Commonly asked questions from the webinar:
Local Community Grants

1. When are local grant applications accepted and what are the deadlines for submissions?
   - **Quarter 1:** Feb 1 – April 15
   - **Quarter 2:** May 1 – July 15
   - **Quarter 3:** Aug. 1 – Oct. 15
   - **Quarter 4:** Nov. 1 – Dec. 31
   Applications may be submitted at any time during each quarter application cycle, and all applications will be reviewed prior to the next funding cycle.

2. What is the typical size of a local community grant budget for a store, club or DC?
   Facility budgets vary based upon on of factors (such as the size, format, etc.) and can range from anywhere from $3,000 to up to $24,000. However, each facility typically receives on average, 38 applications, but only able to fund 7 a year.

3. Can I apply for Local Community Grants from multiple Walmart/Neighborhood Market stores, Sam’s Clubs and Logistics facilities?
   Yes. You can submit applications to multiple facilities. However, your proposed programs must directly benefit the service area of each facility to which you are applying, and organizations are limited to 25 applications per year.
4. Through the Local Community Grant program, can I receive funding from a facility more than once per year?
   No. Once you have received funding from a facility for this program, you are not eligible to reapply at that facility until the next year.

5. Who do I contact if I was awarded a Local Community Grant but still have not received the check?
   Grant checks are mailed directly to the organization at the address listed in the application. Please allow four to six weeks for delivery. If the grant was approved more than six weeks ago and you have yet to receive the check, please reach out to the appropriate Facility Manager with your check number and date, to submit a void/reissue request. This can be found by logging into your CyberGrants portal that you used to submit a local grant and under "Submitted Community Grant Applications", to the far right.
   - Walmart/NHM Store: Store Manager or People Lead
   - Sam’s Club: Club Manager or Member Services Manager
   - Distribution Center: General Manager or Human Resource Manager

6. How can we thank the facility for their support & share the impact of our grant with them?
   Please reference the following resources on www.Walmart.org/sparkgood to help share your story.
   - Nonprofit Communication Toolkit
   - Customer Communication Toolkit
Spark Good: A new way of giving designed to spark collective action and big impact in support of local communities.

Local Community Grants
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 focuses on the following:

- Creating Opportunity
- Advancing Sustainability
- Strengthening Community
- Center for Racial Equity

Today, we will discuss Spark Good programs that provide local community support. Feel free to learn more about other focus areas at [www.walmart.org](http://www.walmart.org).

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Diversity, Equity & Inclusion
Spark Good: Making it easy to give back & putting community at the center

Spark Good programs strive to spark collective action and have big impact in support of local communities.

Nonprofit Engagement

Customer Engagement
- Connect customers with opportunities to support local causes

Store Engagement
- Raise awareness & provide charitable donations to local organizations

Associate Engagement
- Empower associates to support causes that are meaningful to them

- Round Up
- Registry
- Local Community Grants
- Request Event Space
- Associate Giving Programs
- Volunteerism Always Pays
How does your organization get started to engage with any Spark Good Program

1. Becoming FrontDoor Verified
2. Set up a walmart.com account to access the nonprofit portal
3. Explore SparkGood Resources
Spark Good: Today’s Agenda

Store Engagement
Raise awareness & provide charitable donations to local organizations

1. Program Overview
2. Guidelines & How To Guides
3. Where to Start?
4. Tips & Tricks
5. How to Share Your Story

If you are interested in learning more about other Spark Good programs, visit walmart.org/SparkGood to review guidelines and access How To Guides to support you.
Local Community Grants

Each year, our U.S. stores and clubs make 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 2022, our stores, supply chain and clubs provided more than $45 million in local grants.

FY23 Local Community Grants Total Stats

- Receive over 200,000 grant requests per year
- Supported over 19,000 local orgs
- Issued 36K+ checks in FY23

Facility Level FY23 Local Grants Stats

- Each Facility’s annual budget ranges from $3,500 - $24,000
- Average grant awarded is $1,200
- +207,000 Number of applications received
- Facilities approve ~ 7 requests
• 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.

• All organizations applying for a Local Community grant must be FrontDoor verified prior to applying.

• Organizations may only submit a total number of 25 applications and/or receive up to 25 grants within the 2023 grant cycle.

• Grant applications for calendar year 2023 are accepted on a quarterly basis.
  • Q1: February 1st – April 15th
  • Q2: May 1st – July 15th
  • Q3: August 1st – October 15th
  • Q4: November 1st – December 31st

*Applications may be submitted at any time during each quarter funding cycle. All applications will be reviewed prior to the next funding cycle.
Step 1: Review eligibility guidelines on Walmart.org/SparkGood

Step 2: Start application

Step 3: Local Community Grants – Where to Start?

- Review eligibility guidelines on Walmart.org/SparkGood
- Click “Submit a Local Community Grant Application” and answer a questionnaire.
- Grants are accepted on a quarterly basis.
Step 3: Local Community Grants – Where to Start?

Step 3: Log In to your FrontDoor Account

Log into FrontDoor, select your organization and type in your local zip code to start application.

Step 4: Select a facility to create a request

Select the facilities closest to your zip code within your community service area.
Step 4: Local Community Grant – Tips & Tricks

- Local grants are only one program. Leverage all Spark Good programs you are eligible for such as round up, registry, space request tool, etc.
- Request the amount you need. Facilities have limited budgets and prefer to not alter the amount requested.
- If you receive a grant, please share the news on your social media or comms channels.
- Only apply to stores and clubs that are in areas you directly serve.
- Do not apply for grants from facilities that are not in your service area.
- Do not show up unannounced. Call ahead and schedule an appt with the Facility Manager vs arriving and expecting a meeting.
- Do not reach out the Stores and Clubs for funding answers. They are inundated with requests and calls for grants, money, and merchandise donations.
- Do not visit Store Managers on Wednesdays. Most store and club managers take Wednesdays off – that day is off limits.
Step 5: Local Community Grant – How to share your story

**Nonprofit Communication Toolkit**

Visit Walmart.org/sparkgood > Spark Good programs > Spark Good How-to Guides > Nonprofit Communication Toolkit

**Customer Communication Toolkit**

Visit Walmart.org/sparkgood > Spark Good programs > Customer Engagement > Customer Communication Toolkit

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**Spark Good Round Up**

Went to share your participation in Round Up with others, but not sure what to say? Use the sample email and social post below for inspiration.

**EMAIL SAMPLE**

Subject: I just found an easy way to give back and it only cost me pennies.

Dear [NAME],

As I was checking out on Walmart.com, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. I can do this every time I shop and, while it may not seem like a lot, these pennies will add up overtime. I know things are tough right now for everyone, but donating my change is one of the easiest ways I can support causes I care about. Check out Walmart Spark Good Round Up here: [link]

**SOCIAL SAMPLE**

As I was checking out on Walmart.com today, I opted-in to round up my change and donate it to [organization name], one of my favorite charities. Donating my change is one of the easiest ways I can support causes I care about. Check out #WalmartSparkGood Round Up here: [link]
Step 5: Share Your Story & Local Grant News with your Donors
**Local grants** are only one program.

Leverage all Spark Good programs you are eligible for such as round up, registry, space request tool, etc.

The **Local Grant** application is open based on a quarterly schedule.

Quarterly deadlines were implemented to help ensure timely review of applications received. For more information, review the guidelines at [https://walmart.org/how-we-give/local-community-grants](https://walmart.org/how-we-give/local-community-grants)

**Local Grants** are available in all Walmart, Sam’s Clubs and Supply Chain facilities.

Once you receive one grant from one facility, you cannot apply for another one from the same facility until next year.
Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood) (see section 5)

**Upcoming Webinars, 12pm CST – 1pm CST (select Thursdays)**

Past webinar decks will be posted on [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood) > How-To Guides

Register here: [https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA](https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRx6oxUqDkC0ArA)

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Have questions or issues? Chat with our team member on a virtual help desk! Find the schedule here: [www.walmart.org/sparkgood](http://www.walmart.org/sparkgood) (see section 5)

**Help Desks, 12pm CST – 1pm CST (select Tuesdays and Thursday)**

Register here: [https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWhstDsaugK9_5](https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWhstDsaugK9_5)
Get FrontDoor verified

☐ FrontDoor Verification Guide

How-to Guides

Spark Good Round Up

Spark Good Registry

Spark Good Space Request Tool

Spark Good Community Grants

Spark Good Associate Engagement

Other Resources

❓ Frequently Asked Questions

🚀 Promotional Tools

Getting Started Guides

- Spark Good/Spark Good Verification Guide
- Spark Good/Spark Good How To Create a Portal

How-To Guides

- Video for nonprofits: How to get started on Spark Good
- Video for nonprofits: How to engage customers to support you through Spark Good
- Video for nonprofits: How to email in Spark Good
- Spark Good How-To Guide - Round Up
- Spark Good How-To Guide - Registry
- Spark Good How-To Guide - Space Request Tool
- Spark Good How-To Guide - Community Grant Program
- Spark Good How-To Guide - Associate Engagement

Communication Tools

- Spark Good How-To Guide - Nonprofit Communications Toolkit
- Spark Good How-To Guide - Customers Communication Toolkit
- Video share with supporters: How customers can get started on Spark Good

Downloadable Images:
- How to Select a Charity to Round Up Post
- Spark Good Logo (with the Spark)
- Spark Good Registry Image
- Spark Good Round Up Image

Downloadable Zoom Backgrounds:
- Spark Good Overview Zoom Background
- Spark Good Registry Zoom Background
- Spark Good Round Up Zoom Background

Spark Good FAQs

- What is Walmart Spark Good?
- What is FrontDoor?
- How do I start the FrontDoor verification process?
- Who are authorized users?
- What do I do if an organization’s authorized user is no longer with the organization and we need to delete the user?
- Who do I contact if I have questions or issues with the FrontDoor verification process?

Organization Guides

- Public Charity
- Government Entity
- 501(c)3
- Nonprofit Organizations

Webinar Presentation Decks

- Spark Good - Overview
- Spark Good - How to Share with your Donors
- Spark Good Programs - Local Community Grants and Requesting Space Outside Stores & Clubs
- Spark Good Walmart.com Programs - Nonprofit Portal, Round Up and Spark Good Registry

Note: Scroll down to the bottom of the program page for the FAQs
Walmart.com/nonprofits
Walmart.com/SparkGood

Need support?
sparkgoodsupport@walmart.com

Social Tags
Twitter: @Walmartorg
Facebook: @Walmart
Instagram: @Walmart
LinkedIn: @Walmart

Hashtags
#walmartsparkgood
#wmXXXX (store number)