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
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.

**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. 1st)

- **Improved Spark Good Local Grant Application**: Making it easier for you to apply to local facilities (March 1st)
New Feature: Create Volunteer Opportunities

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

Local Organization View: You can create volunteer events!

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
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) and click “Forget 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.
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
Spark Good Registry

Spark Good Registry: Create a registry so customers can purchase and donated 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.
**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.
Space Tool

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
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).
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
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

**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 to engage in the programs.

How can we apply to Spark Good Local Grants?
• Spark Good Local Grants application opens March 1st. You will need to be Deed verified and access the grant application through the Spark Good account on 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 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.

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 and we will work to find an alternative!
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