portal?	+

Note: Scroll down to the bottom of the program page for the FAQs



Spark Good: Communication Toolkit sparkgood 

Spark Good Community Grants

Our local facilities love awarding local grants and many will do check presentations in your community. Connect with your local facility manager for details. For other ideas on sharing the news of your grant, see the examples below.

EMAIL SAMPLE
Subject: [Nonprofit name] receives a \$XXXX grant from Walmart
We're excited to share that we recently received a \$XXXX grant from our local [Walmart/Sam's Club] on [street name] to help with [name program/thing] in our community.

Walmart has so many great ways customers can support their favorite nonprofits. Check out Walmart.com/SparkGood to learn more.

SOCIAL SAMPLE
We're excited to share that we recently received a \$XXXX grant from our local [Walmart/Sam's Club] on [street name] to help with [name program/thing] in our community. #WalmartSparkGood

7