



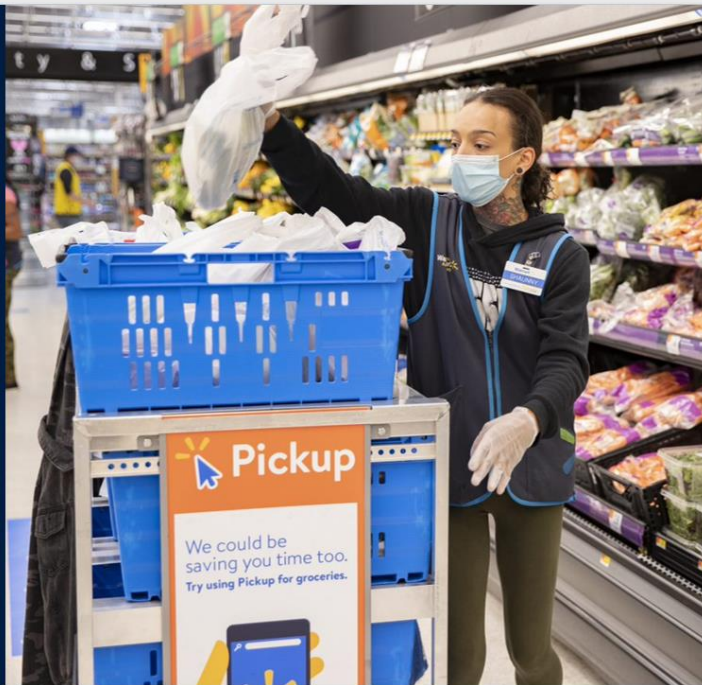
Designed to spark collective action and big impact  
in support of local communities

# 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

Walmart



# 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

# 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.



## New Associate Giving Programs Platform

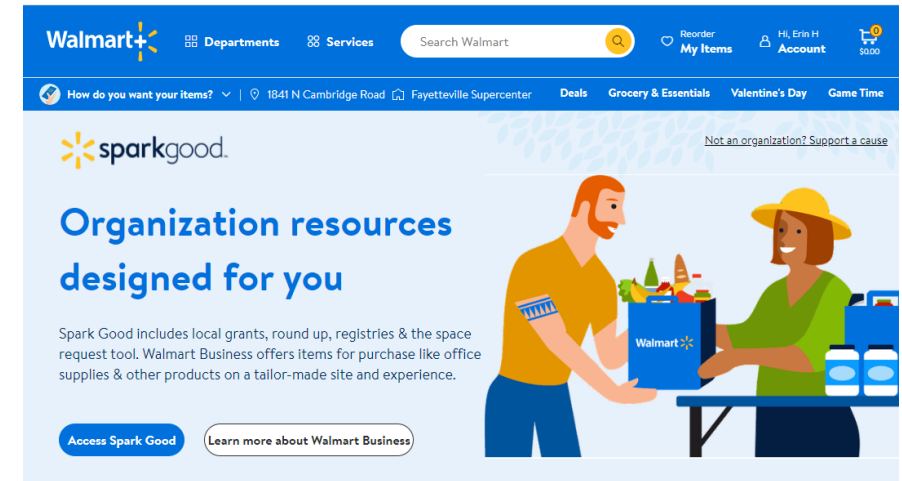
Walmart associate giving and volunteerism will run through Deed.

**Important:** As of Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving platform. For Spark Good Local Grants (previously known as Local Community Grants) a new grant application will open March 1st.

# 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! (Feb. 1<sup>st</sup>)
- **Improved Spark Good Local Grant Application:** Making it easier for you to apply to local facilities (March 1<sup>st</sup>)



### Exciting News






Starting in 2024, Deed is providing organization verification for Spark Good programs.

[Learn More](#)



### Spark Good

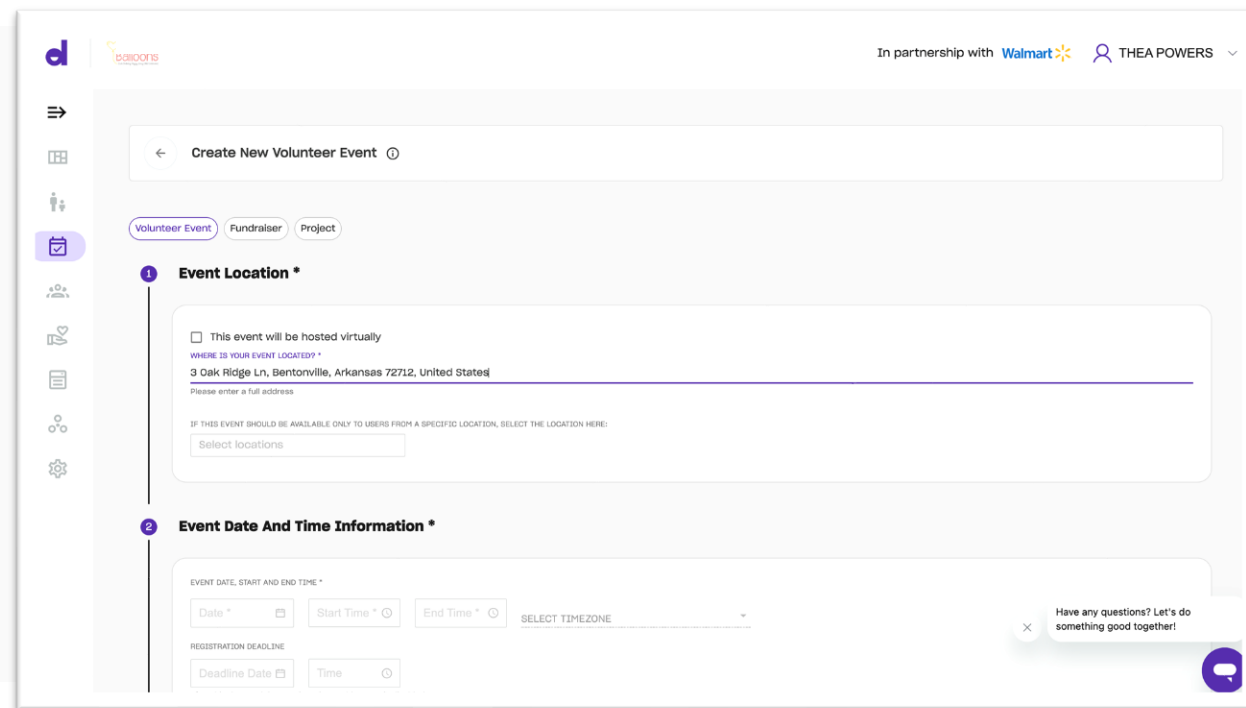
Choose what best describes your organization

 Public Charity (501c3)  Exclusively charitable organizations	 NCES School  Public, private, charter schools or colleges	 Government Entity (non 501c3)  State, county or city agency	 Other Nonprofit (non 501c3)  Civic organizations and local associations	 Other Local Group  Groups not in other categories can access Space Tool
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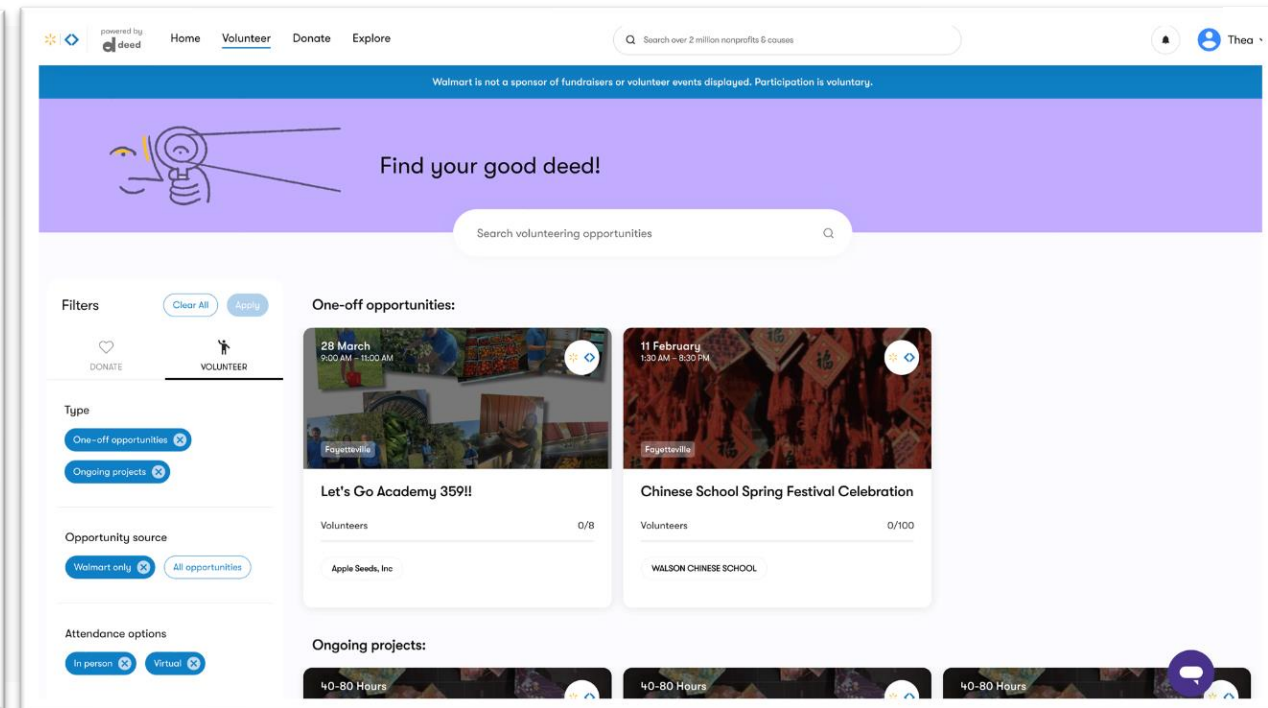
# New Feature: Create Volunteer Opportunities

Organizations now have the opportunity to post volunteer events for Walmart associates to search & volunteer.



The screenshot shows the 'Create New Volunteer Event' form. At the top, it says 'In partnership with Walmart' and 'THEA POWERS'. The form has two main sections: 'Event Location' and 'Event Date And Time Information'. The 'Event Location' section includes a checkbox for 'This event will be hosted virtually', a text input for 'WHERE IS YOUR EVENT LOCATED?', and a dropdown for 'Select locations'. The 'Event Date And Time Information' section includes fields for 'Date', 'Start Time', 'End Time', and 'SELECT TIMEZONE', as well as a 'REGISTRATION DEADLINE' section with 'Deadline Date' and 'Time' fields. A sidebar on the left contains navigation icons, and a bottom right corner has a chat bubble icon.

**Local Organization View:** You can create volunteer events!



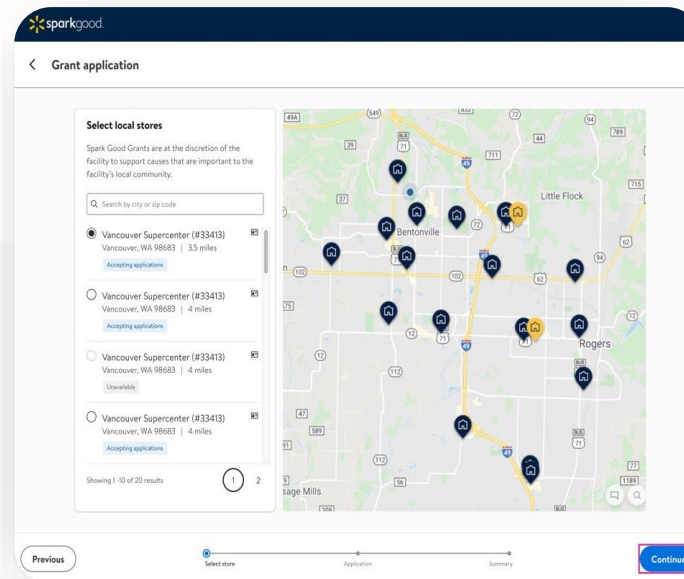
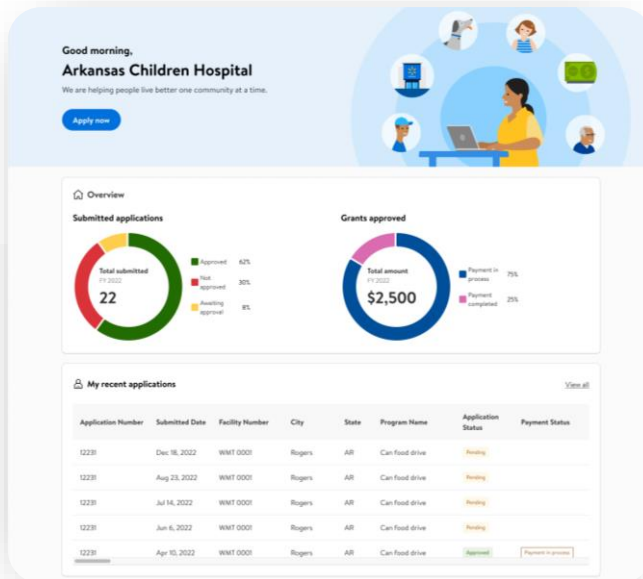
The screenshot shows the Walmart Associate Volunteer View. At the top, it says 'powered by deed' and 'Home Volunteer Donate Explore'. There is a search bar with the text 'Search over 2 million nonprofits & causes'. Below the search bar, there is a banner with the text 'Find your good deed!' and a search button. The main content area is divided into two sections: 'One-off opportunities' and 'Ongoing projects'. The 'One-off opportunities' section shows two event cards: 'Let's Go Academy 359!!' and 'Chinese School Spring Festival Celebration'. The 'Ongoing projects' section shows three project cards, each with a '40-80 Hours' duration. A sidebar on the left contains filters for 'Type' (One-off opportunities, Ongoing projects) and 'Opportunity source' (Walmart only, All opportunities). A bottom right corner has a chat bubble icon.

**Walmart Associate Volunteer View:** Search and find events

# New Experience: Spark Good Local Grants

- New platform experience: Connect org to local facilities
- Easier to track grant application status
- No more paper check! If awarded, local organizations will receive grants through electronic payments.

## Application Opens March 1st



Grant application

Select local stores

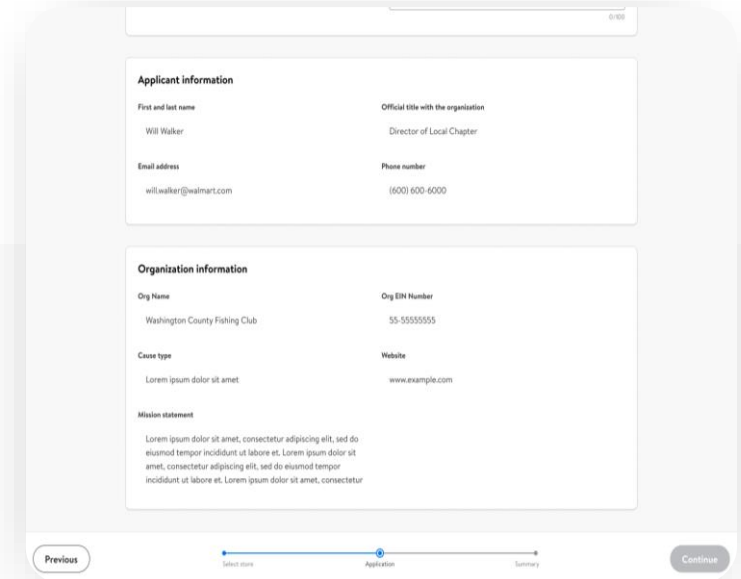
Spark Good Grants are at the discretion of the facility to support causes that are important to the facility's local community.

Search by city or zip code

- ☒ Vancouver Supercenter (#33413)  
Vancouver, WA 98683 | 3.5 miles  
[Accepting applications](#)
- ☐ Vancouver Supercenter (#33413)  
Vancouver, WA 98683 | 4 miles  
[Accepting applications](#)
- ☐ Vancouver Supercenter (#33413)  
Vancouver, WA 98683 | 4 miles  
[Unavailable](#)
- ☐ Vancouver Supercenter (#33413)  
Vancouver, WA 98683 | 4 miles  
[Accepting applications](#)

Showing 1-10 of 20 results

Previous Select store Application Summary Continue



Applicant information

First and last name: Will Walker  
Official title with the organization: Director of Local Chapter  
Email address: will.walker@walmart.com  
Phone number: (800) 600-6000

Organization information

Org Name: Washington County Fishing Club  
Org EIN Number: 55-5555555  
Cause type: Lorem ipsum dolor sit amet  
Website: www.example.com

Mission statement  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Previous Select store Application Summary Continue

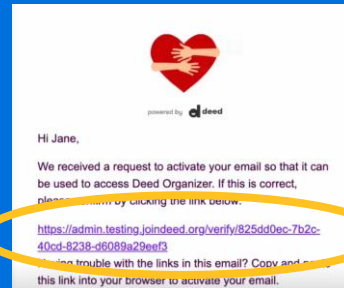


# 4 Steps to Get Started

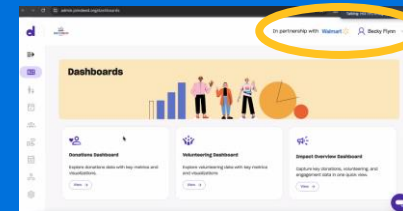
If you are **completely new** to Walmart Spark Good programs, please follow these 4 steps.



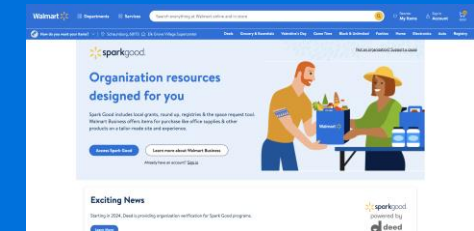
1. Visit  
Walmart.com/nonprofits to  
create your Spark Good  
account



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](https://admin.joindeed.org)) and click “Forgot 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.

# Deed Onboarding Tips for Primary User

1

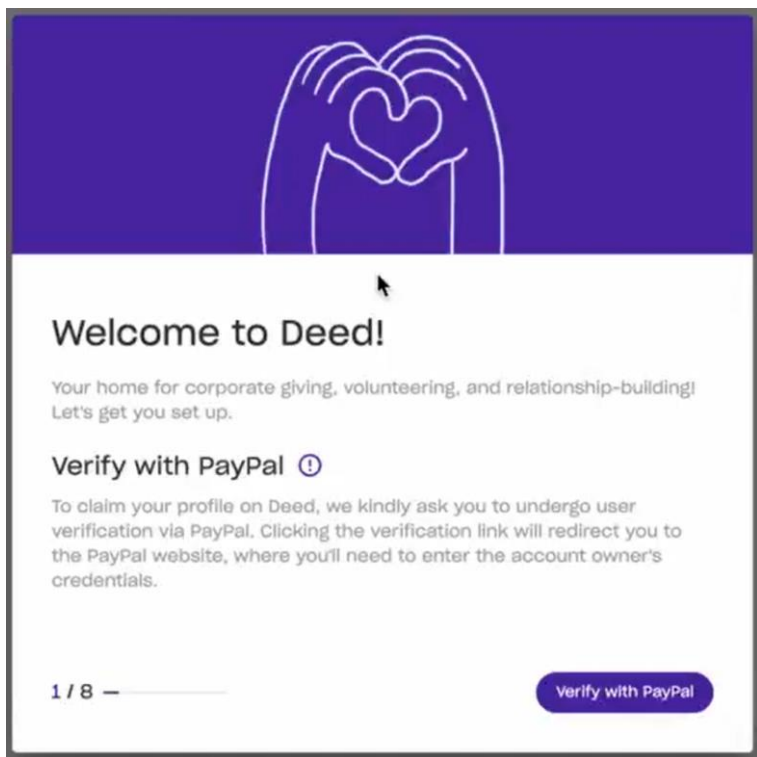
Only the primary user claiming the organization in Deed is required to enter their Paypal Business credentials (or set up an account). Make sure the Paypal account name matches your IRS organization name.

2

Have your relevant documents or information at hand to complete your organization's profile.

3

Once the organization is claimed, the primary user (called Owner) in Deed can add other users (Admins, Organizers, Ambassadors). Other Admins will also see the Paypal pop-up message. They can **skip the step**.



Please provide more information

Please upload your IRS determination letter \*

IRS Determination letter (3).pdf Delete

State of Nonprofit Incorporation \*

Wisconsin X

Geographical areas impacted \*

United States

Please indicate the locations where your organization operates (example: 'Arkansas')

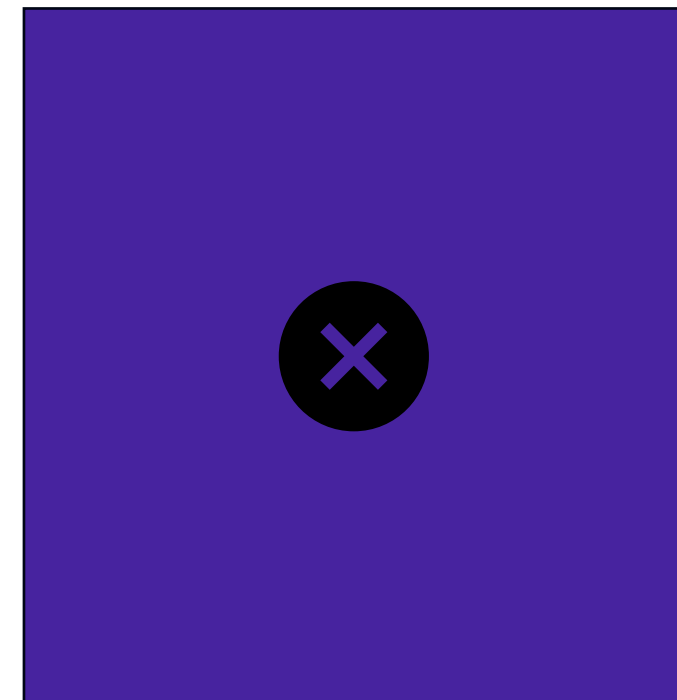
Board Members \*

Jennifer Mead, Nicole Moll, Josh Erickson, Kris Ackley Add +

Please type in a board member's name and click 'Add' to add them to the list.

Please visit our help center for further reference.

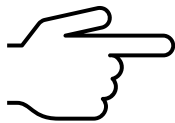
4 / 8 Submit



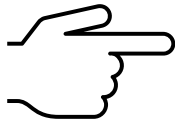
# Spark Good Round Up



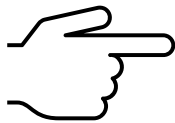
**Spark Good Round Up:** Sign up so customers can donate their change to your organization



Requirement to set up electronic payment in Network for Good before sign up




Only primary user can sign up on behalf of organization.




Organization needs to sign up before they are discoverable by customers on [walmart.com/sparkgood](https://walmart.com/sparkgood)


### Charitable tools



**Space Tool**  
Raise awareness for your cause.




**Associate Giving**  
Associates can support through giving and volunteerism.



**Spark Good Grants**  
Apply for local grants at local facility. Opens Mar 1.  
[Coming soon](#)

### Spark Good Round Up



**Set up your payment for Round-Up**  
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[Manage payment settings](#)

### Spark Good Registries (15)

[+ Create Registry](#)

**ff**  
Your role: Lead  
[Manage](#)

**Bhi**  
Your role: Lead  
[Manage](#)

**Hmm**  
Your role: Lead  
[Manage](#)

**Rise - Do Not Delete - My Precious**  
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### Donation receipts

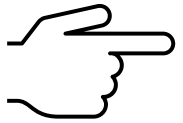
**Start sending donation receipts**  
Walmart can send donation receipts on behalf of your organization for items donated  
[Send receipts](#)

**Receipt history**  
View receipts that have been sent for customer donations.  
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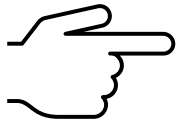
# Spark Good Registry



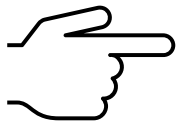
**Spark Good Registry:** Create a registry so customers can purchase and donate needed products



You can set up 20 registries for different events.




The user who created a registry is the only able to make edits to that registry.




Spark Good registries are also discoverable by customers on [walmart.com/sparkgood](https://walmart.com/sparkgood)


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Walmart can send donation receipts on behalf of your organization for items donated

[Send receipts](#)

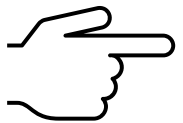
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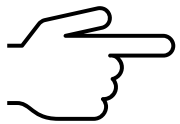
# Registry Donation Receipts



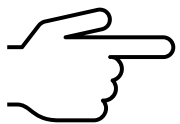
**Donation Receipts:** You can set up donation receipts to send to customers for products donated through Spark Good registry.



Setting up donation receipts is optional.




Only primary user can set it up.




Only customers that request a donation receipt will receive one when it is set up.


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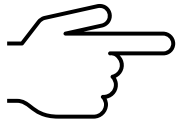
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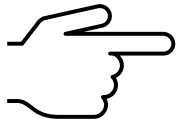
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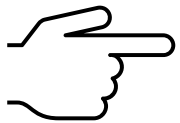
**Space Tool:** You can request space in front of Walmart stores to fundraise or raise awareness about your cause.



Access the tool through your Spark Good account




Store managers review the requests.




Review the program guidelines on [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood)


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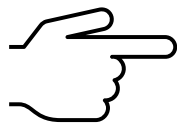
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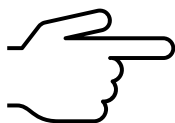
# Associate Programs



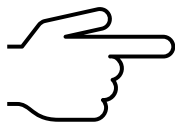
**Associate Programs:** Our associates can engage through volunteering and donating to your organization.



Affiliate to Walmart in Deed under “Companies”




(NEW) Create a volunteer event today that shows up for Walmart associates!




Donations disbursed through Paypal Giving Fund (501c3) or Network for Good (NCES school).


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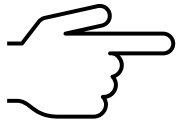
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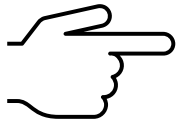
# Spark Good Local Grants



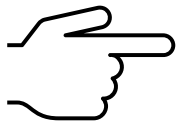
**Spark Good Local Grants:** New application coming March 1.



Access application from Spark Good account to apply to your local facility




Grants disbursed through electronic payment. No more checks!




Review the program guidelines on [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood)


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# 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](http://www.walmart.org/sparkgood)

## Webinars

- Feb 22, 2024, 12:00 PM
- Mar 7, 2024, 12:00 PM



Register here: [Webinar Series](#)

## Help Desks

- Feb 27, 2024, 12:00 PM
- Mar 5, 2024, 12:00 PM



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](https://Walmart.com/Nonprofits) to engage in the programs.

**How can we apply to Spark Good Local Grants?**

- Spark Good Local Grants application opens March 1<sup>st</sup>. You will need to be Deed verified and access the grant application through the Spark Good account on [Walmart.com/Nonprofits](https://Walmart.com/Nonprofits).

**My organization has previously signed up for Round Up. Why do I now see a Manage Payment message in my Spark Good account?**

- Network for Good is the disbursement partner for Round Up. To ensure your electronic banking information is setup properly please follow the steps outlined in the Round Up tile.

**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](mailto:nonprofits@joindeed.com) for any onboarding questions.

**Where should I go to view any of the Spark Good programs donation history?**

- To review donations details from last year and previous years, please access Cybergrants for Local Grants, FrontDoor for Associate Programs and Network for Good for Round Up history.



# Frequently asked questions

## I see this Pop-Up in my Spark Good account. What do I have to do?

Organizations that have previously engaged in 1 or more Spark Good programs will see this pop-up. You can click on the button to **“Forget your password”** or follow the instructions in Deed’s email to create a password. Once you finish your onboarding process in Deed, you will no longer see this pop-up.

### Take Action: Complete your Deed account



Exciting News! Starting February 2024, we changed our third-party verification provider to Deed. To continue your participation in Spark Good programs, all organizations will need to finish setting up their Deed account if they haven't already.

Click the link below to create/reset your password to your Deed account using your Spark Good Walmart.com email address.

[Complete Deed account](#)

## Why does Deed require organizations to connect a PayPal business account in the onboarding flow?

Deed utilizes partners like PayPal to verify the organization and its users. For organizations not already linked to PayPal, this includes two steps: setting up a PayPal Business account and enrolling in PayPal Giving Fund (PPGF).

- [Creating a PayPal Business account](#) is the most efficient and safe way for an organization and its users to become verified. To open a PayPal business account for your organization, you'll need to provide your full legal name, email address, a password, your tax ID or social security number (SSN), business/organization description, and your business/organization's bank account details.
- [Enrolling in PayPal Giving Fund \(PPGF\)](#) allows organizations to receive donations faster and easier, which is why Deed requires organizations to do complete enrollment. To enroll in PPGF, all that is needed is to link the organization's bank account to the existing PayPal Business account. The process takes only a few minutes and it takes anywhere from 1-3 business days to become approved in PPGF's system.

## What if my organization is not allowed to have a Paypal account? Can I complete the Deed onboarding flow?

Please reach out to the Deed Nonprofit Success Team at [nonprofits@joindeed.com](mailto:nonprofits@joindeed.com) and we will work to find an alternative!

## 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](#)

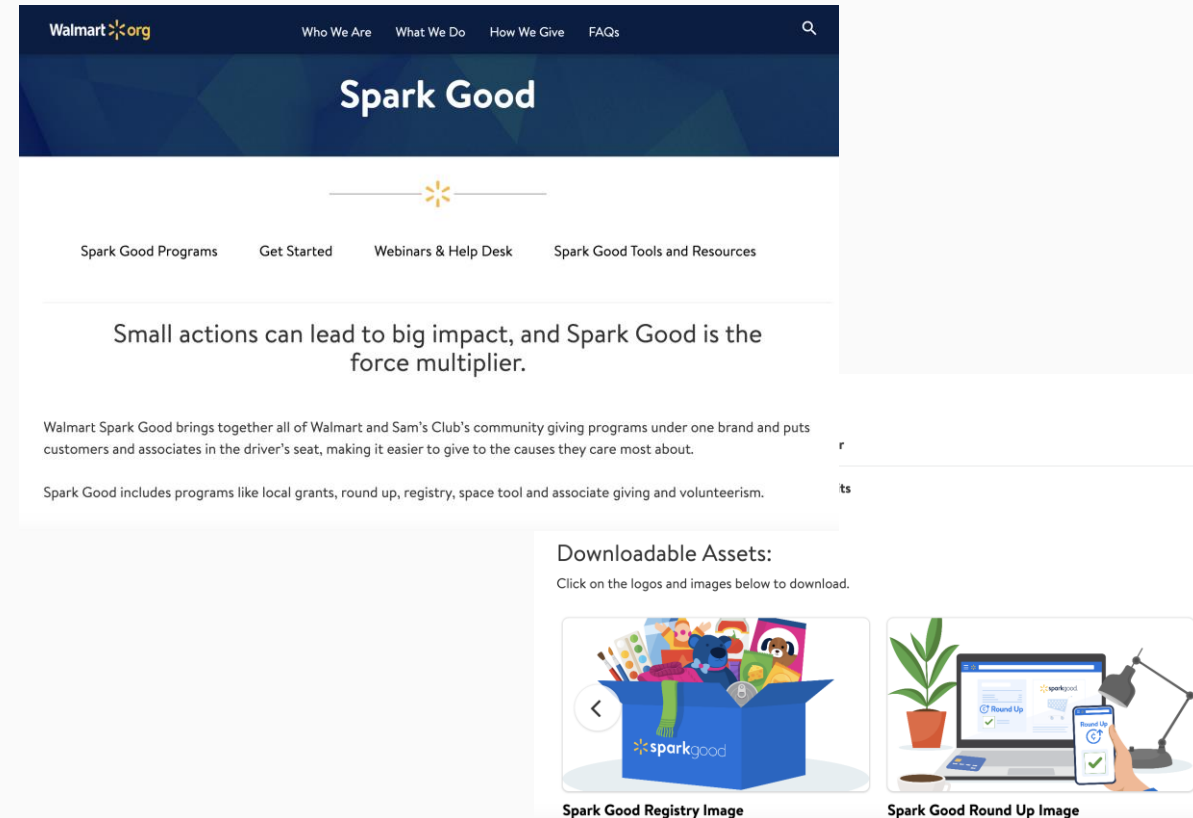
📅 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

## Other Resources

✓ [Frequently Asked Questions](#)

📣 [Promotional Tools](#)



### Spark Good: 3 Steps to Get Started

1. Review program eligibility
2. Become a verified organization
3. Explore Spark Good programs



# Need Support?

nonprofits@joindeed.com

walmart.com/nonprofits  
walmart.com/sparkgood

## Social Tags

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