



[Not an organization? Support a cause](#)

Organization resources designed for you

Spark Good includes local grants, round up, registries & the space request tool. Walmart Business offers items for purchase like office supplies & other products on a tailor-made site and experience.

[Access Spark Good](#)

[Learn more about Walmart Business](#)

Already have an account? [Sign in](#)



Important Updates

The current Spark Good Local Grant application opened August 6, 2024. To tap into the benefits of Spark Good programs, ensure your organization has completed all onboarding steps in Deed and has an active Spark Good account on Walmart.com. Log into your Spark Good account to view your status and complete any outstanding steps.



[Learn More](#)

♥ What programs are available on the Spark Good Nonprofit portal?



Round Up

Sign up for Round Up so customers can support you at checkout on Walmart.com or in the app.



Registry

Create a charitable registry with a list of products customers can purchase and ship to your location of choice.



Space Tool

Request space in front of your local Walmart to raise funds and drive awareness.



Grants

Apply for grants through your local Walmart or Sam's Club or receive grants when associates submit their volunteer hours.

1. Create a Walmart Account

Create a Walmart.com account with an email address tied to your organization

2. Access Spark Good account

Log into your Spark Good account

3. Add Organization to Spark Good account

Add organization to your Spark Good account and set up payment settings on Deed

4. Participate in Spark Good

Engage with customers and associates to support your organization

How do I sign up to participate in Spark Good?

Spark Good Nonprofit FAQs

What is Walmart Spark Good?



Walmart Spark Good brings together all our community giving programs under one brand and empowers local organizations to engage with customers and associates to support causes they care about. Organizations wanting to take advantage of Spark Good resources must first become verified through Deed, a

third-party verification provider, and create a Spark Good account on Walmart.com. For more information, please visit www.walmart.org/sparkgood

What is the Spark Good account?



The Spark Good account is a one-stop shop for eligible organizations to manage their charitable activities with Walmart, such as applying for Spark Good Local Grants, setting up customer-facing registries for needed items, requesting space outside of our facilities to fundraise, and signing up for Round Up and more. To get started, scroll up and click “Access Spark Good” to set up your Spark Good account.

How do I start the Deed verification process?



To start the Deed verification process, please scroll up and click “Access Spark Good”. You will be prompted to create or log into your Walmart.com account to get started. We recommend using an organizational email, rather than a personal email, to create your Spark Good account. You will be directed to the verification process by clicking “Add Organizations.”

Can I access more than one organization on my Spark Good account?



Yes, if you are listed as an authorized user in Deed for more than one organization and the email address used for Deed for each of these organizations matches your Walmart.com account, you can access multiple local organizations in your Spark Good account. Note, only the Primary in your Spark Good account (Admin in Deed) will have access to the following tools: Spark Good Round Up enrollment, Registry Donation Receipt Setup, Organization Profile settings and preferences.