Spark Good Onboarding and Deep Dive on Local Grants

Revised March 2024

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

*spark*good.

Our Philanthropy Focus on the Following

Today, we will discuss Spark Good programs that provide local community support.
Learn more about other focus areas at **www.walmart.org**.

Diversity, Equity & Inclusion

Creating Opportunity	**Advancing Sustainability**	**Strengthening Community**	**Center for Racial Equity**
Economic Opportunity in Retail	Climate	Local Community Support	Finance
	Nature	Healthier Food for All	Health
	Waste	Disaster Relief/Preparedness	Education
	People in Supply Chains	Inclusive Communities	Criminal Justice

sparkgood

Spark Good Programs Strive to Spark Collective Action and Have a Big Impact in Support of Local Communities

Organization Engagement

The Walmart.com Spark Good Account provides a full suite of charitable resources together in one place.

Customer Engagement

Connect customers with opportunities to support local causes

Round Up   Registry

Facility 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   Volunteerism

sparkgood

Partnership with Deed

Walmart Spark Good is excited to announce a new collaboration with Deed!

1
Organization and User Verification Provider

Deed will verify organizations participating in Walmart Spark Good programs.

sparkgood
powered by
deed

2
Associate Giving Programs Platform

Walmart associate giving and volunteerism will run through Deed.

Important: As of Feb 1, Walmart no longer leverages FrontDoor for organization verification and for associate giving platform.
Spark Good Local Grants opened March 1st and can be accessed from your Spark Good account on Walmart.com/nonprofits.

sparkgood.

What's New & Different with Spark Good Programs?

Spark Good Account

- ✓ **What's new?** All local organizations can now start at Walmart.com/nonprofits.
- ✓ All programs below are accessible through the Spark Good account, depending on eligibility.
- ✓ Organizations will need to be verified through Deed to access Spark Good programs. Deed requires PayPal to authenticate the organization and its users.

Round Up	Registry	Associate Programs	Local Grants	Space Tool

Program guidelines stay the same.

What's New?
- Required to add electronic ACH information before signing up to participate

What's New?
- New experience on Deed. No longer on FrontDoor.
- Ability to create volunteer events.
- Requires electronic ACH information for disbursement.

What's New?
- New application experience. No longer on FrontDoor.
- Requires electronic ACH information for disbursement

What's New?
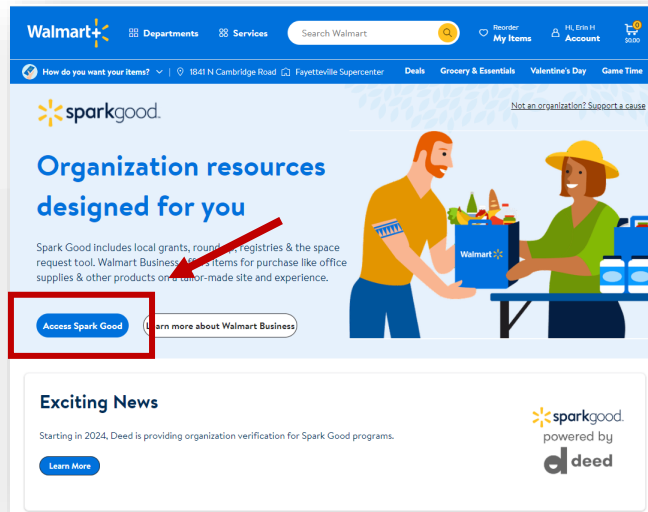- Only verified organizations in Deed can access from Spark Good account.
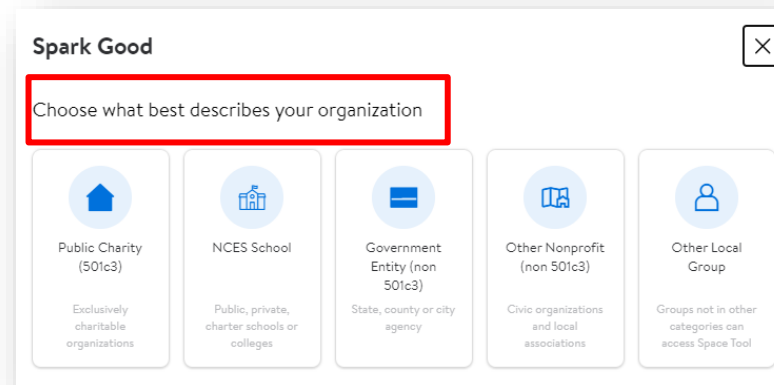- Other local groups have to undergo manual review.

Network for Good (NFG) is still the payment provider.

PayPal Giving Fund is the payment provider (NFG for NCES schools).

JP Morgan Chase is the payment provider.

How to Get Started with Spark Good

Step 1

Create your **Spark Good account** by starting at Walmart.com/nonprofits

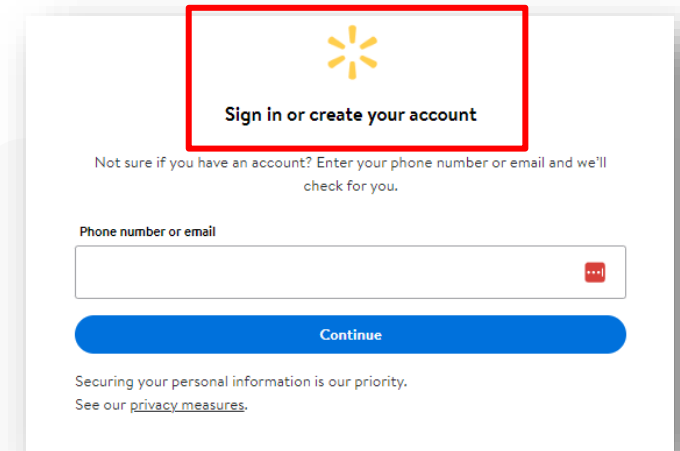Click "***Access Spark Good***"

Step 2

Select your entity type.

- **Public Charity (501c3)** – e.g. Girls Scouts
- **NCES School** – You will have a NCES School ID.
- **Government Entity** – e.g. Sheriff Dept, Fire Dept
- **Other Nonprofits** – 501c6, 50c9 organizations
- **Other Local Group** – You are not on the IRS Business List. e.g. Little Leagues

Step 3

Sign in or create your **Walmart.com account.**

Make sure you log in using your organizational email address.

sparkgood

Spark Good Account

Step 4

Your Spark Good account is created. Now you can add organizations to your account and complete the verification process.

Scenario 1
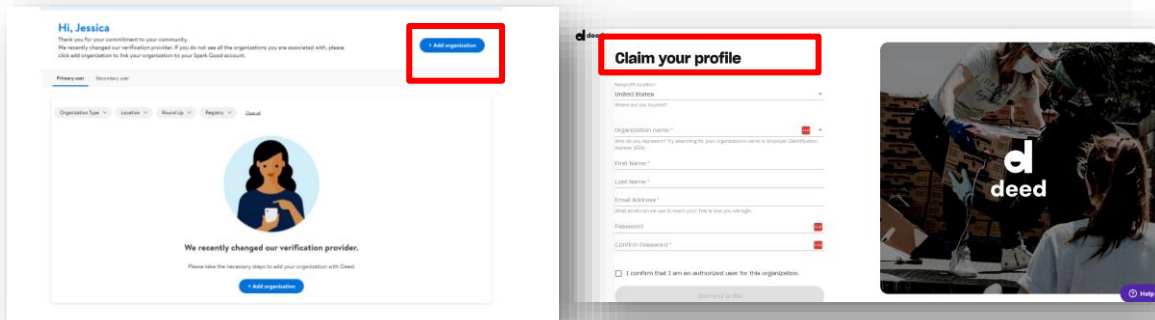
1. Click "Add Organization"

It will take you to Deed to claim your organization.

2. Claim your profile.

The person claiming your organization's account should have access to your PayPal Business Account/PayPal Charity Fund credentials.
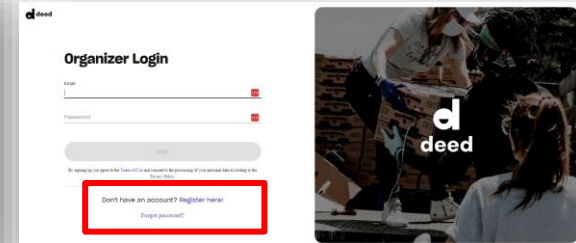
Scenario 2

1. Click "Complete your Deed account"

If you have completed your Deed onboarding, please X out of the pop up and click on your organization name to continue.
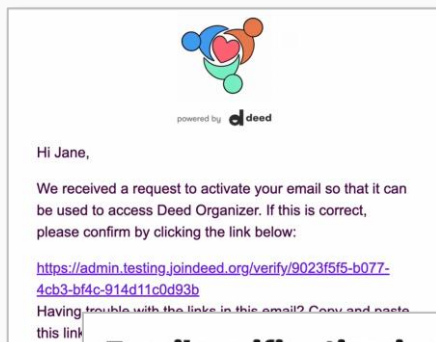
2. Click "Forget Password"

We have pre-created a Deed account for you. Please reset your password to access your Deed account to complete the onboarding flow.

sparkgood
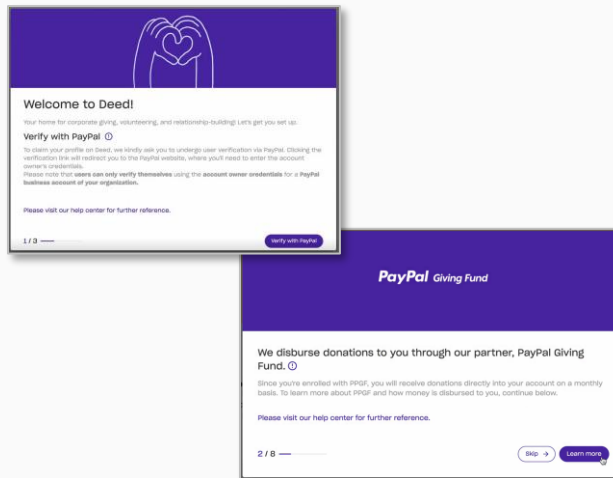
Primary contact: complete Deed Onboarding
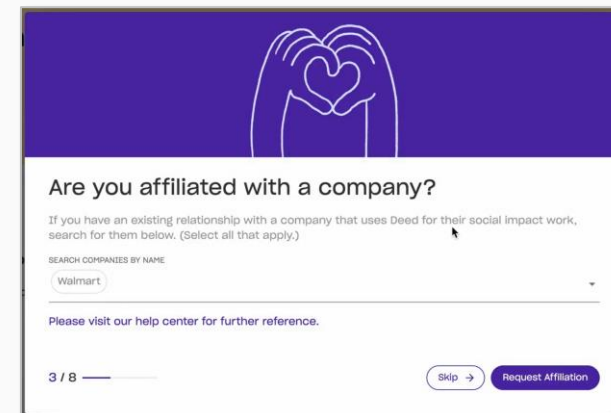
Email verification

All users will need to **complete email verification** using a link that is emailed directly to the user that was added

User & Organization verification

- **501c3** – PayPal Giving Fund account
- **NCES schools** – PayPal Business and NFG account
- **Government entity and other nonprofits** – PayPal Business account

Affiliation to Walmart

Being **affiliated with Walmart** syncs your Deed and Spark Good profiles.

If Walmart is prepopulated, you can skip.

If it's blank, make sure to add Walmart and click request affiliation

sparkgood

Primary contact: complete Deed Onboarding

Organization Information

- If prompted, upload organization IRS documentation.
- Enter or update you organization mission statement
- Select categories that best describe your organization

Government Entities – will provide their 4076c prior to starting the onboarding flow

Contact Information

Provide organization contact information, logo and social media handles that will show up across Spark Good
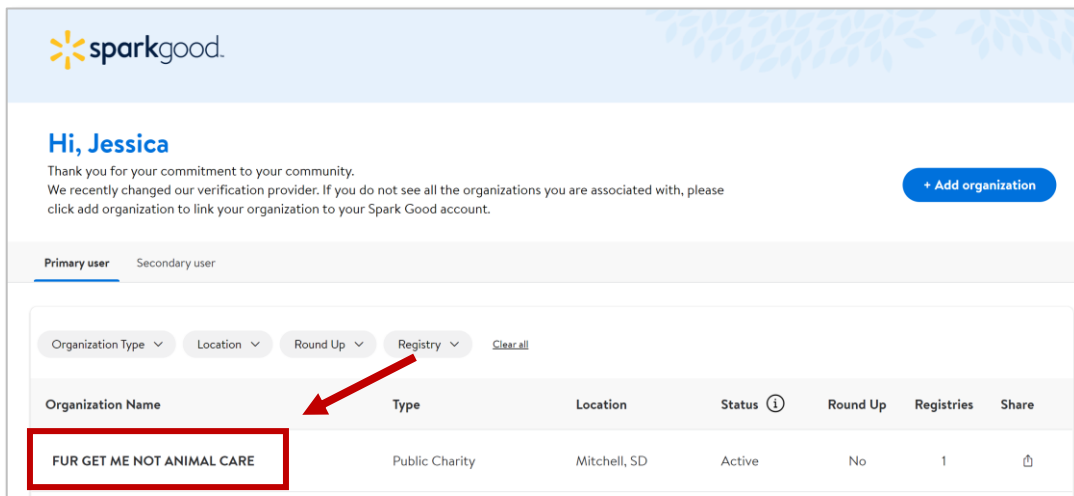
CONGRATULATIONS!!!

You are verified and your profile is complete!! You can now review your profile under settings and add/edit users.

Use the Walmart logo to go back to your Spark Good Account!

sparkgood

Spark Good Account

**Once your organization is verified and onboarding profile is complete,
the Spark Good lobby will show the organizations you are associated with as a verified user**
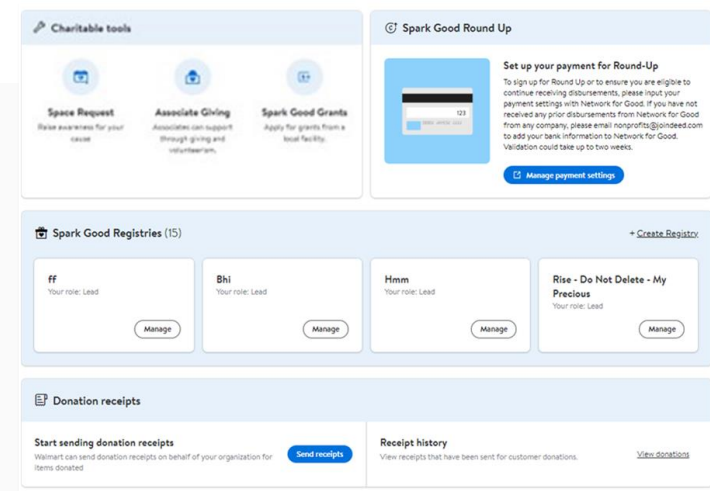
Organization Lobby

This is your organizational lobby – it will have all of the organizations your email is assigned as a user. To access Spark Good programs, click on the name of the organization you are engaging with.

Program Dashboard

This is your program dashboard. You can access the Spark Good programs you are eligible for. You can also view users and account profile by going to settings.

Your email is what connects your Spark Good Account and Deed Accounts

If your Spark Good lobby does not look like you anticipated:
- **Accounts need to sync:** wait 2-3 hours after completing onboarding for accounts to sync
- **Emails are not matching:** check the email you are logged into for Walmart and Deed

SPARK GOOD
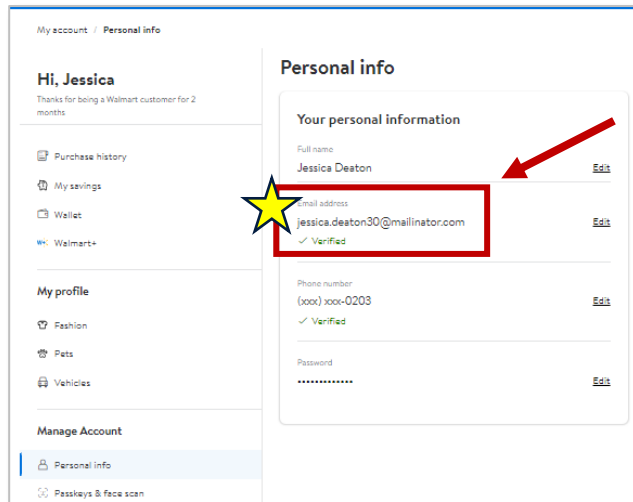
DEED

How to check your Walmart.com email

Account > Manage Account > Personal Info

How to check your Deed email

Click on your name in the upper right hand corner > My Profile

FAKE EMAIL ADDRESS – DO NOT EMAIL

Local Grants How – To

sparkgood.

What is New – Spark Good Local Grants

Spark Good Local grants has a new look and feel!
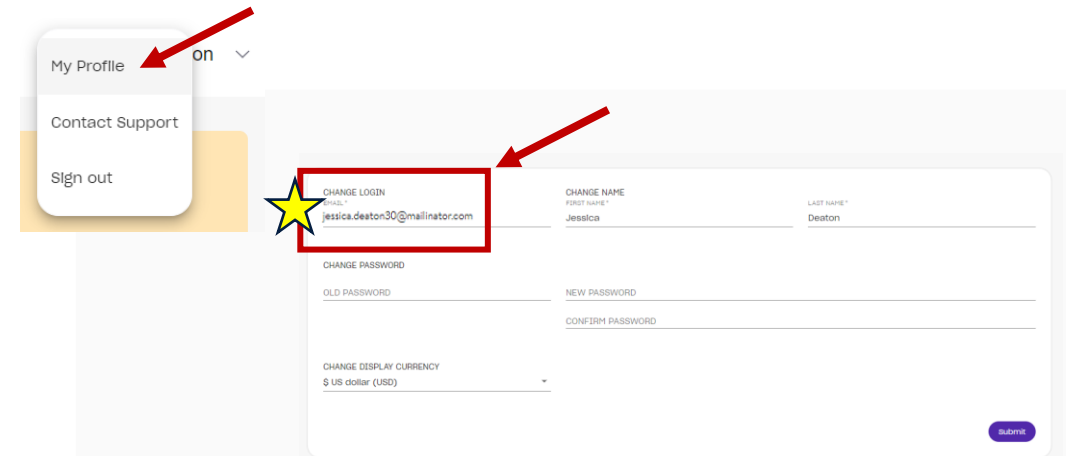
Nonprofits

Easier to find local facilities in your community

Ability to track grant application status in real time

Facilities

Applications can be reviewed on iPhone or iPad

**More information about your organization's profile shared to inform the review process**

To participate in Spark Good Local Grants, your organization *must* have a Deed account which will require electronic payments be set up after your grant is recommended for approval. No more paper checks!
Log in at walmart.com/nonprofits to get started!

sparkgood

Spark Good Local Grants Guidelines

For a complete listing of Spark Good Grants Guidelines, Eligibility Requirements and FAQs
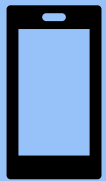

SCAN QR CODE

- To apply, organizations must have a Spark Good account on Walmart.com/nonprofits and be verified through Deed. Only authorized users of the organization's account can apply.

- Grant amounts range from a minimum of $250 to a maximum of $5,000.

- Open application process for local organizations directly benefiting the facility's service area and reviewed on a quarterly basis. Deadlines for submissions include:

  - Q1: March 1 - April 15 *(extended through July 15, 2024)*

  - Q2: May 1 – July 15

  - Q3: Aug. 1 – Oct. 15

  - Q4: Nov. 1 – Dec. 31

- Organizations may only have a combined total number of 25 submitted and/or approved applications at any given time for the calendar year, regardless of quarterly submission.

- Final decisions on applications submitted within each quarter are made prior to the next quarter's application opening.

- If approved, grant funds are distributed through electronic payment.

How to Access Spark Good Local Grants

Facility Giving Programs:
Raise awareness & provide charitable donations to local organizations

1. Sign-on to your Spark Good account on Walmart.com/nonprofits

2. Click "Access Spark Good"

3. Select "Spark Good Grants" under Charitable Tools
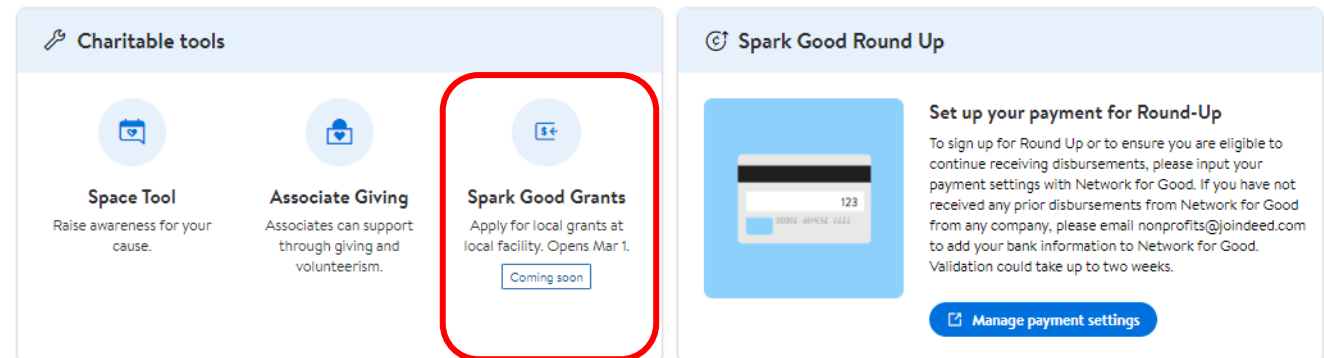
Improved Application Experience

From your Spark Good account, you will have access to your organization's dashboard and local grant application history.
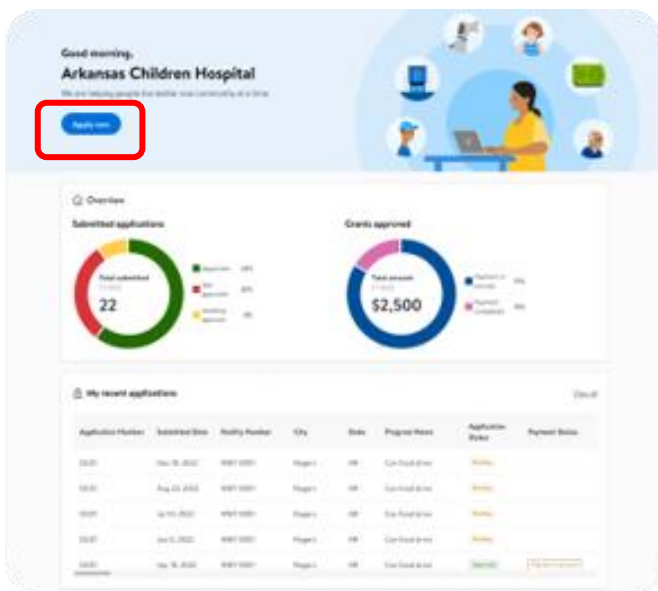
Organizations can monitor status of applications in real time with a running total of grants paid.
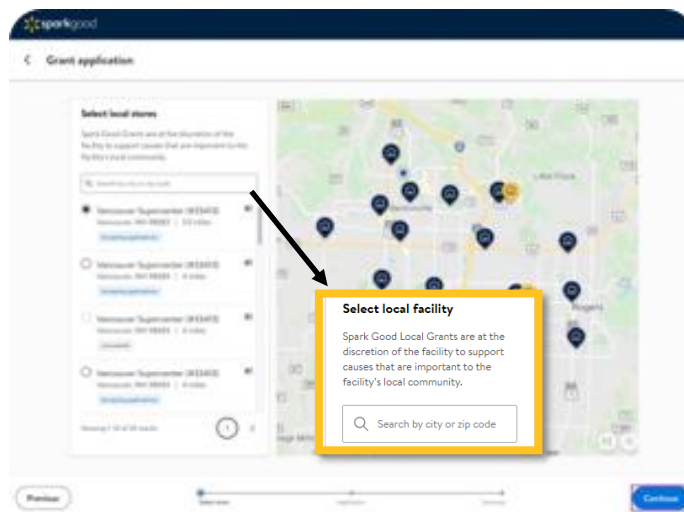
Find facilities in your community. This program is intended to support local organizations in the same service area.

Defaults to your Zip Code but you can search by zip code or City, State (Fayetteville, AR).

Step by Step guidance help you track the application submission progress

Learn more →
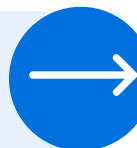
A Look at the Application Questions

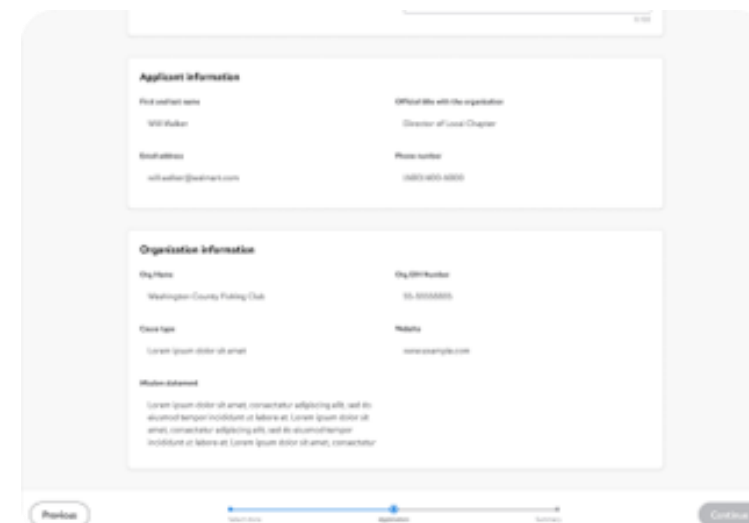The application guides you through the process, providing tools and resources to help you from beginning to end.
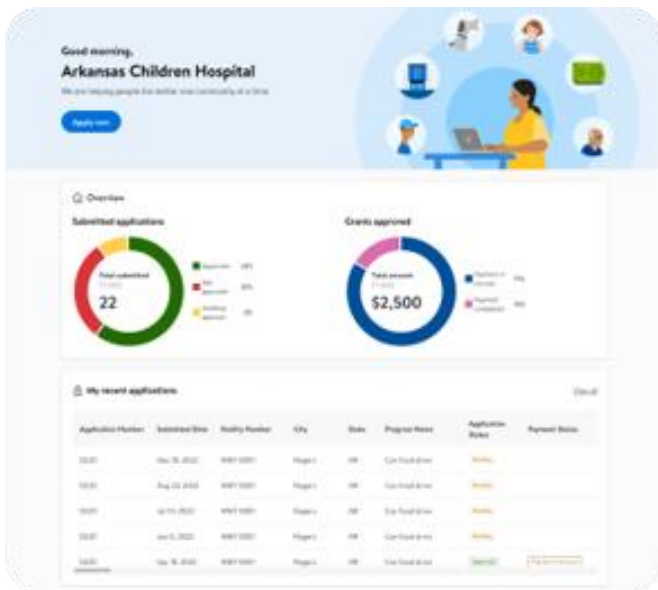
Confirm Eligibility

4 *yes* or *no* questions to ensure eligibility for this program.

Proposal Details

Request Amount

Program Title

Program Description

Review & Submit

Review your grant

Agree to Terms & Conditions

Submit Application

Learn more →

sparkgood

Most Frequently Asked Questions

These are the top 4 questions asked during webinars, help desks and email inboxes

Quarterly Deadlines - Can you help clarify?

Quarterly deadlines are application cycles to ensure grants are reviewed by the end of the quarter

What does local mean when applying?

Your organization can request grants from facilities in the communities your organization serves with your programs

Is there a limit to how many times we can apply?

Each organization can have a combined total of 25 submitted and/or approved grants at one time in a calendar year

How many times can my organization receive funding?

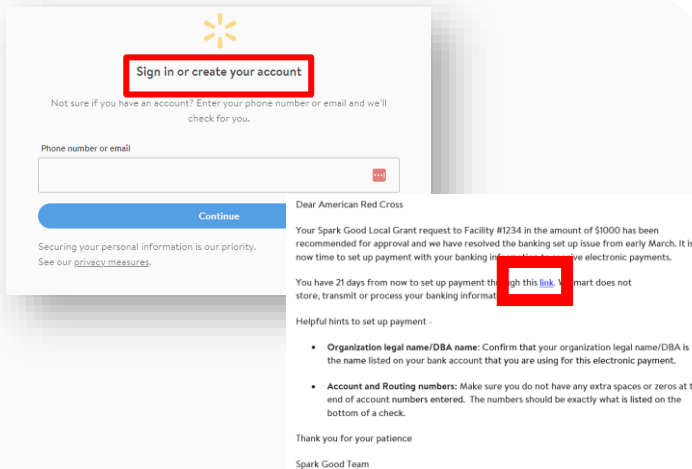Each organization can be funded by one facility once per fiscal year

Learn more →

How are Local Grants paid?

Spark Good Local Grants are paid electronically. If recommended for funding, your organization will receive an email with instructions for how to submit electronic banking information.

Follow Email Instructions

- Make sure you are logged into Walmart.com account
- Primary contact should click link from Payment Setup Email

Only Primary Users can enter the banking information.

Enter Payment Information
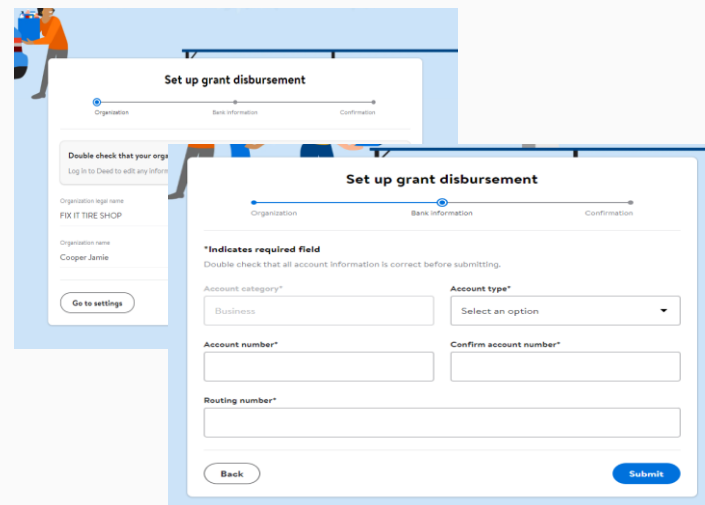
- Validate organization details
- Enter Account & Routing Number

Be careful not to submit extra zeros or spaces.

CONGRATULATIONS!!!
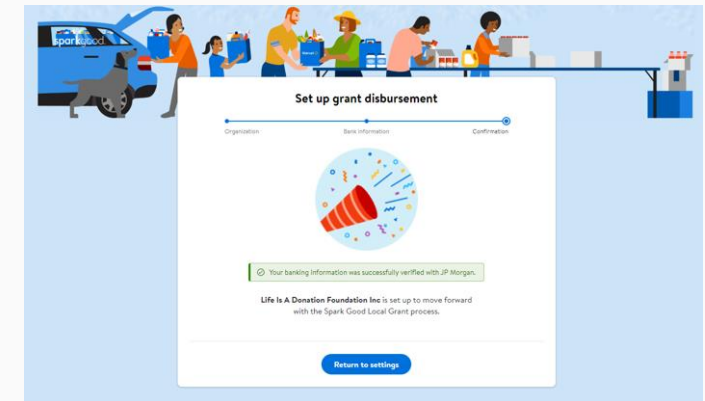
Payment is set up!!

You will receive an email once payment has been processed.

This payment setup is not connected to PayPal.

sparkgood

Reminders/Next Steps

1 Create your Walmart Spark Good Account on Walmart.com/nonprofits

2 Onboard with Deed

3 Explore our Spark Good programs

View our Spark Good program guidelines, helpful organizational guides and promotional assets.

View these onboarding checklists under Spark Good Tools & Resources

Access helpful resources about Spark Good programs at www.walmart.org/sparkgood

Onboarding Checklist

Checklist on how to get started with Walmart Spark Good Programs

This checklist is applicable for 501c3 Public Charities, NCES Schools, Government Entities and Other Nonprofits.

Scenario: You are an organization that is ready to engage with Walmart Spark Good giving programs for the first time!

Step 1: Set up your Spark Good Portal Account
- Start at Walmart.com/nonprofits. Click "**Access Spark Good**" and select your entity type.
- Create your Walmart.com account.
  - Use an email assigned by the organization instead of your personal email.
  - *Note: This same email address needs to match when you set up your Deed account in Step 3.*

Step 2: Connect your organization to your Walmart Spark Good Portal Account
- To connect your organization to your portal account from the organization list page (lobby), click "**Add organization**" to claim your profile and complete your verification with Deed who authenticates your organization and users.
- If you have multiple locations, you will be able to create chapter accounts. Read here to learn more.

Step 3: Claim your profile and create a Deed account
- To complete the verification process, the **Owner | Primary User** will need:

501c3 Public Charity	NCES School	Government Entity	Other Nonprofits
• PayPal Giving Fund account	• PayPal Business account • Network for Good account	• PayPal Business account	• PayPal Business account

- Official IRS documentation such as IRS determination letter and government letters
- Organizational information (mission statement, board members, contact information and website)

How do I know if I've completed all the steps?
- Click through every Deed pop-up and provide all the information needed in each pop-up.
- Under "Settings," check the "Payments" tab and make sure that PayPal/Network for Good is setup.
- Under "Companies", check that your organization is affiliated with Walmart.
- Review users in Deed under Settings > Users to make sure that they have appropriate access to Walmart Spark Good.
  - Owner | Admin → Primary Users in Spark Good
  - Organizers and Ambassadors → Secondary Users in Spark Good

Step 4: Return to Walmart Spark Good Account
- Click "**In Partnership with Walmart**" logo at the top of the screen to return to Walmart Spark Good Portal account to start engaging with Spark Good programs.

Step 5: Engage with Spark Good programs on your Spark Good Account
- From your Walmart.com/nonprofits portal account, click your organization name to enter your program dashboard to engage!

For organizations new to Spark Good

For organizations previously engaged with Spark Good

Spark Good Program Guidelines
⊘ walmart.org/sparkgood

Spark Good Customer Discovery
⊘ walmart.com/sparkgood

Organization Type Guides
↻ [501c3 Program Eligibility Guide](#)

🎁 [NCES School Program Eligibility Guide](#)

💟 [Government Entity Program Eligibility Guide](#)

🏠 [Other Nonprofits Program Eligibility Guide](#)

Other Resources
⊘ [Frequently Asked Questions](#)

📢 [Promotional Tools](#)

Need Support?

nonprofits@joindeed.com

walmart.com/nonprofits
walmart.com/sparkgood

Social Tags
X: @Walmartorg
Facebook: @Walmart
LinkedIn: @Walmart