Spark Good: A new way of giving 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
Shared Value
Creating Value for Business and Society

TRANSFORM the system

Lead through the BUSINESS

Complement with PHILANTHROPY

COLLABORATE with others
Our Philanthropy Takes Many Forms:

- IN KIND DONATIONS
- CASH GRANTS
- CAUSE MARKETING CAMPAIGNS
- DONATED SPACE
- VOLUNTEERISM
- CONVENING
- VOICE & ADVOCACY

In FY2022, Walmart and the Walmart Foundation donated over $1.5B
Our Work

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

Diversity, Equity & Inclusion
What is Spark Good?

Walmart Spark Good is here for nonprofits and customers to spark collective action and have big impact in support of local communities.

Customer Engagement
Connect customers with opportunities to support local causes

- Round Up
- Registry

Store Engagement
Raise awareness & provide charitable donations to local organizations

- Request Event Space
- Local Community Grants

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

- Associate Giving Programs
- Volunteerism Always Pays

*Only available on Walmart.com and in the app*
### Spark Good: What programs are your organizations eligible for? Walmart.org/sparkgood

<table>
<thead>
<tr>
<th></th>
<th>Public Charity (501c3)</th>
<th>NCES School</th>
<th>Government Entity (non 501c3)</th>
<th>Non-Charity Organization (501c4, c6, c19 or non 501c3)</th>
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<tbody>
<tr>
<td>Nonprofit Portal</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Local Community Grants</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Associate Engagement</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Round Up</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Registry</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Space Request</td>
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<td>Yes</td>
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<tr>
<td>Walmart Business</td>
<td>Yes</td>
<td>Yes</td>
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</tbody>
</table>

- **Yes** indicates eligibility.
- **No** indicates ineligibility.
- **Coming Soon** indicates that eligibility is pending.
How does your organization get started to engage with Spark Good Programs

1. Becoming FrontDoor Verified
2. Set up a walmart.com account to access the nonprofit portal
3. Explore SparkGood Resources
1. Become a FrontDoor verified organization to access Spark Good programs

**Step 1:**
Search and claim your organization

Visit [FrontDoor website](#)

**Step 2:**
Complete verification application

With proper documentation submitted, verification may take less than 48 hours.

**Step 3:**
Update payment preferences

After you received FrontDoor verification approval, please update payment preferences.
2. Create your nonprofit portal account

Step 1: Visit Walmart.com/nonprofits

Create a new Walmart.com account or log into your existing account for your organization.

Please use the email address that matches your FrontDoor email address.

Step 2: Access resources in portal

Note account access:

**Primary owner:** One user has administrator privileges such as to register for Round Up and set up donation receipts.

**Secondary users:** Multiple persons can set up and manage registries, and request space.
Accessing Spark Good Resources – Round Up

Round Up

Start receiving Round Up donations

Allow Walmart.com customers to donate their change by rounding up their orders to the nearest dollar at checkout.

Get started
Spark Good: Round Up

**Step 1:**
Register in Round Up

**Step 2:**
Create public profile

**Step 3:**
Confirm ACH payment

**Step 4:**
Enroll and confirm payment

*View of nonprofit portal

**Start your registration for Round Up**

**Create your donor-facing profile page**

**Confirm ACH payment for direct quarterly deposits from Network for Good**

**Agree to terms of use to complete registration**
Accessing Spark Good Resources - Registry
Spark Good: Spark Good Registry

**Step 1:** Create a registry

Select “+ Create Registry”

**Step 2:** Provide registry details

- Select your **cause**, enter a registry **title** and **description**
- Confirm **address** for where products will be delivered
- Select **public or private** for your registry settings
- Click **Create Registry**!

**Step 3:** Add items to registry

- **Search** for items or gift cards available for shipping or pick up
- **Add** to Registry
Accessing Spark Good Resources – Space Request

Public charities can access through the portal

Other organizations can access from Walmart.com/nonprofits
Spark Good: Space Request Tool

Step 1:
Select your organization

Select your organization to request space

Note: Requests should be submitted 21 days ahead of event date.

Step 2:
Create space request

- Provide event details
- Select store location
- Select date and time
- Review and agree to user agreements

Step 3:
View status of request

View status of your space requests in the dashboard
Accessing Spark Good Resources – Community Grants
Step 1: Review eligibility guidelines

Review the eligibility guidelines. Grants are accepted on a quarterly basis.

Step 2: Start application in FrontDoor

If you are ready to submit an application, click “Submit a Local Community Grant Application” and answer a questionnaire.

Step 3: Select a facility to create a request

Log into FrontDoor, select your organization and type in your local zip code to start application.
Accessing Spark Good Resources – Local Programs

Charitable tools
- Space Request: Raise awareness for your cause
- Community Grants: Apply for a grant from local stores
- Local Programs: More ways we strengthen communities

Round Up
- Start receiving Round Up donations
- Allow Walmart.com customers to donate their change by rounding up their orders to the nearest dollar at checkout.
Volunteerism Always Pay

When Walmart associates volunteer with eligible U.S. nonprofit organizations, the local nonprofit can receive a matching grant of $10 for every hour volunteered.

Applications can only be submitted by associates.

Associate Giving Program

Associates can support eligible U.S. nonprofit organizations through credit card, debit card or payroll deduction.
Spark Good Webinars and Live Help Desks

Interested to learn more? Join us for our upcoming webinars on various topics! Find the schedule here: Walmart.org/sparkgood (see section 5)
Past webinar decks will be posted on Walmart.org/sparkgood > How-To Guides

Register here:
https://walmart.zoom.us/webinar/register/8416770024254/WN_AdrmPCncRy6oxUqDkC0ArA

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

Register here:
https://walmart.zoom.us/meeting/register/tJEvcuCpqTkjHNKZm6PrnMWGWstDsA
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

Note: Scroll down to the bottom of the program page for the FAQs
Questions?
Spark Good at checkout: Enroll in Round Up! Easy as 1-2-3!

**Step 1:**
From the Walmart App: Account > Giving & impact

**Step 2:**
Select local Charity

**Step 3:**
Search and select!

Can’t find your charity? Share the invitation link with your organization.
**Step 1:** Visit walmart.com/sparkgood and sign in to your Walmart.com account

**OR**

From your account on the Walmart app, go to Giving & impact in your account

**Step 2:** Search for a charity (by name, by cause, by type).

**Step 3:** Once you select a charity, under Round Up, click "Select this Charity".

**Step 4:** In future orders, you will see the “Round up” amount appear when you view the check-out cart. You can check the box if you want to donate the round up sum for specific purchases.
Spark Good: Tips & tricks to grow your community of supporters

Email

Subject: Choose [nonprofit name] to round up and donate your change on Walmart.com

Walmart recently launched Walmart Spark Good Round Up where customers can round up their purchases to the nearest dollar and donate the change to their favorite charity. We would love for you to choose us as your charity to receive these donations every time you shop on Walmart.com. Go here to learn more {insert org link}.

Thank you for considering [organization name] for Walmart Spark Good Round Up!

Email Signature

sparkgood.®

Want to support us by donating much needed items straight from your computer? Check out our Walmart Spark Good Registry here.[link]

Social

Calling all supporters! We are in need of a few items right now and could use your help! Check out our registry [link] on Walmart Spark Good where you can see our list, make a purchase and have it shipped directly to us. It’s super easy and saves you time and money. We appreciate your help! #WalmartSparkGood