

From: [do-not-reply@cybergrants.com](mailto:do-not-reply@cybergrants.com) <[do-not-reply@cybergrants.com](mailto:do-not-reply@cybergrants.com)>  
Sent: Monday, June 12, 2023 10:22 AM  
To: DCFR Public Affairs <[dcfrpublicaffairs@dekalbcountyga.gov](mailto:dcfrpublicaffairs@dekalbcountyga.gov)>  
Subject: Walmart Community Grant Request ID 88331579, Facility # 3709

Dear DeKalb County Government,

Congratulations! The Walmart Community Grants Team and Facility # 3709 are pleased to inform you that your Community Grant application for Request ID 88331579 has been selected to receive a \$500.00 grant. We are thrilled to support your work in our communities and share your desire to provide local impact.

By receiving this grant, you are part of a long history of Walmart's commitment to giving back to the communities where we operate. In fact, Mrs. Helen Walton used to say "It's not what you gather, but what you scatter that tells what kind of life you have lived."

We encourage you to celebrate this grant publicly! We hope that you will consider doing the following four things:

1. Connect with the store manager who chose to support your local cause and let them know that the grant check arrived safely.
2. Work with the local store manager to announce the grant.
3. Consider sharing the work that our grant supports on social media – our associates and customers like to see the impact we are making in our communities.
4. Review the Grantee Welcome Toolkit at the link below, addressing frequently asked questions (FAQ's), publicity, and outreach options for your consideration.

[https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.cybergrants.com%2Fwalmart%2Fdocs%2FLLCC\\_Grantee\\_Welcome\\_Toolkit.pdf&data=05%7C01%7Cjaanderson%40dekalbcountyga.gov%7C83ff6399e3f40d9c50a08db6dab734c%7C292d5527abff45ffbc92b1db1037607b%7C1%7C0%7C638224355352437988%7CUnknown%7CTWFpbGZsb3d8eyJWlloiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Iik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=RQs95akMB1f883NqhVzt2Ng2gPL4qbK65DDLKGW0zc%3D&reserved=0](https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.cybergrants.com%2Fwalmart%2Fdocs%2FLLCC_Grantee_Welcome_Toolkit.pdf&data=05%7C01%7Cjaanderson%40dekalbcountyga.gov%7C83ff6399e3f40d9c50a08db6dab734c%7C292d5527abff45ffbc92b1db1037607b%7C1%7C0%7C638224355352437988%7CUnknown%7CTWFpbGZsb3d8eyJWlloiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Iik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=RQs95akMB1f883NqhVzt2Ng2gPL4qbK65DDLKGW0zc%3D&reserved=0)

The photo release form can be found at the following link:

<https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.cybergrants.com%2Fwalmart%2Fdocs%2Ftalentrelease2018.doc&data=05%7C01%7Cjaanderson%40dekalbcountyga.gov%7C83ff6399e3f40d9c50a08db6dab734c%7C292d5527abff45ffbc92b1db1037607b%7C1%7C0%7C638224355352437988%7CUnknown%7CTWFpbGZsb3d8eyJWlloiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Iik1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=uxVQtbVvw8tgWiTrKgZcQsYIBX3mkilkyOtz3M0NLa8%3D&reserved=0>

Again, congratulations on your grant award. We are eager to see its impact!

In service,

The Walmart Community Grants Team

CG/JMAIL/276650909

**Thompson, Beverly S.**

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**From:** cgadmin@cybergrants.com  
**Sent:** Tuesday, June 6, 2023 8:17 PM  
**To:** Thompson, Beverly S.  
**Subject:** Walmart Facility# 3709 Community Grant Request Status: Request ID 88331579

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Grantseeker,

Congratulations! Facility # 3709 has recommended your Community Grant application, Request ID 88331579, to receive a \$500.00 grant.

Please allow 4-6 weeks for delivery. If you do not receive your check in that time, please contact the facility manager to make further inquiries. For your reference we have provided the check information and address below:

Invoice # 91203799

Address:

1300 Commerce Drive, 4th Floor  
Decatur, GA 30030

You will also receive a final confirmation notice once the application has passed final review with the additional payment details, but we wanted to keep you informed on the status of your request.

We appreciate your efforts to help people live better and wish you success.

Sincerely,

The Walmart Community Grants Team

CG/JMAIL/276151797



## Grantee Welcome Toolkit

### Contents

1. Our Commitment to Grantees
2. Grant Recognition
3. Connect & Engage with Walmart Giving
4. Social Media & Sample Posts
5. Walmart's Approach to Global Responsibility

### 1. Our Commitment to Grantees

Our grantees are at the core of our work. Achieving results depends on many factors, including the quality of our relationships and forging stronger interactions with our most trusted partners - our grantees. Our commitment to you is that we will act with integrity, and provide clear and consistent communications. Vital to this commitment is a strong belief that we are better together, that your feedback and insights make us better.

### 2. Grant Recognition

We are strong believers in the power of communication to help achieve our mutual goals, and we want to help you harness that power. Please contact your local store manager where you received the grant to discuss your plans for grant recognition and publicity.

Listed below are resources for your use. In addition to these, please review sections 7 and 8 to learn more about ways to connect with Walmart through social media.

#### Brand Guidelines & Logos

The Walmart brand guidelines and logos can be downloaded electronically [here](#).

#### Template Press Release & Walmart Giving Boilerplate

Open the sample Press Release template (**attached**) that includes helpful guidelines for using Walmart's name and for writing an effective news release.

#### Blog Post

If your organization has a blog and would like to include a story highlighting the impact your grant has been able to achieve with support from Walmart Giving, please visit with your local store manager to discuss the story idea, timing, and approval process.



### Photo Release Form

Open the Photo Release Forms (**attached**). This form must be completed by each individual in any photos associated with programs funded by Walmart. One form is for non-Walmart associate volunteers and the other is for Walmart associate volunteers.

### Gifts

Philanthropy at Walmart and the Walmart Foundation is focused on creating impact. Store managers are Walmart associates, each dedicated to upholding Walmart's Statement of Ethics ([www.walmartethics.com](http://www.walmartethics.com)), with a commitment to maintaining Every Day Low Cost and operating with integrity. As Walmart associates, store managers cannot accept gifts or entertainment from their grantees or potential grantees because it increases costs among grantees and could impact an associate's objectivity.

## **3. Connect and Engage with Walmart Giving**

- Walmart frequently posts about the impact of our giving and our grantee achievements on our social media platforms, including Twitter, Facebook, Instagram, YouTube, and our blog – WalmartToday. Our handle is always **@walmartgiving** and you can use #BetterTogether, #WalmartGiving and #Walmart in your social media posts.

Please follow the following to highlight your project.

- Walmart Facebook accounts
  - Walmart Today
  - Local store and club Facebook page & Instagram pages (select stores)
- Twitter accounts
  - @WalmartGiving
  - @WalmartToday
- Walmart YouTube
  - Walmart

## **4. Social Media & Sample Posts**

Social media can extend the reach of your message. However, the variety of platforms – Facebook, Twitter, Instagram, YouTube, and many more – can also be intimidating. It is important to find the platform or platforms that will be most effective in promoting your project.

If you already have social media presence on at least one platform, use it (or all the ones you have) to amplify your news to a broader audience. Be sure to let key groups in your community know about the news so they will like and share it to their followers too! Pictures



are worth 1,000 words, so use pictures as much as possible, and since video is so easy to generate now with just a smart phone, consider doing a quick, one-minute video to announce the grant and thank everyone involved or talk about how it will be applied.

Here are sample posts that you can use to publicize your Walmart Giving grant, but feel free to make it your own!

Twitter:

*[your organization] is excited to announce we received a grant from @walmartgiving [insert link to the approved press release listing your grant] #BetterTogether, #WalmartGiving and #Walmart*

*Great news! [your organization] is excited to announce that we received a grant from @walmartgiving [insert link to the approved press release] #BetterTogether, #WalmartGiving and #Walmart*

Facebook

*We are excited to announce that [your organization] received a grant from Walmart Giving! We can't wait to [explain what your grant will be used for]. #BetterTogether, #WalmartGiving and #Walmart*

*Great news! We just found out that we received a grant from Walmart Giving to [explain what your grant will be used for]. #BetterTogether, #WalmartGiving and #Walmart*

## 5. Walmart's Approach to Global Responsibility

You can be proud to be a Walmart grantee because we use our strengths and collaborate with organizations like yours to transform the systems on which we all rely. These systems include advancing our ambitious commitments and goals within the priority areas of **opportunity**, **sustainability** and **community**. We believe that our work in these areas is not only beneficial for our business bottom line, but also creates shared value for customers and society. To learn more, read our [Global Responsibility Report](#).

# RELEASE

Name of Participant: \_\_\_\_\_

In consideration of my engagement as a model and or talent, and for other good and valuable consideration herein acknowledged as received, I hereby grant, in perpetuity, to WALMART INC., its successors and assigns, authority and permission as follows:

I perpetually and irrevocably give Walmart Inc., and its subsidiaries, affiliates, licensees, successors, assigns, agents, and contractors, my consent and authorization use my likeness, including without limitation my name, image, persona, performance, actions, and statements, (my "Likeness") in Project Name: \_\_\_\_\_  
and Job Number: \_\_\_\_\_

I waive any right to see or approve any recording of my Likeness and any materials in which my Likeness is used. I agree and understand that my Likeness may be modified or distorted and that my own name, a fictitious name, or no name may be used in association with my Likeness. I agree and understand that my Likeness as recorded under this Release and any materials using my Likeness under this Release are the exclusive property of Walmart Inc., and I assign to Walmart Inc., any right, title, or interest I may have in such recordings and materials, including all copyright interests.

I irrevocably release, discharge, and hold harmless Walmart Inc., and its subsidiaries, affiliates, licensees, successors, assigns, agents, and contractors from any claims, demands, or causes of action that I may now have or may hereafter have for defamation, slander, libel, invasion of privacy or right of publicity, copyright infringement, or any other right arising out of or relating to the recording and/or use of my Likeness.

By signing this Release, I agree and represent that I can enter a contract in my own name, that I have read this Release and fully understand its contents, and that this Release shall be binding upon me and my heirs, legal representatives, and assigns.

Printed Name of Model: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Model's Signature: \_\_\_\_\_  
Agency: \_\_\_\_\_

**If the Participant is Under the Age of 18 Years:**

I warrant that I am the parent or legal guardian of the above named person (the "Participant"), and I irrevocably consent to and authorize all of the foregoing on behalf of Participant and myself.

Name of Parent/Legal Guardian: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Community Grant Program

### Your Submitted Application

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The application you previously submitted appears below. No further changes may be made to this application. Click here to [return to the Welcome page](#).

### Contact Information

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* First Name	Beverly
* Last Name	Thompson
* Contact Title	Pub Ed Specialist with DeKalb Fire Rescue
* Address	1950 W. Exchange Place
* City	Tucker
* State	Georgia
* Zip	30084
Telephone	770-414-2123
* E-mail Address	bsthompson@dekalbcountyga.gov
* Contact Type	Program Lead

### Program Information

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Grant Type	Local Community Contribution
* Program Name	DeKalb County Fire Safety Festival
* Requested Grant Amount	\$5,000.00
* International Funding	No
* Focus Area	Public Safety

You have selected: Public  
Safety

## Organization Information

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Legal Name	DeKalb County Government
AKA Name	DeKalb County Fire Rescue
* Organization Address	1300 Commerce Drive, 4th Floor
* Organization City	Decatur
* Organization State	Georgia
* Organization Zip / Pin Code or Postal Code	30030
Telephone	770-414-2123
Fax	770-414-2126
Organization's Website Address	www.dekalbcountyga.gov/fire-rescue
* Organization Mission	DeKalb County Fire Rescue Department exists to provide our community with the highest level of life and property protection, risk reduction, emergency response, with a commitment to superior customer service, professionalism, and safety.
* Organization's Facebook Site	dekalbcountyfirerescuedepartment
* Organization's Twitter Handle	dcfrpubaffairs

## Agreement

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* MOU Applicant's Name	Beverly Thompson
* MOU Applicant's Title	Public Education Specialist
* Acknowledgement of Terms and Conditions	AGREE

### **Need Support?**

[Terms of Service](#) [Privacy Policy](#)