



# Developing communities through associate, customer and company engagement

When Sam Walton opened his first Walmart, it was a store of, by and for the local community. Today Walmart's 2.3 million associates are fellow residents, friends, neighbors and relatives, and they remain passionate about the health of local communities.

Walmart aims to enhance the vitality of our communities not only by providing products, services and jobs through our retail business, but also by facilitating associate volunteerism as well as local donations from the company, the Walmart Foundation, customers and associates.

Strengthening local communities creates a virtuous circle of value for business as well as society. More stable, cohesive communities support business growth, creating more opportunities for associates who can better serve our customers; more engaged associates and customers create more stable, cohesive communities.

Walmart and the Walmart Foundation strengthen communities through the following initiatives:

- Empowering associates to engage in their community
- Supporting associates through scholarships and hardship funds
- Investing in communities



Associate engagement



Associate support



Community investment

## Empowering associates to engage in the community

Our associates around the world contributed their time, expertise and money to a variety of local causes, including education, environmental sustainability, health and wellness, hunger relief and workforce development.

To encourage associate volunteerism at scale, Walmart U.S. runs a program called Volunteerism Always Pays (VAP), through which associates earn money for eligible charities – in the form of Walmart donations – simply by volunteering at least 25 hours. In 2015, 71,000 full- and part-time associates volunteered more than 1.25 million hours, generating \$12 million in Walmart donations.

In conjunction with the 50th birthday of Asda in the U.K., associates travelled the country celebrating local community groups and charities with a gift of cake and funding, in all investing more than £450,000 in more than 70 groups.

Walmart also piloted programs to better match charities to associates who have relevant skills and passion, to facilitate what is known as “skills-based

volunteerism.” For example, we worked with nonprofit organizations Pyxera Global and Taproot to more systematically engage Walmart associates with particular technology and leadership skills in disaster- and technology-related charitable efforts in the U.S. and India.

## Developing communities through associate, customer and company engagement: Progress against commitments

*As of Fiscal Year End 2016*

Initiative	Progress
<b>Empowering associates to engage in their community</b>	Walmart U.S. associates volunteered more than 1.25 million hours to charitable organizations, generating \$12 million in Walmart donations.
<b>Supporting associates</b>	The Walmart Foundation has given to organizations that awarded more than 800 scholarships to Walmart U.S. associates and associate dependents. Continue to support the Associates in Critical Need Trust, a public charity.
<b>Investing in communities</b>	Gave \$46.5 million in community grants in 2015.

Strengthening local communities – Community development



**Associate Giving Program**

Through the Associate Giving Program, the Walmart Foundation matches the voluntary charitable contributions of U.S. associates to any of 11 charities, up to applicable limits:

- Associates in Critical Need Trust (ACNT)
- United Way
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Indian College Fund
- Asian & Pacific Islander American Scholarship Fund
- Hispanic Scholarship Fund
- United Negro College Fund
- Feeding America
- EarthShare

**Supporting associates**

Sometimes unexpected events strike close to home. In several Walmart markets, including the U.S., the U.K. and Brazil, hardship funds exist to support associates experiencing a crisis.

For example, the Walmart Foundation also supports

the Associate Scholarship program, which encourages the pursuit of higher education by associates and their dependents. In 2015, the Foundation donated to organizations that awarded more than 800 scholarships to Walmart U.S. associates and associate dependents.

The Wal-Mart Associates in Critical Need Trust (ACNT) is

a public charity supported by Walmart, the Walmart Foundation, Walmart associates and Walmart alumni. ACNT offers grants to U.S. associates facing hardship as a result of an unexpected crisis (for example, due to a fire, flood or sudden death in the family). In 2015, ACNT awarded grants totaling over \$8 million.

**Associates supporting associates in Brazil**

In 2009, Walmart associates in Brazil began “The Charity Club” – an associate-sponsored emergency fund – to help their co-workers in times of sudden, unexpected needs. Associates voluntarily authorize a monthly payroll deduction that is in turn matched by Walmart Brazil dollar-for-dollar. Any associate with a qualifying emergency situation is eligible to receive help, whether or not they donate to the fund. As of 2015, nearly 600 associates received help.

**Lauren’s story: Help when you need it most**



Lauren has been a Walmart associate since 2012. She works as a supply chain manager for the grocery transportation team and is the mother of two small children. She never dreamed she would need the resources of ACNT – until she received a phone call from her best friend with the news her house was on fire.

Lauren and her children were understandably frightened when their home burned down. The house fire left them homeless; they lost all of their belongings, including three beloved pets. Lauren’s Walmart family rallied behind her and provided donations and household goods to replace many of the things she lost.

Lauren also turned to ACNT for help during this difficult time. She applied for and received an ACNT grant, which allowed her to buy clothes and provide transitional lodging in a long-term stay hotel with her two girls. “If it wasn’t for getting the grant from ACNT, I don’t know what I would have done.”

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## Investing in local communities

Walmart and the Walmart Foundation have a long tradition of supporting the communities where we operate, both in the U.S. and around the world. We provide both community and regional grants to organizations, and we collaborate with local groups to

address pressing social issues within a single community. We also ask our customers to join causes, helping to raise money for nationally recognized charities. And we make a special effort to invest in the communities where we are headquartered and have the largest associate presence.

For example, Massmart in South Africa regularly spends 1 to 2

percent of its profits supporting the most vulnerable people in surrounding communities; this year, Massmart focused on projects promoting early childhood development and facilitating school maintenance and repairs. The projects affect more than 3,000 children under the age of five.

In 2015, Walmart donated more than \$46.5 million in

community grants within the U.S., supporting hunger and healthy eating, disaster relief and preparedness, along with many other causes that strengthen local communities.

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## Walmart customers supporting causes

Sometimes a little bit can go a long way. Our customers are generous and support worthy causes through Walmart.

Walmart Japan continued its store fundraising program called "Bokin." In 2015, more than 9 million yen was raised for four charitable programs, with Walmart Japan matching the contributions to each dollar-for-dollar. The charities included Seashore

Forest Restoration Bokin (OISCA), Foodbank Bokin (Second Harvest Japan), Providing School Meals to Africa Bokin (Table for Two) and Sick Childcare Bokin (Florence).

In 2015, our U.S. and Canadian stores and clubs supported major cause campaigns with the help of our customers. For Children's Miracle Network Hospitals, associates and customers together raised over \$60 million.

Together with customers and participating suppliers, The "Fight Hunger. Spark Change." campaign of Feeding America generated \$10.7 million. During the holiday season, the Red Kettle campaign at Walmart also surpassed the \$500 million mark in lifetime support of The Salvation Army, thanks to customer contributions in the familiar red kettles outside our stores and clubs.

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Strengthening local communities – Community engagement



## Investing around the world

Outside the U.S., our international businesses incorporate local investment into the normal course of business. Here are some of their highlights from the past year.

### 1. Canada

Walmart Canada has been a supporter of Food Banks Canada and its local food bank partners since 2011, donating more than \$1.1 million and \$630,000 in 2015 alone. The donation is used to help fund programs that will deliver food locally to Canadians who need it most. Walmart Canada's food donation amount to food banks in FY2016 was 2.2 million pounds.

### 2. Mexico

In 2015, Walmart de México y Centroamérica supported the development of nearly 23,000 small suppliers, supporting the local communities where we live and work.

### 3. Central America

In 2015, to help the communities where we operate, we performed 230 volunteer days with participation of 8,406 volunteers who donated 39,713 hours to benefit more than 1,013,635 people.

### 4. Chile

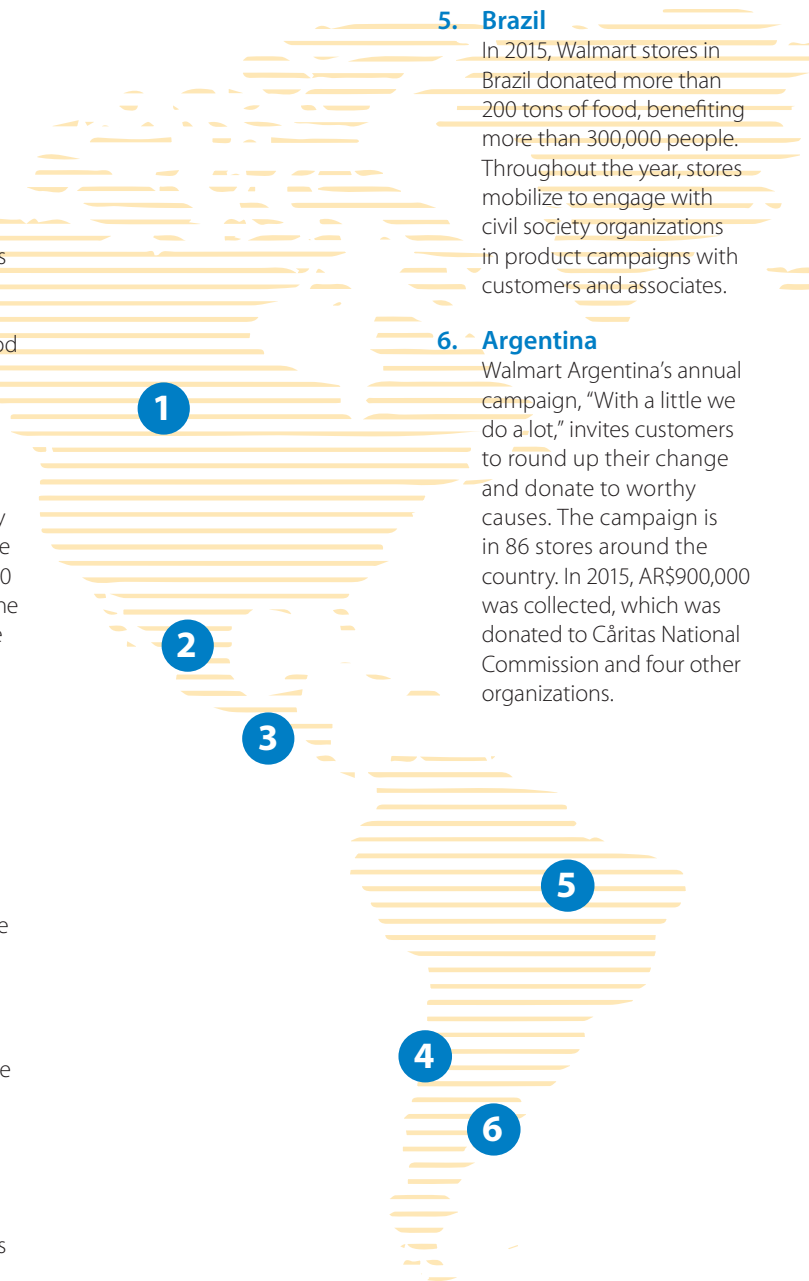
El Kilómetro de mi supermercado is an initiative to support the needs of the communities within a 1-kilometer radius of each of our stores. The program provides grants to support local social projects administered by NGOs.

### 5. Brazil

In 2015, Walmart stores in Brazil donated more than 200 tons of food, benefiting more than 300,000 people. Throughout the year, stores mobilize to engage with civil society organizations in product campaigns with customers and associates.

### 6. Argentina

Walmart Argentina's annual campaign, "With a little we do a lot," invites customers to round up their change and donate to worthy causes. The campaign is in 86 stores around the country. In 2015, AR\$900,000 was collected, which was donated to C aritas National Commission and four other organizations.



**7. U.K.**

The Asda Foundation increased its funding for local disasters to £500,000 to help local communities in their time of need after extreme flooding affected the north of England.

**8. South Africa**

At Massmart we understand that we need to support vulnerable people in our communities. In 2015 alone, our school mobile kitchen program enabled the hygienic preparation of 40 million meals supplied through the National School Nutrition Program.

**9. India**

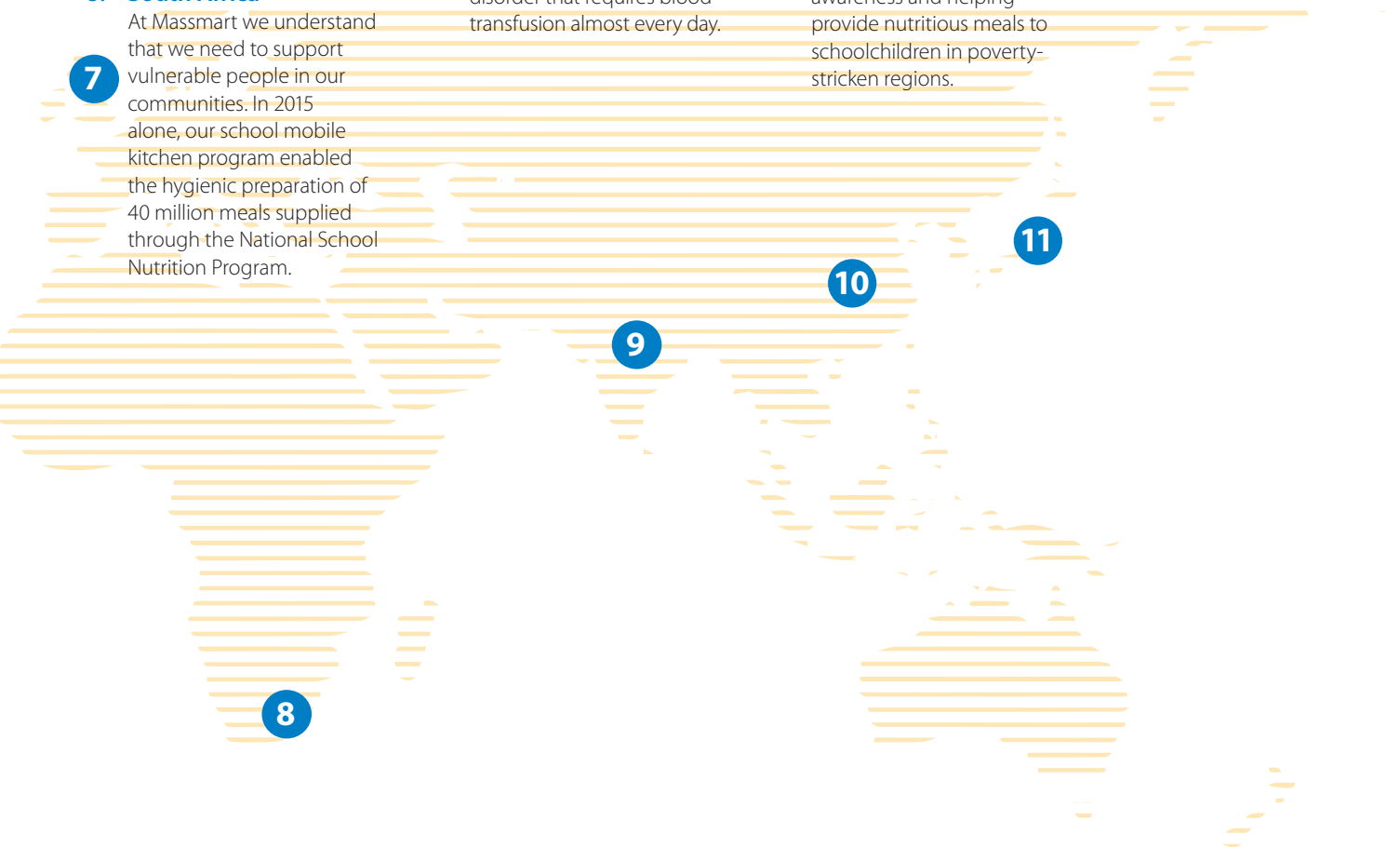
At Walmart India, associates and customers participated in blood donation drives to support the National Thalassemia Welfare Society. The donations went to help children affected by thalassemia – a blood disorder that requires blood transfusion almost every day.

**10. China**

In collaboration with China Foundation for Poverty Alleviation and Tencent Charity, Walmart China mobilized suppliers, customers and associates to donate to a local charitable meals program, raising awareness and helping provide nutritious meals to schoolchildren in poverty-stricken regions.

**11. Japan**

Walmart Japan helped fund Japan's very first in-home daycare for disabled children, which provides qualified childcare services for special needs. This daycare has enabled parents to continue their careers.



## Strengthening local communities – Community engagement



### Giving back in our home office

**Walmart has two global headquarters that support our operations in 28 countries around the world – Bentonville, Arkansas, and Silicon Valley, California. We're proud to be a part of these thriving communities and to give back to them.**

**Northwest Arkansas** has been home to Walmart since Sam Walton opened his first store in Rogers, Arkansas. Today, we operate all over the world, but we still call northwest Arkansas home. In 2015, our global headquarters employed more than 20,000 associates, and Walmart and the Walmart Foundation invested over \$10 million in grants to strengthen the local community in three ways:

- Providing greater access to hunger relief and nutrition education. For example, a grant of almost \$100,000 was given to the “Double your Dollars” program at The Jones Center for Families (an area recreational and educational center serving

families of all income levels) to increase the value of SNAP assistance at local farmer's markets.

- Increasing access to health care. For example, the Walmart Foundation gave a grant of more than \$340,000 to WelcomeHealth (a free clinic serving the uninsured and underinsured) to provide free dental care for low-income individuals and families.
- Enhancing quality of life by increasing access to the arts and recreational facilities. For example, Walmart and the Walmart Foundation gave a \$900,000 grant to The Walton Arts Center to expand and renovate the Center to better accommodate community

demand and to provide free access to the arts for children.

**San Francisco Bay Area** has become our other global hometown – home to our global .com business. Walmart and the Walmart Foundation contributed more than \$5.4 million in grants and in-kind giving in the San Francisco Bay Area. The grants ranged from \$250 to \$300,000 and support over 250 organizations. Additionally, more than 2.3 million pounds of food have been provided to local organizations, for more than 1.9 million meals. Highlights include:

- Anita Borg Institute, which works with businesses and academic institutions to increase the number of women in the

technology field and the positive impact of technology on women around the world

- Code 2040, which creates pathways to educational, professional and entrepreneurial success in technology for underrepresented minorities
- American Red Cross of the Bay Area, which has made a positive impact on disaster preparedness in the area, responding to 95 disasters and providing support for 169 families
- Silicon Valley Education Foundation, which advocates to enhance STEM education in Silicon Valley and the Bay Area.



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## Notes from the field: The challenge of supporting and measuring local needs

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### Matching associates to the right organization

The nonprofit organizations that we support often have need of specific skills – legal, logistics, marketing, among others – to address their particular needs. Meanwhile, we have over 2 million associates with a broad range of skills and passions. Trying to match the right associates with the right skills to the right organization in need of those skills presents a significant challenge for us that we are just beginning to address through “skills-based volunteerism.”

### Measuring impact

Last year, we gave 152,000 community grants; we can track activity, but it’s very challenging to track impact.

### Avoiding dependence

We are proud to have established long-term relationships with many grantees, yet we encourage them to cultivate broad-based support to promote their own sustainability over time.