

# Stops Along the Way

Sharing the Stories That Show Why Every Person Counts  
**2022 Diversity, Equity, and Inclusion Report**







# Letter from the CEO

Human connection is at the heart of everything we do at Shipt; it's part of our DNA as a company. That's a significant reason why I chose to come to Shipt last year.

We are proud to share with you our second annual Diversity, Equity and Inclusion Report. At Shipt, we have an ambitious goal of becoming the most diverse tech company. While there is always work to do as we continue to invest in making this goal a reality, I'm incredibly proud of the progress we continue to make. Today, our leadership team reflects significant gender and racial diversity and we have made progress at all levels of the company building and developing teams that are representative of gender, race, sexuality, ability, gender identity, and neurological diversity.

Keeping people at the center of our work creates a culture where all team members feel comfortable showing up as their authentic selves. In doing so, different perspectives, experiences and ways of operating come together to foster work and results that are more creative, innovative, and purpose-driven.

Our commitment to diversity, equity and inclusion doesn't stop with our team. As a values-driven organization, it's important to us to live our values inside and outside our company, giving back to our local communities and customers, helping to drive change externally, too. You'll learn more in the following pages about how we've focused attention on economic mobility, food security, and communities in need.

One recent example of this work that I am proud of, and excited to share with you now, is a brand new commitment we have made here in our hometown of Birmingham, Alabama. At Shipt, we want to help level the playing field for underrepresented communities. We know that only 35% of Black Americans have associate degrees or higher, which can be important for economic and social mobility, and Black student enrollment has declined over the last 10 years. By investing our resources, and engaging our talented, diverse team we can make meaningful progress to address this incredible disparity.



We are proud to announce that Shipt will be investing \$1 million over the next five years with The Birmingham Promise to support Birmingham City School graduates with last-dollar scholarships and internships, to increase access to college and career options beyond high school. In addition, we will invest our minds and hearts in making a difference, creating a mentorship program that pairs Shipt team members with students to ensure that high school students have career mentorship and support as they navigate their next steps and that college students have needed resources as they navigate the beginning of this next phase of their lives.

I am proud of what we've accomplished so far, and I look forward to the work to come in the years ahead. — **Kamau Witherspoon**



A group of approximately 15 diverse Shipt employees, including CEO Kamau Witherspoon, are smiling for a group photo. They are dressed in professional attire, with the CEO in a dark suit and tie. The background is a dark, modern interior with a large abstract painting.

**“Human connection is at the heart of everything we do at Shipt; it’s part of our DNA as a company.”**

— Kamau Witherspoon, CEO





# Where We Began

1

## KAMAU WITHERSPOON LEADS WITH PURPOSE

Kamau Witherspoon joined as **Shipt's new CEO** in March 2022. His leadership philosophy — powered by distinction and people-first — seamlessly aligned with Shipt's DEI aspirations and achievements.

2

## DEFINING DEI AT SHIPT

From the start, we've been intentional about building a diverse and inclusive workforce at Shipt, and last year we articulated what diversity means to us, tracking the numbers that ensure a medley of experiences and perspectives.

3

## HIGHLIGHTING DIVERSITY DATA & GOALS

With clear talent acquisition aspirations, including diversifying college outreach and identifying additional hiring sources, we also got clear on where we were starting from: At the end of 2021, our organization was 38% racially diverse and 48% women overall.

4

## SHARING COMMUNITY ACTION UPDATES

In 2021, we worked to build stronger communities through socially conscious work, such as providing debt-free college tuition coverage for select programs and supporting organizations that provide proactive and reactive support to ensure communities have what they need in the face of crises.

5

## CONTINUING TO GROW IN BIRMINGHAM

In the summer of 2021, we announced the beginning of our partnership with Pivot Technology School — to empower diverse talent to pursue technology careers — and our support of Innovate Birmingham curriculum.



“In 2022, we continued to turn our DEI ambitions into action, building on the progress made last year and bolstering our efforts in the years to come.”

— Aaron Limonthas, VP of Diversity, Equity, Inclusion + Employee Experience

# Our Ambitions

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**Most  
Diverse  
in Tech**

**Top  
Employer**

**Most  
Community-  
Engaged**





Aaron Limonthas, Ann Thai, Jewell Fears, and Jenna Britton lead DEI work at Shipt.



Our annual DEI report is not just about percentages, it's also about people; it's about everyone who contributes to the company, the culture, and the community that makes Shipt *Shipt*. These are the stories that show why every person counts.

### ON THE JOURNEY

At Shipt, our ambitions are to be the most diverse tech company, one of the top employers, and one of the most community-engaged companies in the nation by 2025. We're well on our way there.

This year, we continued on our journey toward those aspirations by creating more opportunities for underrepresented talent, offering leadership and DEI training and education to team members, honoring and celebrating 35+ heritage

and cultural moments, providing economic and educational resources in our local communities, and so much more.

In the pages ahead, we'll share specifics about how we met different milestones — but more importantly, we'll share the *who* behind every achievement; behind every stop along the way of our DEI journey.





# Growing Diversity

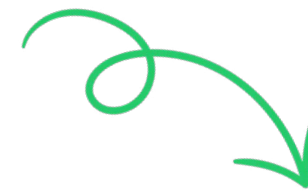
Diversity has almost become a buzzword of late: After the last few years, when we collectively saw social unrest and louder calls for equitable rights and inclusive experiences, many companies around the world spoke of the significance of diverse teams, perspectives, and experiences. And they weren't wrong.

According to several **studies**, the most diverse teams tend to be more creative, innovative, and productive; have more satisfied employees and customers; and are more likely to have financial returns above their industry average.



ERG leaders spark connections at weeklong training camp, the Fall 2022 Synergy Summit.





Bianca Jemison, Pivot Tech graduate and engineer at Shipt.

But focusing on diversity is not just the bright thing to do, it's the right thing to do. And for Shipt — where we prioritize our people — being the most diverse tech company in the country has always been a purpose worth pursuing. For us, that looks like hiring a workforce representative of not just Birmingham, not just Alabama — but of the entire country and our different demographics.

“We try to remove barriers and create access to an industry that can be really tough and not as diverse as it should be,” said Ben Chase, Senior Talent Acquisition Manager. “I love being able to provide both education and access to employment opportunities through our talent acquisition process and programs.”

In 2021, Shipt embarked on a new **partnership** with Pivot Technology School with the goal of fueling innovation by investing in non-traditional candidates through this specialized program, enhancing our hiring funnel and ultimately fostering a more diverse workforce.

And in February 2022, 25 graduates of Pivot Tech — all of whom had received full scholarships through Shipt’s partnership with the program — were **hired** in tech roles at Shipt. Of the 25 new hires, 13 were female and 10 were from underrepresented populations including Bianca Jemison, a Black woman engineer at Shipt.

“I actually didn’t know that I wanted to be an engineer before I got the Pivot opportunity . . . but I feel like it was the missing piece in my career this whole time,” said Bianca, who is now an Associate Engineer of Shopper Experience.

The second cohort of Pivot Tech students began their program in July 2022, with the opportunity to transition into an emerging engineer training program in Spring 2023.

In 2022, our Talent Acquisition and Recruiting team also developed a hiring enhancement plan specific to Latinx and Indigenous applicants. With appearances at events such as the Latinas in



**“We try to remove barriers and create access to an industry that can be really tough and not as diverse as it should be.”**

— Ben Chase, Senior Talent Acquisition Manager

Tech Summit, Prospanica, and Natives in Tech; partnerships with local groups like The Hispanic Interest Coalition of Alabama (;HICA!); and facilitating authentic celebrations of moments such as Hispanic Heritage Month and Native American and Indigenous People’s Month, team members across the company worked together to recruit and retain people who reflect a diverse workforce at all levels and all areas of the business.



“I’m really proud of the diversity of our finance team — and all of our teams — here at Shipt, as it ensures we have a variety of experiences and perspectives from which to pull.”

— Chris Falk, Chief Financial Officer

Aspiring to be the most diverse tech company is no small ambition, so this year we took steps to equip our leaders with diverse talent goals specific to their teams, resources to reach those goals, and tools to measure their progress along the way.

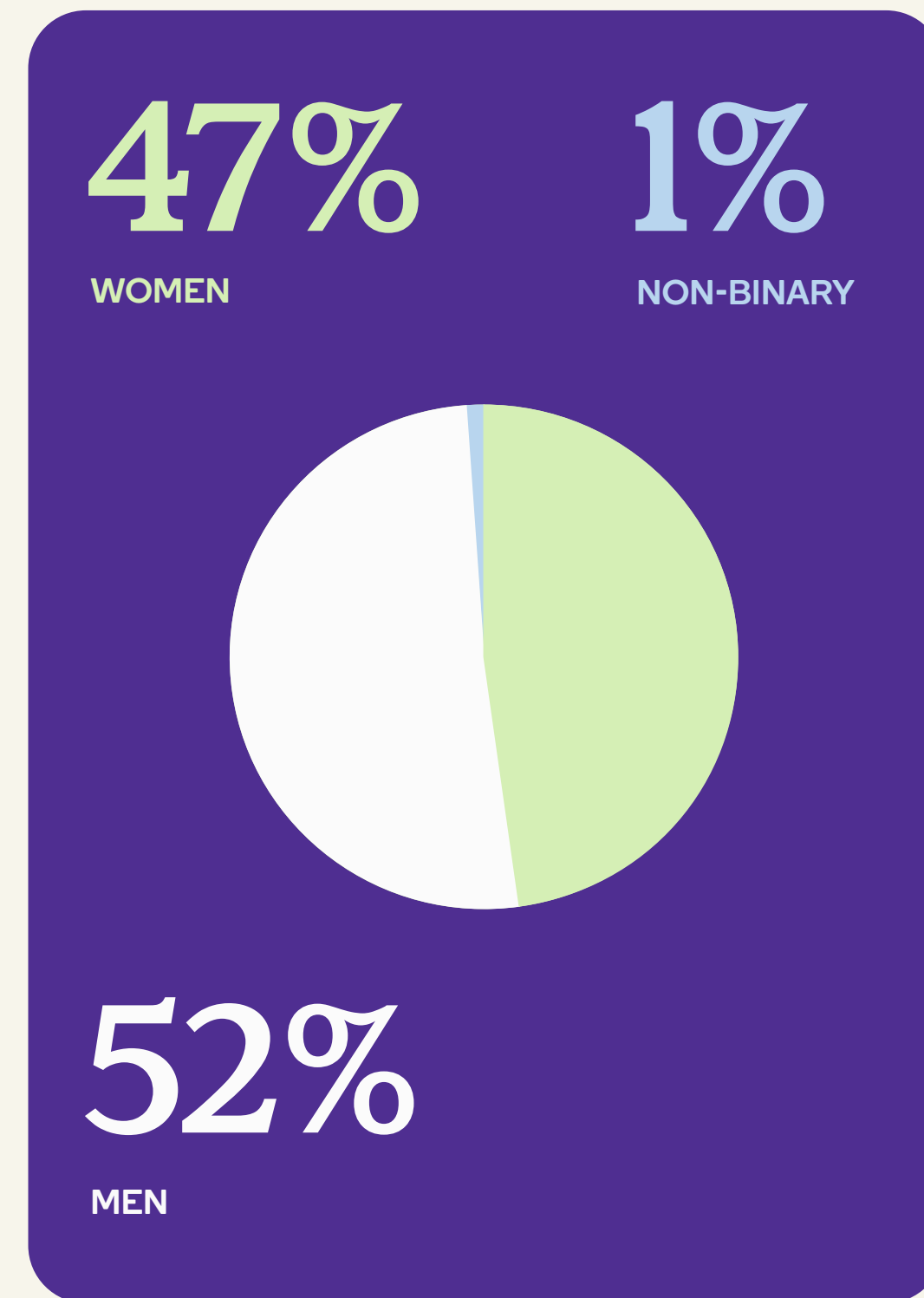
“The finance department of many companies tends to be imbalanced in terms of gender and race,” said Chris Falk, Shipt’s Chief Financial Officer. “I’m really proud of the diversity of our finance team — and all of our teams — here at Shipt, as it ensures we have a variety of experiences and perspectives from which to pull.”

In 2022, we launched the first phase of our Leader Dashboards and monthly HR metrics to help people leaders understand their team breakdowns, their demographic goals, and to keep them accountable for removing any inequities that may be hindering our ability to attract, retain, and promote a diverse group of qualified talent.

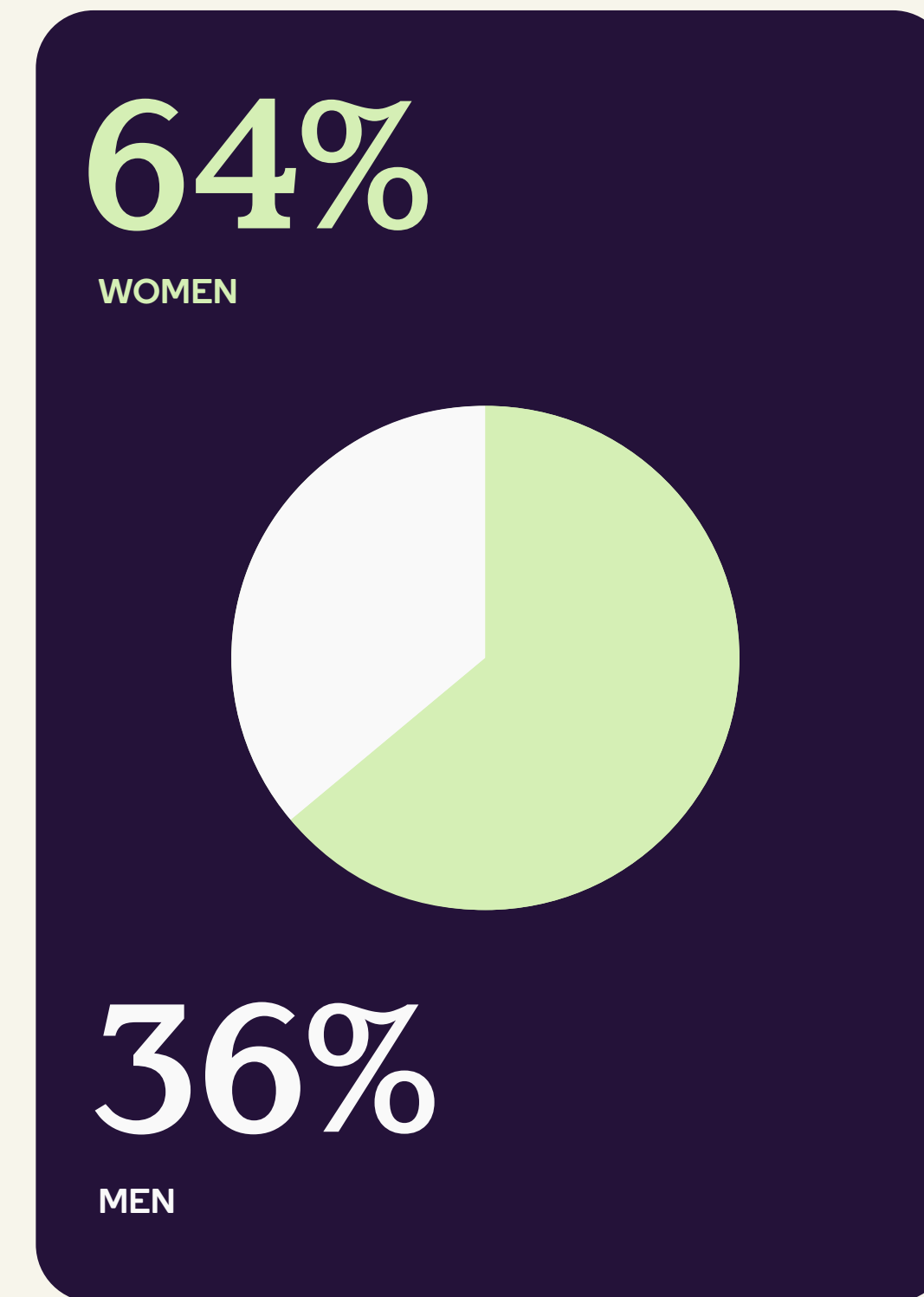
ALL DATA IS SELF-IDENTIFIED.

# Gender 2022

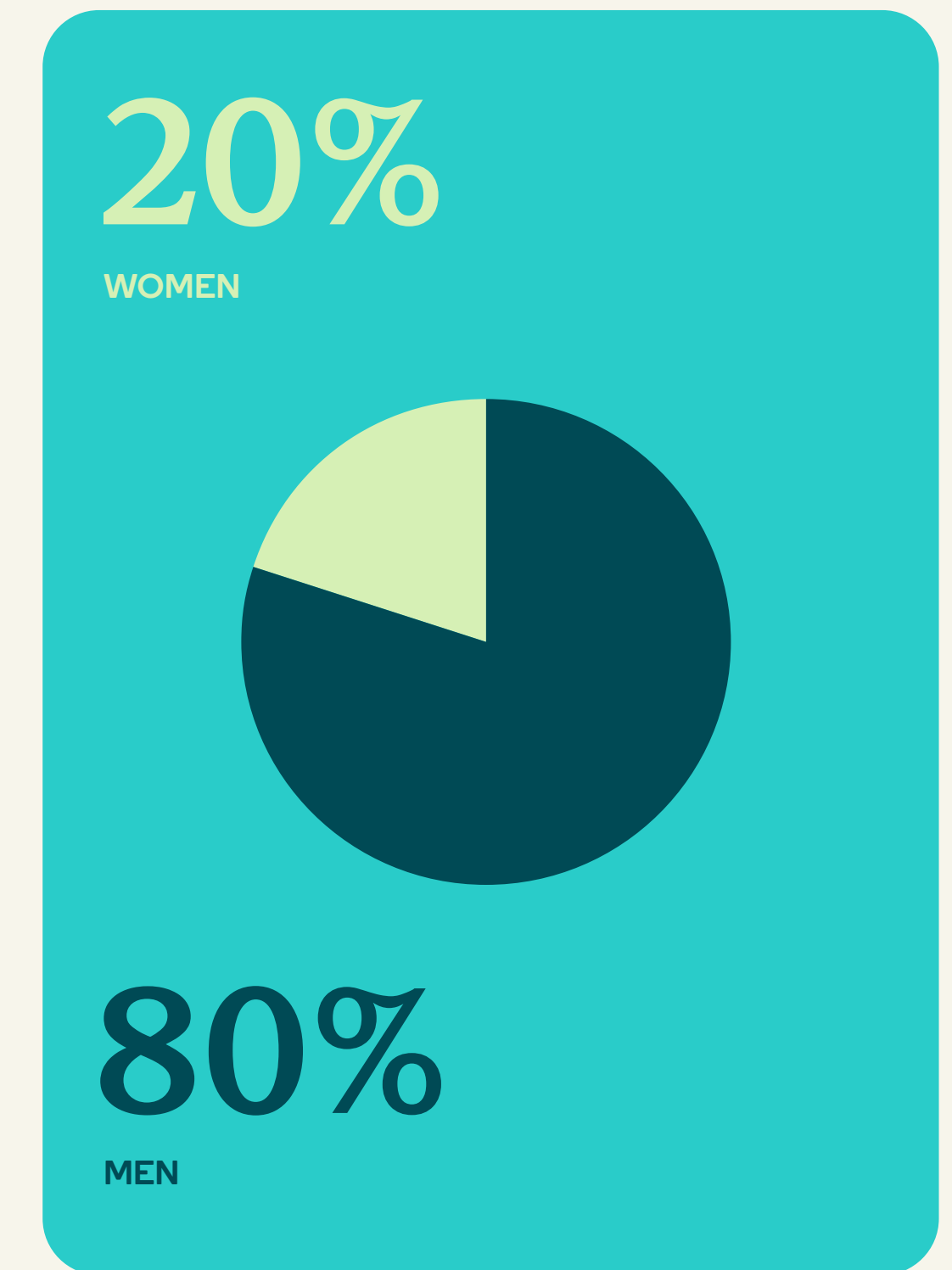
## OVERALL



## SENIOR LEADERSHIP



## TECH ROLES



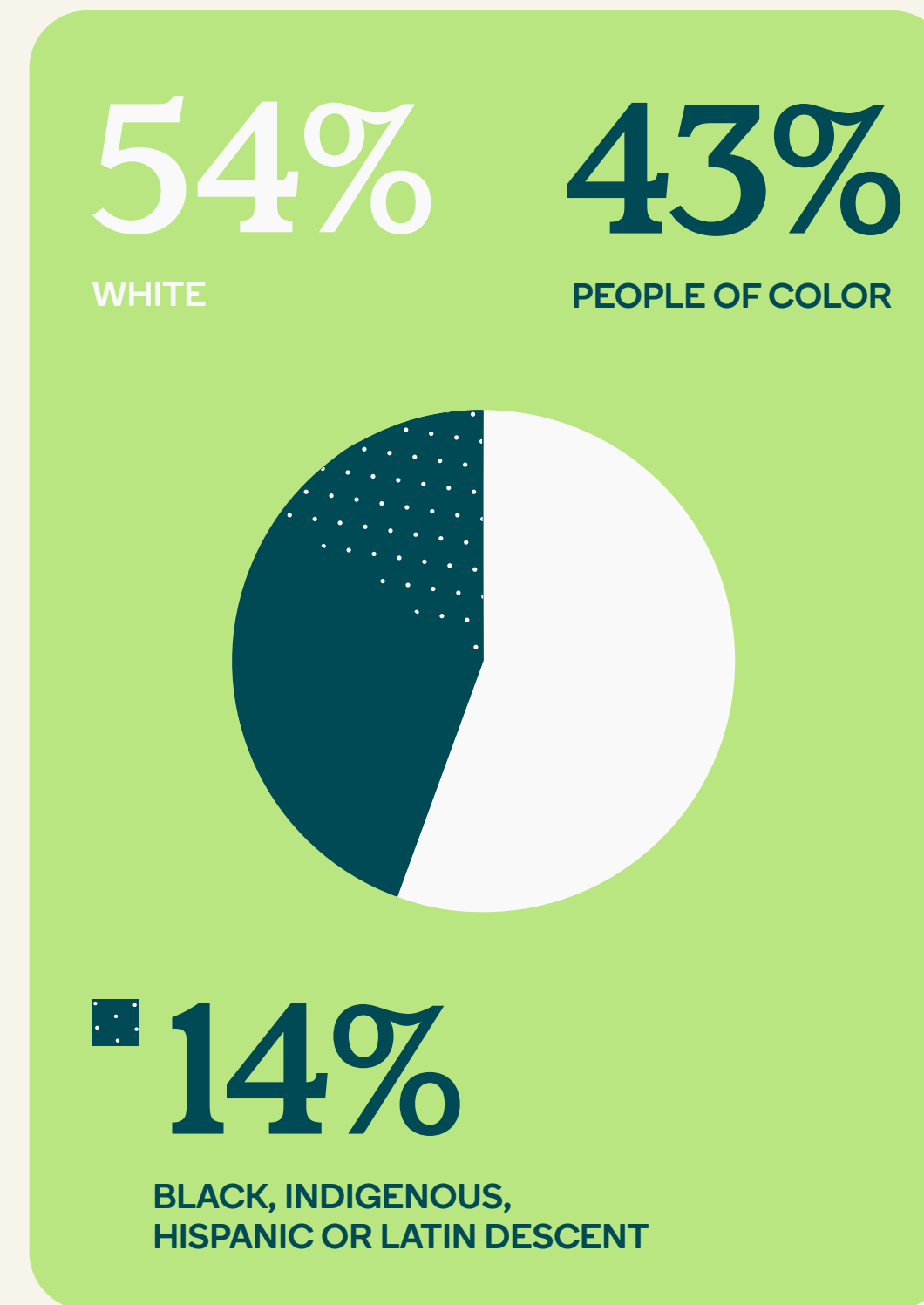
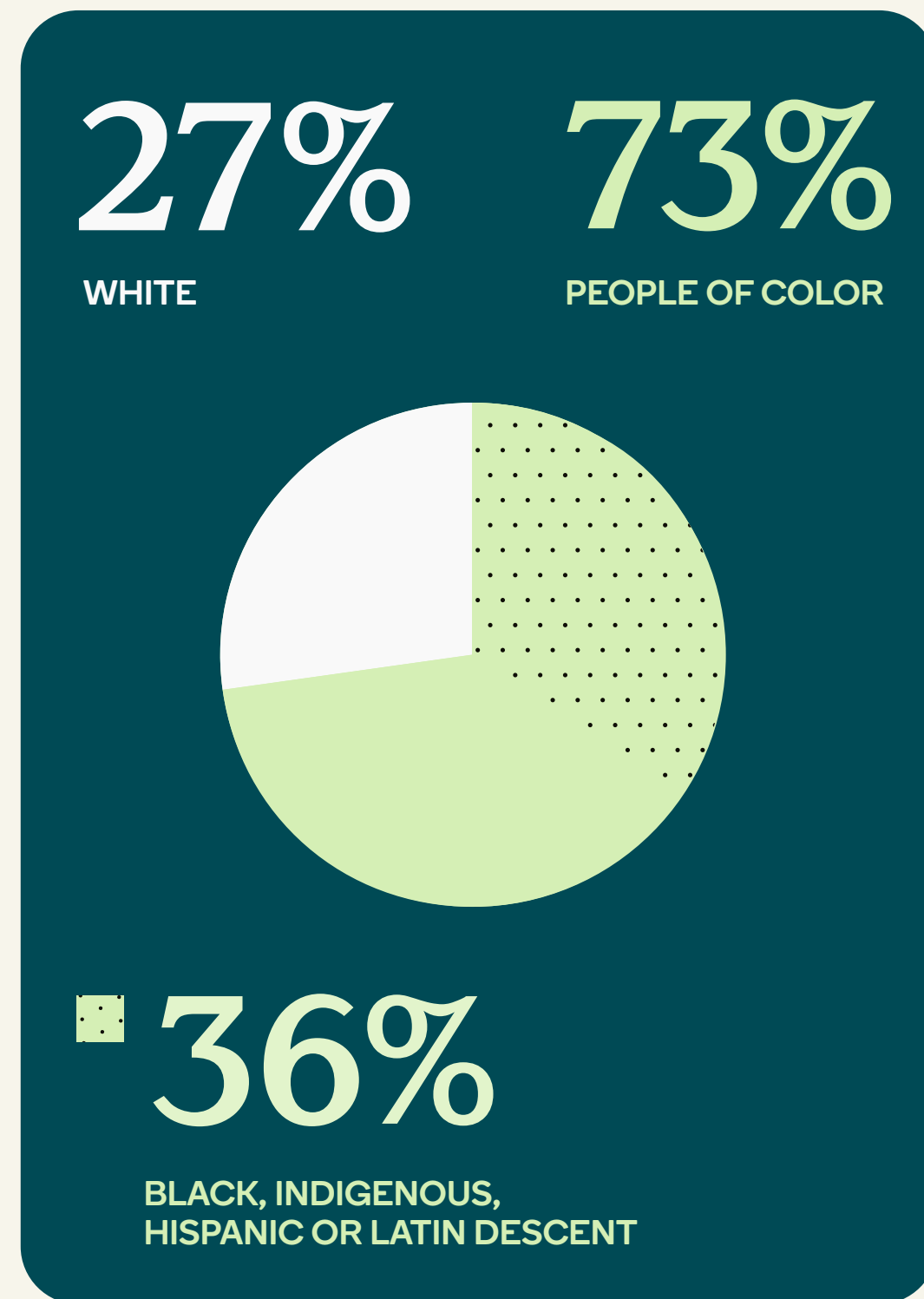
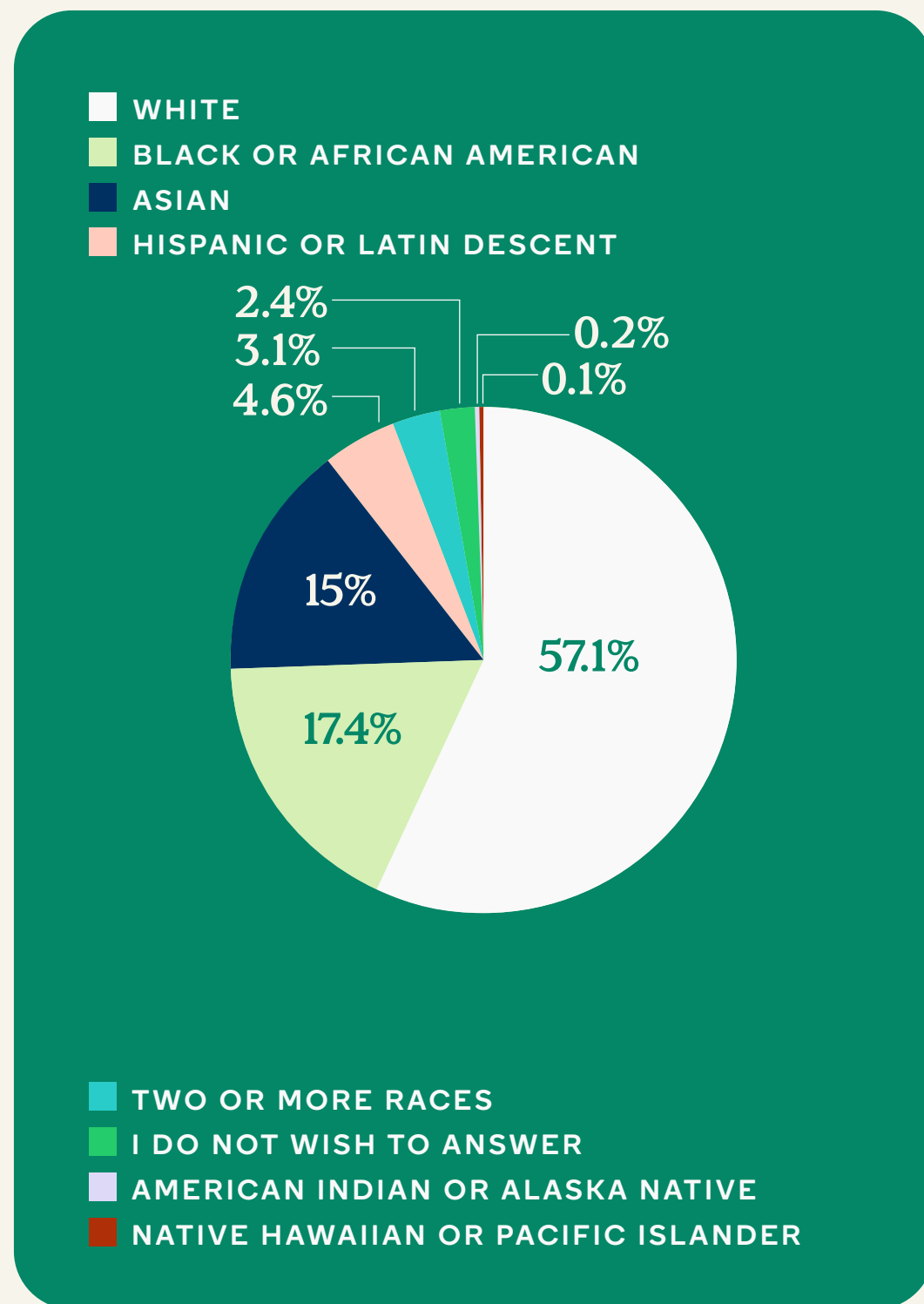


# Race/Ethnicity 2022

## OVERALL

## SENIOR LEADERSHIP

## TECH ROLES



“It’s important to not just understand and speak to the many different demographics of the people who make up our diverse target audience, but primarily to understand their mindset.”

— Allison Stadd, SVP of Brand and Culture

Our focus on diversity wasn’t just specific to our internal teams in 2022. This year, our Brand and Creative teams also turned their attention to our diverse customer audience. Our focus was not just on different demographics, but more so on the shared mindset drivers amongst the many different people who are supported by Shipt.

“It’s important to not just understand and speak to the many different demographics of the people who make up our diverse target audience, but primarily to understand their mindset — the underlying motives that tell us not just who they are on paper, but how their lived experience informs what they do, who they want to be, and why,” said Allison Stadd, SVP of Brand and Culture.

That’s why her team created Shipt’s new Consumer Mindset target, pivoting our understanding of our consumer audience — and how we brand to our internal audience and key external partners — to be inclusive and reflective of the diverse experiences of our target consumers and team members.

ALL DATA IS SELF-IDENTIFIED.





# Employee Experience

Research has **found** that organizations with the best company culture focus on team members as whole people, not just employees. They concentrate on providing their people with life satisfaction, not just job satisfaction.

*We wholeheartedly agree.*

At Shipt, we're committed to creating a work environment where all employees feel like they belong, know they're valued, and are motivated to produce results that not only benefit Shipt, but also benefit their professional and personal growth.



San Francisco-based team members spending quality time together.





Jennie Sun and Payton Cato spark connections at the 2022 ERG Synergy Summit.

This year, we continued to enhance Shipt as a workplace, building in new benefits, seeking regular employee feedback, and communicating internal updates consistently and transparently — with equity in mind every step of the way.

### EQUITABLE BENEFITS

In January 2022, we announced Shipt’s updated company paid holidays, including non-traditional holidays such as Juneteenth, Indigenous Peoples’ Day, and Veteran’s Day. We also offered eligible employees the opportunity to take an unpaid personal leave from work for family, volunteer work, government elected office, or other personal obligations. We expanded our benefits coverage to include Northstar, a financial wellness platform, and Pet Benefit Solutions, a comprehensive insurance plan for team members’ furry family members. And we also partnered with BetterUp and Stagen Leadership Academy to pilot training for new and existing leaders.

Given the ever-changing realities of the world we live in, we also continued to evolve our hybrid work model, developing a policy that lets people show up how they need to — while still inviting the magic that happens when people work together in person.

### SPARKING CONNECTIONS

This year, our Employee Experience team introduced Find Connections, a platform where team members can find mentors, shadow other departments, and experience peer-to-peer learning.

We also introduced our new Culture Champions program highlighting 12 team members across different departments at Shipt, who committed to going above and beyond to cultivate a supportive and inclusive work environment for all employees.

But we weren’t just focused on HQ: We found opportunities for shoppers and customers to spark connections, too! The **2022 Beyond Tour**



**“We work to make sure every employee feels cared for and knows they belong here.”**

— Shanda Hall, Associate Program Manager, Team Member Experience

took Shipt HQ employees to 17 different cities across 15,000 miles of the U.S. to gather feedback from hundreds of shoppers, hand out swag, and grab selfies.

And we closed out the year with an exciting new **app update** — in-app messaging that improves the ability of shoppers and customers to communicate and better form connections. Conversations between shoppers and customers now take place in the Shopper App instead of through randomly assigned phone numbers, creating a central hub for easy access to all things Shipt and really highlighting the people behind an order, not just the process!





### EMPLOYEE INSIGHT

Our new listening strategy unified our engagement and inclusion efforts: The insight and data from employee feedback is now even more actionable thanks to automated leader reporting, action planning, and a regular pulse strategy to "check in" on our progress throughout the year.

# 68

EVENTS HOSTED AND \$50,000+ DONATED BY ERGS

# 35+

HERITAGE MONTH & CULTURAL CELEBRATIONS

# 3

NEW NON-TRADITIONAL HOLIDAYS OBSERVED

### INCLUSIVE INTERNSHIPS

This year's **interns** — whether self-taught, in school, or switching fields — benefited from mentorship, career exploration, and community building. We also offered a curriculum that included weekly workshops, conversations with leaders, and Employee Resource Group activities.

# 46

DIVERSE INTERNS ACROSS 10 TEAMS

# 17

CITY STOPS FOR 2022 BEYOND TOUR

# 1

INAUGURAL ALLYSHIPT WEEK FOR ALL EMPLOYEES



**“Our internship program continued to evolve this year, and I’m so proud of the ways it became even more accessible and inclusive.”**

— Megan Hardin, Campus Recruiter at Shipt







“Walking in the first Pride Parade I’ve ever witnessed is something that I will always be grateful for. Seeing people be as authentic as humanly possible — that’s an image that I will never forget.” — Payton Cato, Flex Team

In 2022, we spent even more time sparking connections through virtual and in-person events, providing information, education, and the opportunity to discuss and learn more about different individual and cultural experiences.

### SPROUT CONFERENCE

In September, Shipt’s Women in Tech group hosted the second annual **Sprout Conference**, an important event for women in our industry and their allies, rooted in our company’s purpose and planned by peers across the company. Sprout focused on nurturing and developing women working in tech roles at Shipt to become leaders in the field. This year’s hybrid event brought hundreds of Shipt team members together to discuss the importance of advocating for oneself in the workplace, allyship and sponsorship, and the array of opportunities to explore within tech.

### ALLYSHIPT WEEK

Shipt kicked off its inaugural **Allyshipt Week** — a week-long opportunity to listen, learn, and spark

connections with one another as teammates and allies — in early October. There were six guest speakers — including best-selling author, media personality, and former NFL player, Emmanuel Acho; CEO of ¡HICA! and Birmingham City Councilperson, Dr. Carlos Alemán; and award-winning songwriter and composer, Germaine Franco, amongst others — smaller team discussions on our different roles as allies, opportunities to learn from a personalized online training and different micro-learnings about six allyship-related topics, celebrating team members for the ways they were already showing up as allies . . . and so much more!

### EMPLOYEE RESOURCE GROUP (ERG) EVENTS

In 2021, we created and launched Shipt’s first four ERGs: empoWered, Pride+, Sankofa, and S.A.U.C.E.. And in 2022, these employee-led community groups partnered with the DEI team to acknowledge, honor, and celebrate eight heritage months and over 30 cultural observances, such as Holi, Juneteenth, and National Coming Out Day.

From a spades tournament and Blacks in Tech roundtable during Black History Month to a Spam Musubi cooking class and Spirited Away movie night for **AAPI Month**, we found ways to stay connected through specific cultural experiences led by team members from these communities.

We showed up with big Shipt spirit for the Birmingham Pride Parade during Pride Month, with over 60 people walking, dancing, and guiding our float through the streets of downtown Birmingham, and hosted Peruvian-catered lunches and movie viewings in Birmingham and SF for **Hispanic Heritage Month** — events designed to spark connections across different communities within Shipt, while welcoming allies and team members alike into a celebration of various cultures.

We closed out the year honoring National Disability Employment Awareness Month and Native American and Indigenous People’s Month, with a Neurodiverse Manager panel discussion and resharing a conversation on honoring the land on which you stand with

Lumbee Tribe member, Jackie Jacobs, and Shipt team member, Em Nicholson . . . just to name a few of the more than 68 ERG-led events in 2022!

This was also the year we held our first two **ERG Summits** — training events focused on investing in the professional development of the leaders of our four ERGs — in our Birmingham HQ!

### BUILDING CULTURE THROUGH COMMUNICATION

This year, our communication teams also found engaging ways to showcase Shipt’s culture through creative mediums, including new company-wide tools and channels that increased access to cross-team updates, enhancing our onboarding process and All Hands team meeting experiences, and launching a **landing page** specific to our DEI work and stories.





# Community Engagement



**“Being committed to leveling the economic playing field for Black people and underrepresented communities means connecting with, listening to, and learning from those within these communities.”**

— Chasseny Lewis, Director of Federal Affairs

We also kicked off our commitment to invest \$5 million over the next five years to help level the economic playing field for Black and underrepresented populations in our communities. Shipt’s Economic Development and Social Impact team launched and completed **two cycles** of our **Community & Innovation Grant program** in 2022, awarding nearly \$250,000 to 15 organizations across the U.S., including Urban Impact, FRESHFARM, and ¡HICA!.

We were a Foundation Partner at the **World Games** in July, as part of a multiyear \$1 million commitment, with 130 team members and shoppers **volunteering** at events throughout the week. We also **partnered** with Protective Life Corporation and YWCA Central Alabama over the summer to combat hunger and reduce barriers for families in need, with nearly 100 families participating and sharing positive feedback that, as a result of our program, they “experienced reduced food insecurity” and that “delivery made it easier to eat healthy.”

We sponsored and showed up with Shipt spirit at the largest historically black college and university football game in the country, the Magic City Classic; and advanced five Jefferson State Community College scholars through Shipt Tech Scholars, a college-to-career program that prepares recent high school graduates for a career in the tech industry through mentoring, scholarship, and experiential learning.

For a company that’s focused on sparking connections, engaging within our local communities seems like a no-brainer: we volunteer, we donate, and we partner with the organizations already doing the work — making an impact that aligns with our values.

At Shipt, being one of the most community-engaged companies in the country is one of our core ambitions, and in 2022, we continued to elevate the diverse communities we serve through our community activations, partnerships, and investments.

## EXPANDING IMPACT IN BIRMINGHAM AND BEYOND

Shipt has long been a staple in the Birmingham community, and this year we continued to contribute to the alchemy that makes the Magic City *magic*.



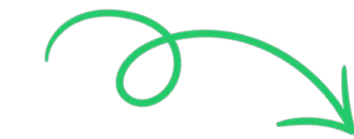
Christi Brewer, Adelaide Copeland, and Shanda Hall volunteer at the 2022 World Games.





## WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH

In September, Shipt CEO, Kamau Witherspoon was invited to speak at the **White House Conference on Hunger, Nutrition, and Health** — elevating our people-first mission on the national stage.



The White House also recognized Shipt’s new commitments as part of our broader national strategy:

- Launching an accelerator program for small, local retailers — with an emphasis on those that are minority-owned — that will enable these businesses to thrive in an evolving marketplace.
- Updating our app and website to encourage healthy decisions and make meal planning easier while expanding access to SNAP benefits.
- Supporting food security research with partners like the University of Michigan to study the benefits of expanding access to the delivery of healthy foods in underserved communities.

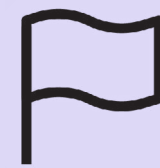
And that same week in Washington D.C., Kamau and a group of team members also attended the **Congressional Black Caucus Foundation’s Annual Legislative Conference.**

“At Shipt, we understand the importance of diversity from the boardrooms of corporate America to the halls of Congress and everywhere in between,” said Shipt’s Director of Federal Affairs, Chasseny Lewis. “And being committed to leveling the economic playing field for Black people and underrepresented communities means connecting with, listening to, and learning from those within these communities and taking necessary steps to combat inequities.”





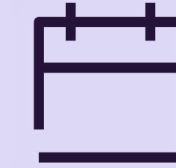
# Connecting With Our Communities



We donated **\$2 million** to national and local organizations.



Over **500 Shipt team members** dedicated time to volunteer.



Team members volunteered **5,600+ total hours** in support of our communities.



We created and continued over **100 community partnerships** across the U.S.



**\$242,000** was awarded to **15 local companies** through our Community Grant program.



We spent **\$13.9 million** with diverse suppliers, including minority- and women-owned businesses.



We introduced **three new initiatives** to address food insecurity at the White House.





“Shipt Serves gives team members an opportunity to align with our values and support our communities in meaningful ways.”

— Alice Plant, Senior Manager, EDSI

### COMMUNITY PARTNERSHIPS

We continued a number of partnerships with organizations in our local communities this year, including with Habitat for Humanity, the Boys & Girls Club of America, and our newest partner, Ed Farm. This year, we established the Equitable Pathways Partnership with Ed Farm to provide an on-ramp to more advanced tech training opportunities.

To celebrate back-to-school season, we also put the wheels on **our own bus**, launching a series of exciting events in New York City, Boston, Philadelphia, and Baltimore. At the bus events, we also partnered with Volunteers of America and Operation Backpack to donate a total of 2,000 backpacks filled with school supplies. Volunteers at the Philadelphia stop helped stuff 500 backpacks for local students!

### SHIPT SERVES

In 2022, we launched our first **Shipt Serves Volunteer Week**, connecting team members with opportunities to get out in their local communities and do good. We more than exceeded our goal of 1,000 volunteer hours: More than 250 Shipt HQ team members logged 1,515 volunteer hours throughout Hunger Action Month, and 53 local nonprofits across the country benefited, allowing the organizations to provide over 65,000 meals to food-insecure families — all in addition to the \$325,000 Shipt **pledged to Feeding America®** and local member food banks for 2022!

Our service wasn't specific to just one week, though — Shipt team members volunteered throughout the year! With our newly-launched employee giving and volunteering platform, Shipt Serves, it was easier than ever for folks to support their favorite organizations. Throughout 2022, Shipt team members volunteered over 5,600 hours to organizations such as United Way, the Central Alabama Community Food Bank, the National Breast Cancer Foundation, and more.

To further support goals to reduce food insecurity and level the economic playing field, we created the Shipt Serves Cabinet, a leadership collective of team members across Shipt who meaningfully contribute to our company's social impact. Cabinet members have the opportunity to drive our volunteer and employee giving engagement and influence the organizations we support through our Community Grants program.

### GET OUT THE VOTE @ SHIPT

Ahead of this year's midterm elections, Shipt launched a **new initiative** to provide relevant information to employees, customers, and shoppers who work on the Shipt platform, including information to assist in voting and otherwise making their voices heard. The company's "Get Out The Vote" initiative was spearheaded by Civic Shipt, a nonpartisan Shipt employee group committed to fostering civic engagement in our communities. And with the leadership of these team members, we recruited poll workers; created a personalized voter information hub for our Shipt community; launched a Get Out the Vote Sweepstakes for shoppers; and co-hosted a Voter Registration Drive in Birmingham!



Shipt team members volunteer their time to serve at local food banks and other nonprofits.



# Where We're Headed

2022 was an incredible year of creativity and collaboration, teamwork and tenacity — with so many stops along the way on our journey toward our ultimate DEI ambitions.

In 2023, we look forward to continuing on that path, with new and continued opportunities to be the most diverse tech company, the top employer, and one of the most community-engaged companies in the nation.

And while we continue to orient ourselves in a certain direction, we're also aware that there is no definitive end to this work. There is only the continued progress toward our mission — building a representative team that celebrates individual uniqueness, uplifts the community around us, and supports a culture of belonging, so that everyone can thrive.



**“In 2023, we’ll continue to build on last year’s strong foundation, thanks to all of the time and energy our teams invested in caring for our people and communities.”**

— Amy Benson, Chief People & Community Officer

## KICK OFF LOCAL BUSINESS ACCELERATOR, LADDERUP

Providing small businesses — especially those owned by individuals historically excluded from economic opportunity, including BIPOC and LGBTQ+ community members — with the financial support, access to e-commerce, and technical assistance they need to thrive.

## SPARK RETAIL PARTNER CONNECTIONS

Focusing on how we connect with a wide array of partners — big and small — we’ll continue to build and curate a robust catalog of items where values-aligned partners can add their products with ease and efficiency.

## ADVANCE ACCESSIBILITY STRATEGY

We’ll add additional web/app updates in 2023, while also focusing on internal team member accommodations, annual roadmap creation, and establishing additional partnerships to ensure access and equity across the organization.

## EXPAND SUPPLIER DIVERSITY PROGRAM

With a focus on Minority, Women, LGBTQ, Veteran, and Disabled Business Enterprises, we’ll support these and all suppliers by simplifying the onboarding process, providing access to bid opportunities, and providing reporting capabilities to track outcomes against annual goals.





Shipt. Whoever you are.  
Wherever you're from.  
We have a place for you here.