GOVERNMENT ENTITY  NON-501C3

SparkGood strives to spark collective action and create a big impact in support of local communities. As a nonprofit Walmart is here to serve you charitably through access to our local grant application, charitable registries, the ability to enroll in round up and access to the space request tool.

Definition of a Government Entity
Government entities are U.S. federal agencies territories and commonwealths, state agencies and departments and political subdivisions (including cities, counties, municipal agencies). If the government entity has a 501(c)(3) status, please review the Public Charity guide.

• Examples include the US Department of Transport, Fannie Mae, and the State Attorney General Offices.

PROGRAM ELIGIBILITY

Space Requests
Promotion & awareness in front of stores

Community Grants
Open applications for cash grants

Associate Engagement
Volunteering and associate giving

Walmart Business

HOW TO PARTICIPATE IN SPARK GOOD

• Get FrontDoor verified
In order to protect the identity of your organization and its associated users, Walmart uses a third party called FrontDoor to verify your organization. Verification typically takes less than 48 hours if you have all the required documentation.

• Access Walmart nonprofit resources
Share and promote your participation with your donors using the promotion toolkit.

HELPFUL INFORMATION

Space Request
• At Walmart.com/nonprofits, you can request space in front of Walmart stores at least 21 days before your event. Approvals by store manager required.
• For Sam’s Club requests visit directly with Club manager.
• Each chapter for an organization can request 14 events per year regardless of store location.

Community / Local Grants
• New: quarterly deadlines for grant submission
• Grants are approved by store and club managers. Best practice is to apply at stores/clubs you have a relationship with.
• Organizations can apply for up to 25 grants per year between $250-$5,000.

Associate Volunteers
• For every hour an associate volunteers, the organization qualifies for a $10 matching grant (up to 100 hours per associate per year).
• Remind Walmart and Sam’s Club volunteers to log hours on One Walmart (wmlink/vaplogin). Volunteer hours must be approved by the primary owner.