Walmart’s Culture of Impact

“...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
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 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
Partnership with Deed

Walmart Spark Good is excited to announce a new collaboration with Deed!

1. Organization and User Verification Provider
   Deed will verify organizations participating in Walmart Spark Good programs.

2. 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.
What’s New & Different with Spark Good Programs?

Spark Good Account

- **What’s new?** All local organizations can now start at Walmart.com/nonprofits.
- All programs below are accessible through the Spark Good account, depending on eligibility.
- Organizations will need to be verified through Deed to access Spark Good programs. Deed requires PayPal to authenticate the organization and its users.

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**Round Up**

- **What’s New?** Required to add electronic ACH information before signing up to participate.

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**Registry**

- **What’s New?** New experience on Deed. No longer on FrontDoor.
- Ability to create volunteer events.
- Requires electronic ACH information for disbursement.

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**Associate Programs**

- **What’s New?** New application experience. No longer on FrontDoor.
- Requires electronic ACH information for disbursement.

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**Local Grants**

- **What’s New?** Only verified organizations in Deed can access from Spark Good account.
- Other local groups have to undergo manual review.

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**Space Tool**

Network for Good (NFG) is still the payment provider.

PayPal Giving Fund is the payment provider (NFG for NCES schools).

JP Morgan Chase is the payment provider.
How to Get Started with Spark Good

Step 1: Create your Spark Good account by starting at Walmart.com/nonprofits

Step 2: Select your entity type.
- Public Charity (501c3) – e.g. Girls Scouts
- NCES School – You will have a NCES School ID.
- Government Entity – e.g. Sheriff Dept, Fire Dept
- Other Nonprofits – 501c6, 50c9 organizations
- Other Local Group – You are not on the IRS Business List. e.g. Little Leagues

Step 3: Sign in or create your Walmart.com account.

*Make sure you log in using your organizational email address.
Your Spark Good account is created. Now you can add organizations to your account and complete the verification process.

Scenario 1

1. Click “Add Organization”

   It will take you to Deed to claim your organization.

2. Claim your profile.

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

Scenario 2

1. Click “Complete your Deed account”

   If you have completed your Deed onboarding, please X out of the pop up and click on your organization name to continue.

2. Click “Forget Password”

   We have pre-created a Deed account for you. Please reset your password to access your Deed account to complete the onboarding flow.
Primary contact: complete Deed Onboarding

**Email verification**

All users will need to **complete email verification** using a link that is emailed directly to the user that was added.

**User & Organization verification**

- **501c3** – PayPal Giving Fund account
- **NCES schools** – PayPal Business and NFG account
- **Government entity and other nonprofits** – PayPal Business account

**Affiliation to Walmart**

Being **affiliated with Walmart** syncs your Deed and Spark Good profiles.

*If Walmart is prepopulated, you can skip.*

*If it’s blank, make sure to add Walmart and click request affiliation.
• If prompted, upload organization IRS documentation.
• Enter or update your organization mission statement
• Select categories that best describe your organization

Provide organization contact information, logo and social media handles that will show up across Spark Good

Government Entities – will provide their 4076c prior to starting the onboarding flow

You are verified and your profile is complete!! You can now review your profile under settings and add/edit users.

Use the Walmart logo to go back to your Spark Good Account!
Once your organization is verified and onboarding profile is complete, the Spark Good lobby will show the organizations you are associated with as a verified user.

### Organization Lobby

- **Hi, Jessica**
  - Thank you for your commitment to your community.
  - We recently changed our verification procedure. If you do not see all the organizations you are associated with, please click on the organization to link your organization to your Spark Good account.

- **Primary user**
  - **Organization Name**: Pur Me Not - AMAL CARE
  - **Type**: Public Charity
  - **Location**: #150, 151, 152
  - **Status**: Active
  - **Round Up**: No
  - **Regulations**: 1

This is your organizational lobby – it will have all of the organizations your email is assigned as a user. To access Spark Good programs, click on the name of the organization you are engaging with.

### Program Dashboard

- **Charitable Tools**
  - **Spark Good Board Up**
  - **Spark Good Grants**

This is your program dashboard. You can access the Spark Good programs you are eligible for. You can also view users and account profile by going to settings.
Your email is what connects your Spark Good Account and Deed Accounts

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

- **Accounts need to sync:** wait 2-3 hours after completing onboarding for accounts to sync
- **Emails are not matching:** check the email you are logged into for Walmart and Deed

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**How to check your Walmart.com email**

Account > Manage Account > Personal Info

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**How to check your Deed email**

Click on your name in the upper right hand corner > My Profile

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**FAKE EMAIL ADDRESS – DO NOT EMAIL**
Local Grants How – To
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 (extended through July 15, 2024)
  - 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 Local Grants

Facility Giving Programs:
Raise awareness & provide charitable donations to local organizations

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 Application Experience

From your Spark Good account, you will have access to your organization’s dashboard and local grant application history.

Organizations can monitor status of applications 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 help you track the application submission progress.

*Defaults to your Zip Code but you can search by zip code or City, State (Fayetteville, AR).
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.
How are Local Grants paid?

Spark Good Local Grants are paid electronically. If recommended for funding, your organization will receive an email with instructions for how to submit electronic banking information.

Follow Email Instructions

- Make sure you are logged into Walmart.com account
- Primary contact should click link from Payment Setup Email

Only Primary Users can enter the banking information.

Enter Payment Information

- Validate organization details
- Enter Account & Routing Number

Be careful not to submit extra zeros or spaces.

This payment setup is not connected to PayPal.

CONGRATULATIONS!!

Payment is set up!!

You will receive an email once payment has been processed.
Reminders/Next Steps

1. Create your Walmart Spark Good Account on Walmart.com/nonprofits
2. Onboard with Deed
3. Explore our Spark Good programs

View our Spark Good program guidelines, helpful organizational guides and promotional assets.
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)

For organizations **new** to Spark Good

For organizations **previously engaged** with Spark Good
Spark Good: Useful Resources

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