Spark Good: A new way of giving designed to spark collective action and big impact in support of local communities.

Local Community Grants & Requesting Space outside Stores & Clubs
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**: August 1 – October 15
   • **Quarter 4**: November 1 – December 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

5. 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
Top Space Request Tool questions from the webinar

1. **How early do I need to request space for my event?**
   An organization must submit a request no less than 21 days in advance of an event date. This is to ensure that store managers have sufficient time to review the space request.

2. **How many times can my organization request outside space in a calendar year?**
   Local organizations may request and use space outside a Walmart facility up to 14 days per calendar year, but no more than 3 consecutive days (and no more than 8 consecutive hours each day).

3. **Can we host our events in the parking lot vs the sidewalk?**
   The space request tool is to reserve space outside of Walmart store entrances, for local organizations to fundraise and/or raise community awareness about a cause or community issue. If you are looking to host an event that may require more space than the sidewalk, these requests are not facilitated through this tool.

4. **Can I reserve space inside of our store?**
   No, local organizations can only request space outside a Walmart through the Space Tool or directly with a manager for space outside of Sam's Club.

5. **Is there a limit on the number of people that can participate in an event in front of a Walmart or Sam's Club facility?**
   Yes, no more than 15 members of a group may participate in an event in front of a store or club at any one time.
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
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).
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

Local Community Grants
Request Event Space

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

Associate Giving Programs
Volunteerism Always Pays

Round Up
Registry

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

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 Walmart operates.

They include a variety of organizations, such as animal shelters, elder services, and community clean-up projects. In 2021, our stores 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
Step 2: Review Local Community Grant Guidelines & Resources

- 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 [CyberGrants FrontDoor](https://walmart.org/sparkgood) 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

Grants are accepted on a quarterly basis

Step 2: Start application

Click “Submit a Local Community Grant Application” and answer a questionnaire.

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

- Only apply to stores and clubs that are in areas you directly serve.
- 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.
- Local grants are only one program. Leverage all Spark Good programs you are eligible for such as round up, registry, space request tool, etc.

- 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

Customer Communication Toolkit

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

Visit Walmart.org/sparkgood > Spark Good programs > Customer Engagement > Customer Communication Toolkit
Step 5: Share Your Story & Local Grant News with your Donors
If you are interested in learning more about other Spark Good programs, visit Walmart.org/SparkGood to review guidelines and access programmatic How To Guides to support you.
Step 1: Space Request Tool – Program Overview & Fast FAQs

**Space Request Tool**

The **Space Request Tool** is now available in all Walmart facilities and Neighborhood Markets. For Sam’s Club – work directly with the Club.

The space request tool allows organizations to submit online space requests for use of outside space outside of facilities.

Organizations must review and agree to Terms of Use and Notice of Solicitation and Distribution of Literature Rules – [National](#) for more information, or state-specific rules in [Pennsylvania](#) and [Mississippi](#).

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**Facility Level Space Tool Stats***

- 29K+ Events Keyed
- 19K+ Events Completed
- 3.6K+ Organizations Signed Up

*since launching the tool in Sept. 2022*
Step 2: Review Space Request Tool Guidelines & Resources

Space Request Tool Program Guidelines

- Start at walmart.com/nonprofits to request space in front of Walmart stores at least 21 days before your event. For Sam’s Club requests visit directly with Club manager.
- Approvals by members of management are required.
- Approvals can be done at least 7 days before the start date of the event.
- Each organization can request 14 events per year regardless of store location.
- Organizations can monitor the status of the request as well as suggested steps to follow up on your event once approved.

How To Guide: Visit Walmart.org/SparkGood

[QR Code]
Step 3: Space Request Tool - Where to Start?

Public charities

NCES schools, government entities & nonpublic charities

Visit walmart.com/nonprofits > Access Spark Good > Sign into your portal > Space Request

Visit Walmart.com/nonprofits > Access Sparkgood > Request Space
**Spark Good: How to Request Space outside the Store**

**ACCOUNT SETUP**
- Add New Organization
- Organization details such as address, contact information and emergency contact information
- Press Complete

**CREATE A SPACE REQUEST**
- Purpose of the event?
- Focus Area?
- Submit main contact?
- Enter event details such as how many people will be at the event, what the fundraiser is, who will the funds raised impact?

**SELECT SPACE & LOCATION**
- Front Entrance of Store
- Select Facility
- Select Time
  - All Day
  - Morning
  - Afternoon
  - Evening (not past 8 PM)

**MENU SCREEN**
- Use the menu to check on upcoming scheduled events, pending events and past events
- Cancel a pending event
- Check in and out of an event and provide feedback
- Upload pictures of your event
**Step 4: Space Request Tool – Tips & Tricks**

**Space Request Tool is a new tool.** Managers may not be aware of it. Ask the Manager to look up Space Request Tool on OneWalmart.

**Request space in the stores/clubs you need.** Facilities have limited space and multiple organizations requesting.

If you are approved for a Space Request, please **share the event on your social media or communication channels**

Fundraising in the front of our buildings is one program. **Leverage all Spark Good programs** you are eligible for such as roundup, registry, space request tool, etc.

**The Space Request tool on Walmart.com only applies to Walmart stores.** Visit with Sam’s Club Manager to request space at Sam’s

**Do not show up unannounced for a fundraiser.** Plan and apply for space at least 21 days prior to your event.

**Do not visit facilities on Wednesdays.** Most store and club managers take Wednesdays off – that day is off limits.

**Keep your Space Tool requests up to date.** Review for approvals and cancel as soon as you can to open the date for other organizations.
Step 5: Share your Fundraising Events with your Donors

Space Request Tool

If you know your organization will be in front of our stores or clubs raising funds or awareness, share the news with others to draw attention to your cause.

EMAIL SAMPLE

Subject: [organization name] will be at the Walmart on [street name] on [date(s)]. Come out and see us!

On [Day, date, time], [organization name] will be [fundraising/ Registering voters/selling cookies, etc.] in front of our local Walmart store on [street name]. Your support means so much to us and helps fulfill our mission to [enter details on mission here]

Come see us!

SOCIAL SAMPLE

[organization name] will be at the Walmart on [street name] on [date(s)] [raising money/selling cookies/registering voters, etc.]. Your support means everything. Come out and see us! #WalmartSparkGood
**Step 5: How to share your impact?**

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<tr>
<th><strong>When setting up your booth in the front of the store – flyers or a QR code can be useful in sharing your public profile</strong></th>
<th><strong>Share your registry – Create QR codes or provide a link to your registry so donors can find your list of needed items</strong></th>
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<tbody>
<tr>
<td><img src="image1.jpg" alt="Teen fundraiser banner" /></td>
<td><img src="image2.jpg" alt="Share registry image" /></td>
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| **Use Facebook Live during your fundraising event to get your donors excited about visiting you during your fundraising event in front of a Walmart or Sam’s Club.** | **After the event – post pictures of your booth, thank your donors for stopping by and helping you with your fundraiser. Share the link to your profile and sparkgood** |
| ![Facebook Live](image3.jpg) | ![Post event pictures](image4.jpg) |
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 community grant application is currently closed and will reopen on May 1, 2023.

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.

The Space Request Tool is now available in all Walmart facilities and Neighborhood Markets.

For Sam’s Club – work directly with the Club.
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 (section 5) Past webinar decks will be posted on walmart.org/sparkgood > How-To Guides

- Next Webinar – April 20 – Customer engagement programs: Round up, registry and nonprofit portal

Register here: https://walmart.zoom.us/webinar/register/8416770024254/ZN_AdrmPCncRx6oxUqDkC0ArA

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

- April 11 and April 27

Register here: https://walmart.zoom.us/meeting/register/tJEvucpqTkjHmKZm6PrnMWGstDsAugK9_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
- Nonprofit Promotional Toolkit

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