PUBLIC CHARITY 501c3 NONPROFIT

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 501c3
501(c)(3) organizations are organized and operated exclusively for charitable purposes. Charitable purposes include religious, charitable, scientific, literary, or educational activities.

PROGRAM ELIGIBILITY

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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.

• Create a nonprofit portal account
By accessing the portal, you can easily view all nonprofit giving programs and resources. More than one user from your organization can create an account. 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.

ACCESS & PERMISSIONS

Primary owner in FrontDoor
FOR WALMART.COM/NONPROFITS
Single administrators can create an account that includes access to register for Round Up, set up charitable donation receipts related to Spark Good registry, create & manage registries and request space.

Secondary owner in FrontDoor
FOR WALMART.COM/NONPROFITS
Multiple users from an organization can create accounts and have access to create & manage registries, and request space.

HELPFUL INFORMATION

Nonprofit Portal
- Always start here: one-stop shop for nonprofit Walmart resources
- Setup donation receipts here by primary owner.
- Portal views vary (see access & permissions above).
- This is a separate account from Front Door & required for program access.

Round Up
- ACH payment preferences in Front Door must be setup to authorize electronic payments.
- Create a Network for Good account for disbursement reporting.

Registry
- Registries are a list of items you can share with your donors to have items shipped directly to you.
- Create multiple registries based on like items (ex: household cleaners, toys, personal needs).
- Discoverable on walmart.com/sparkgood.

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 up to 4 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.

TOOLKIT FOR NON-PROFITS
TOOLKIT FOR CUSTOMERS

https://business.walmart.com/

TOOLKIT FOR NON-HYPHEN.CASEPROFITS

TOOLKIT FOR CUSTOMERS