

Local Giving in the U.S.

Walmart believes that strengthening local communities creates value – for our business as well as society. That’s why we empower each Walmart store, Sam’s Club and distribution center to strengthen and support their local communities through local donations, fundraising and participate in corporate cause-marketing campaigns.

Stores, Clubs and Distribution Centers

Each year, our U.S. stores and clubs award local cash grants ranging from \$250 to \$5,000. These local grants are designed to address the unique needs of the communities where we operate. They include a variety of organizations, such as animal shelters, elder services and community clean-up projects. In FY2019, our stores and clubs provided more than \$42 million in local grants. To learn more, check out our [Local Giving Guidelines](#).

Grantee Spotlight

In 2017, the La Harpe, Illinois Walmart store recognized a need for fire safety education in the community. The store led grant-making efforts aimed at the local fire department’s safety education program and enabled the purchase of new equipment for training.

To see other grantees in this portfolio, [click here](#).

In-Store Cause Marketing

In-store cause marketing campaigns like “Fight Hunger. Spark Change.” raise awareness by engaging associates and customers. Since 2014, “Fight Hunger. Spark Change.” has raised more than \$74M million to help the food banks of Feeding America provide meals for people in need.

Cause Marketing Spotlight

In-store cause marketing campaigns like “Fight Hunger. Spark Change.” raise awareness by engaging associates and customers. Since 2014, “Fight Hunger. Spark Change.” has raised nearly \$75 million to help the food banks of Feeding America provide meals for people in need. Another example of in-store cause marketing is our work supporting Children’s Miracle Network Hospitals (CMNH); 2019 marks 32 years of Walmart associates supporting CMNH through store campaigns and fundraising events.

Fundraising Spotlight

Walmart.org has worked with the Salvation Army in their Red Kettle Campaign since 1996, using the space in front of our stores and clubs to collect donations for the Salvation Army. Since our relationship began, Walmart and Sam’s Club customers have contributed more than \$600 million through this campaign, including \$40 million in FY2018 alone.