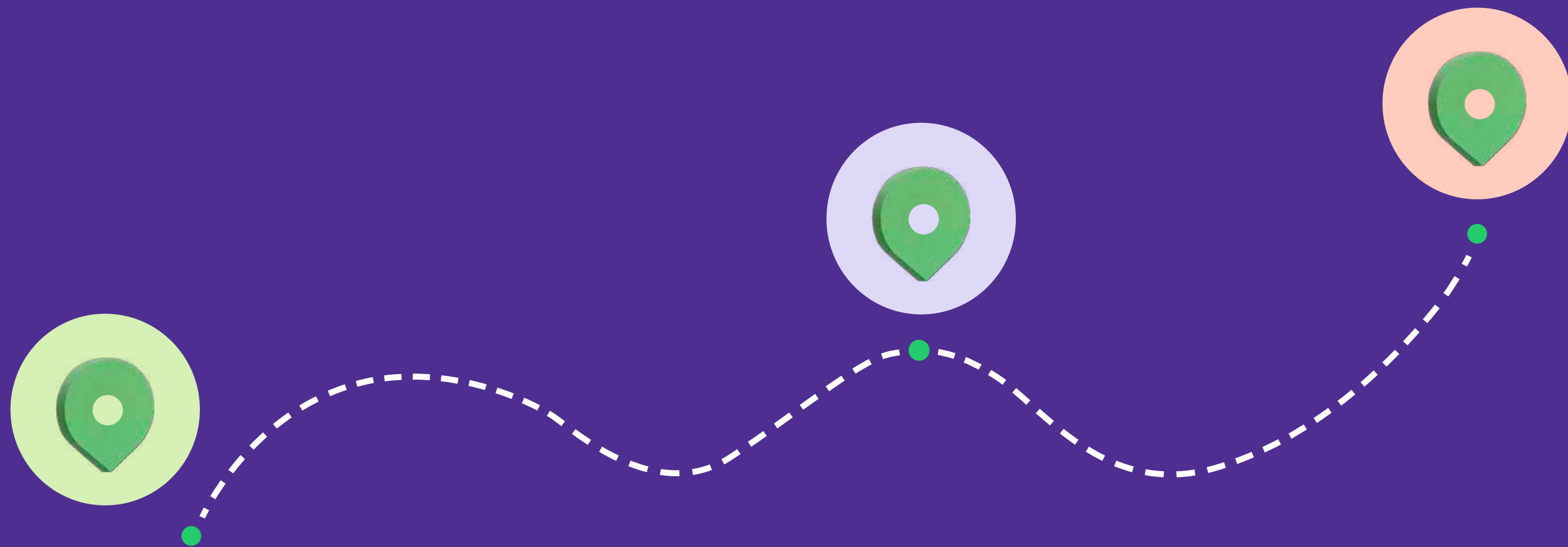




We Begin Here

Inaugural Diversity, Equity,
and Inclusion Report 2021

DEI is a journey,
not a destination.*



We Are Here



SHIPT'S PEOPLE AND
COMMUNITY LEADERSHIP TEAM

SOURCES FOR DATA: U.S. CENSUS, LEAKY PIPELINE

In the U.S., Black, Indigenous, and people of Hispanic or Latin descent make up **just 19% of the tech workforce** when they comprise 32% of the U.S. population. Meanwhile, 64% of jobs at high-tech companies are held by men, yet only 49% of the U.S. labor force identifies as male.

As an industry — and a nation — we can do better, and Shipt is uniquely positioned to lead the charge. Part of our advantage is that we are a growing company making intentional choices that stem from our values as we build an equitable foundation. Another part of it is our Birmingham roots.

Home to Shipt's headquarters, Birmingham is centrally located in the southeast, with quick access to some of the most diverse and exciting areas in the U.S. Moreover, Birmingham's story is one of resilience, reconciliation, and progress. Events here have shaped history, galvanizing the American civil rights movement and setting the foundation for ongoing campaigns for equality around the world.

This history has **molded Birmingham citizens into some of the most caring people you'll meet.** It also has shaped how Shipt operates as a people-first company, focused on the way in which we treat people.

Our purpose — **to spark the connections that show why every person counts** — is integral to Shipt's culture, and it's the driving force behind our Diversity, Equity, and Inclusion (DEI) program.

DEI has long been important to us, but in 2021, we elevated our approach to DEI by launching a five-year strategic plan to build on what we've already created. As a technology-and-DEI leader, we're creating a more diverse workforce, seeking to ensure that everyone has access to equal opportunities, and transforming our local communities.

At Shipt:

- **Diversity** means hiring a workforce representative of the country and our different demographics.
- **Equity** means ensuring our work environment, systems, and structures meet the needs of individuals and give the opportunity for all Shipt team members to achieve personal and professional success.
- **Inclusion** means proactively celebrating our collective differences to build a culture of acceptance and belonging.

As we worked to formalize our DEI mission statement in 2021, we sought input from the entire company, asking team members to vote and contribute their thoughts. Ultimately, a single team doesn't own DEI; we all do, as individuals and functions.

DEI at Shipt is about building a team that celebrates individual uniqueness, uplifts the community, and supports a culture of belonging, so that everyone can thrive.

We're passionate about building an organization that serves and elevates us all, a place where all elements of diversity are supported, celebrated, and empowered. And we firmly believe that building a wide range of equitable solutions benefits us all, regardless of race, ethnicity, sexual orientation, gender, age, ability, learning style, way of thinking, education level, veteran status, or any other attribute.

2021 has been a foundational year, setting the stage for all that we will accomplish by 2025.

In our inaugural DEI report, you'll read about the tremendous impact we've made.

DEI is a journey, not a destination. And we'd love for you to join us as we demonstrate what's possible when every person knows they count.



JaMel Dennis,
Experience Team
Associate Manager

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The Big Picture



Building stronger communities through socially conscious work.

Building stronger communities through socially conscious work will help us unlock our full potential as an organization. And we’re focusing our efforts on three main challenges facing our communities:



1 ECONOMIC MOBILITY

Economic mobility has been on the decline in the U.S. according to *Forbes*, drastically impacting our most vulnerable communities. Therefore, we are focusing our efforts on leveling the playing field for our team members, customers, and the many families across our communities. We’re doing this by ensuring people from often underserved and underrepresented areas are able to increase their access to education — elevating their earning potential.

- We provided **debt-free college tuition** coverage for select programs, for all Shipt team members, eliminating finances as a barrier to opportunities to further their education.
- We **transitioned** Shipt’s tech company recruitment program, **Birmingham Bound**, into a **non-profit** focused on attracting underrepresented founders and diverse companies to Birmingham, supporting the city’s existing start-ups, and nurturing a vibrant and inclusive tech ecosystem.

\$250K

COMMITTED TO SUPPORTING TECH STUDENTS

450

STUDENTS RECEIVED CONSULTING SUPPORT

\$150K

FOR EXPANDING OPPORTUNITIES IN TECH

150

HOURS OF VOLUNTEER TIME

Continued

2 FOOD SECURITY AND RESILIENCE

According to Feeding Matters, **38 million Americans, including 12 million children, are food insecure** — meaning they don’t know where their next meal is coming from. The COVID-19 pandemic has worsened this challenge, particularly among communities of color. We’re working to reduce hunger and malnutrition by increasing access to healthy food and providing nutrition education.

11M

MEALS PROVIDED TO DATE WITH FEEDING AMERICA

600K

POUNDS OF FOOD CONTRIBUTED IN 2021

4.2K

MEALS DELIVERED VIA MEALS ON WHEELS

3 COMMUNITIES IN NEED

We aspire to be a company that shows up deeply and authentically in our communities. Last year, we focused on supporting organizations that provide proactive and reactive support to ensure communities have what they need in the face of crises. **We want to be there when our communities need us most** and are dedicated to making a difference in times of need.

252

PINTS OF BLOOD DONATED BY SHIPT TEAM MEMBERS

\$100K

DONATED TO RED CROSS PARTNERSHIP

\$75K

DONATED TO PARTNER AGENCIES FOR DISASTER RELIEF

SOURCE: FEEDINGAMERICA.ORG



“Our philanthropic dollars are focused on the big issues that our communities are facing.”

Khadijah Abdullah,
VP of Economic Development and Social Impact

Shipt Today

02



“We’re not here to do transactional work.
We’re here to do **transformational work.**”

Aaron Limonthas,
VP, Diversity, Equity, and Inclusion

In the tech industry, Black, Indigenous, and people of Hispanic and Latin descent have been historically — and overwhelmingly — underrepresented and overlooked.

It doesn't look like that at Shipt.

From Jan. 1 – Dec. 31, 2021, Shipt's workforce grew by 39%, ending the year with 1,430 full-time team members. Our organization is **38% racially diverse and 48% women overall.**

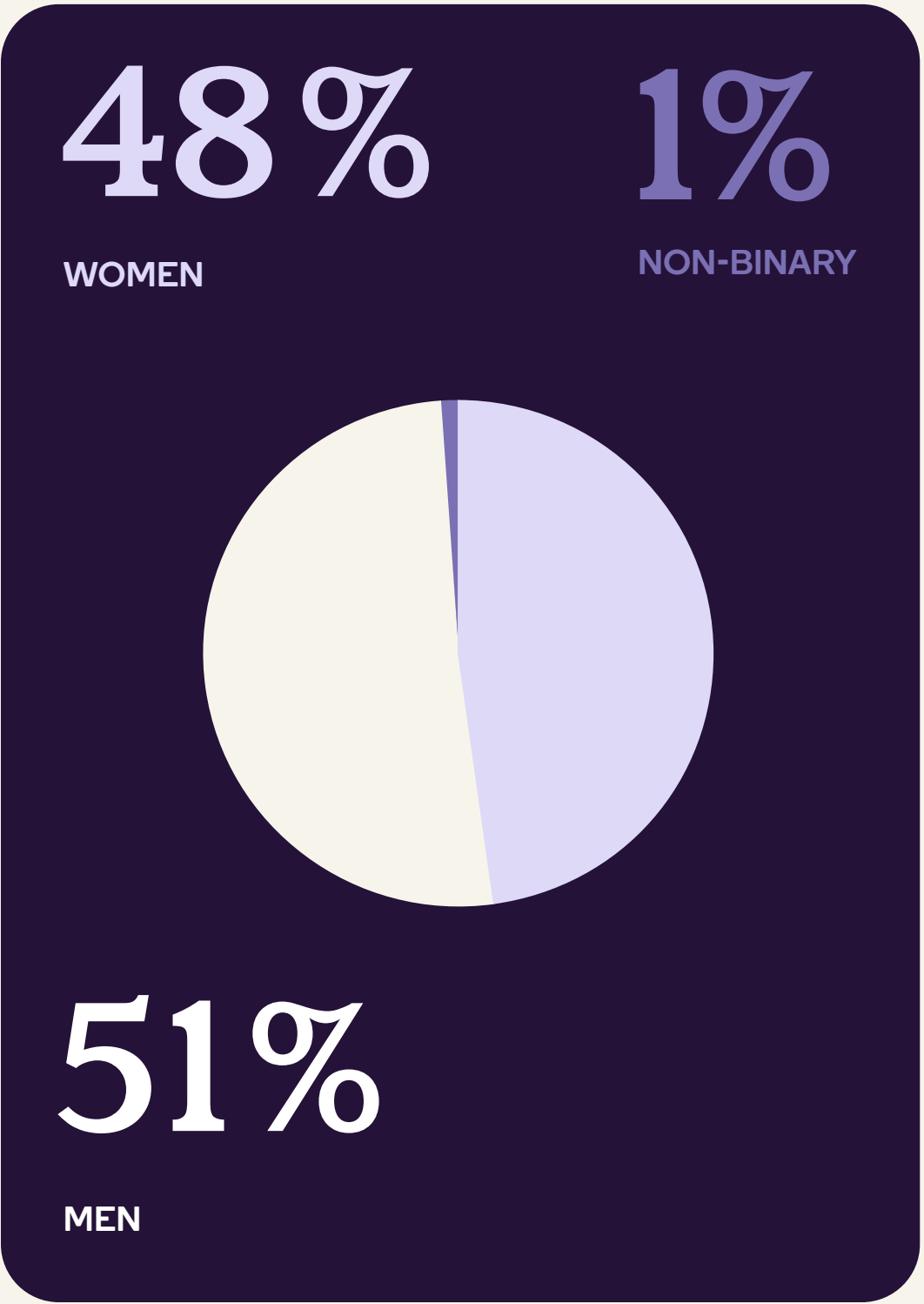
We've been **intentional** about building a diverse and inclusive workforce, and our **leaders set the tone.** Leaders are held accountable for ensuring team members feel welcome and included, and all leaders set DEI-related goals as part of their professional development.

We ensure they receive the **training to understand why DEI matters** and how to ensure they're accountable and successful in their role — whether that's in the form of learning how to recognize and remove biases as part of annual pay and performance training or taking advantage of coaching opportunities with our partner, Better Up, a leadership development platform.

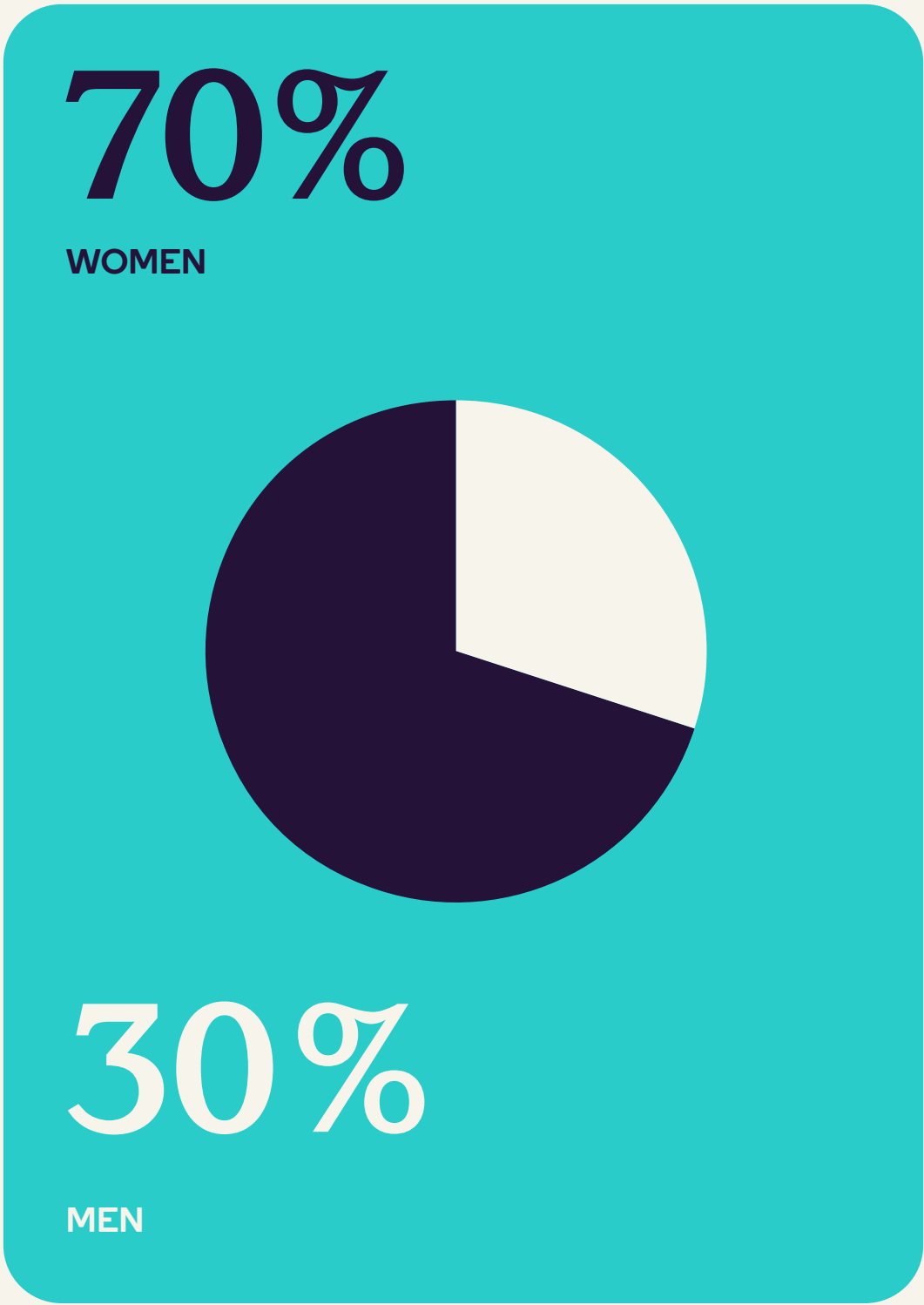
Gender

2021

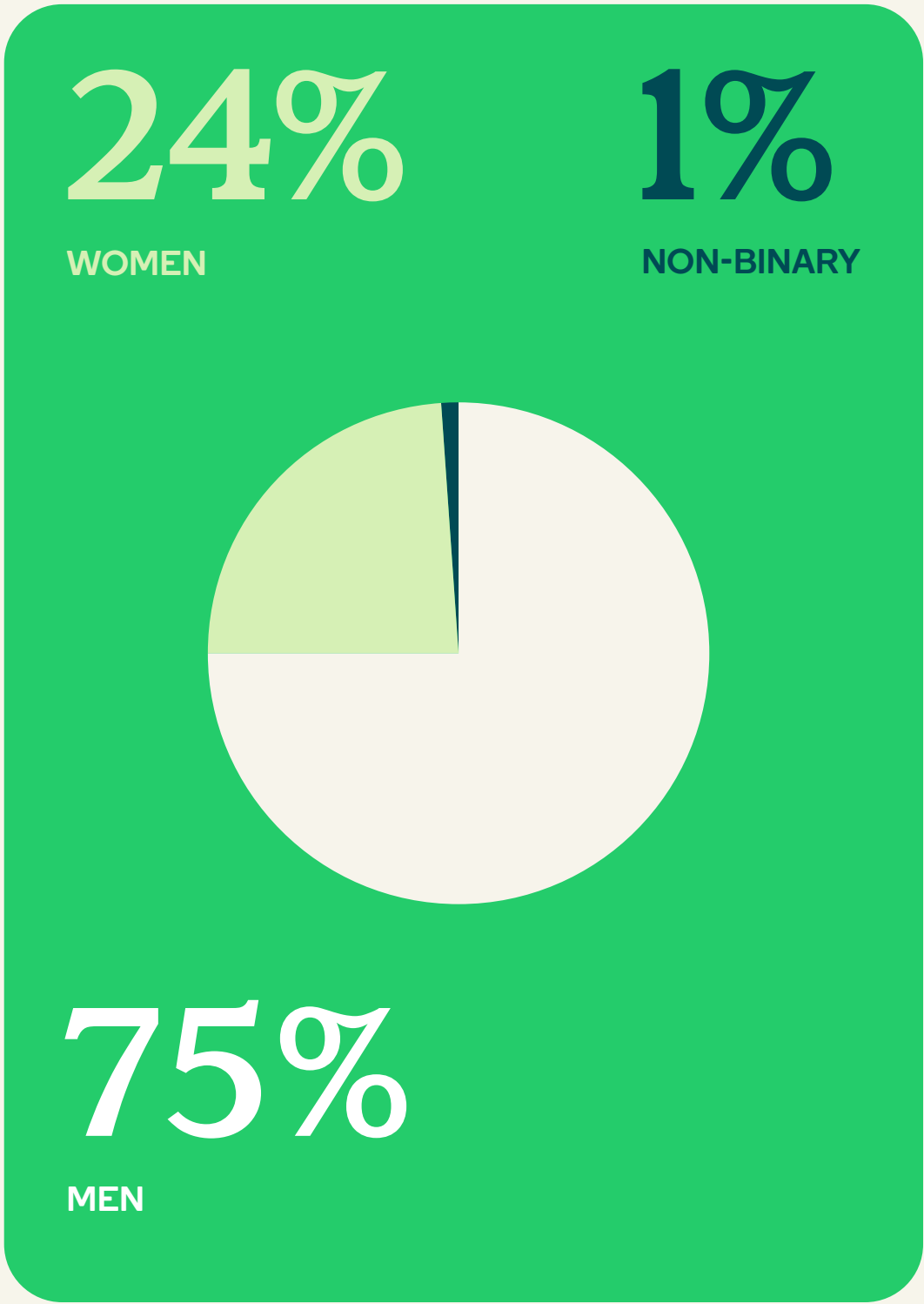
OVERALL



SENIOR LEADERSHIP

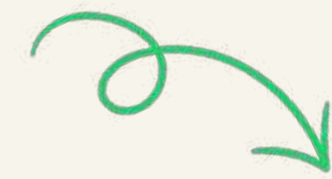


TECH ROLES



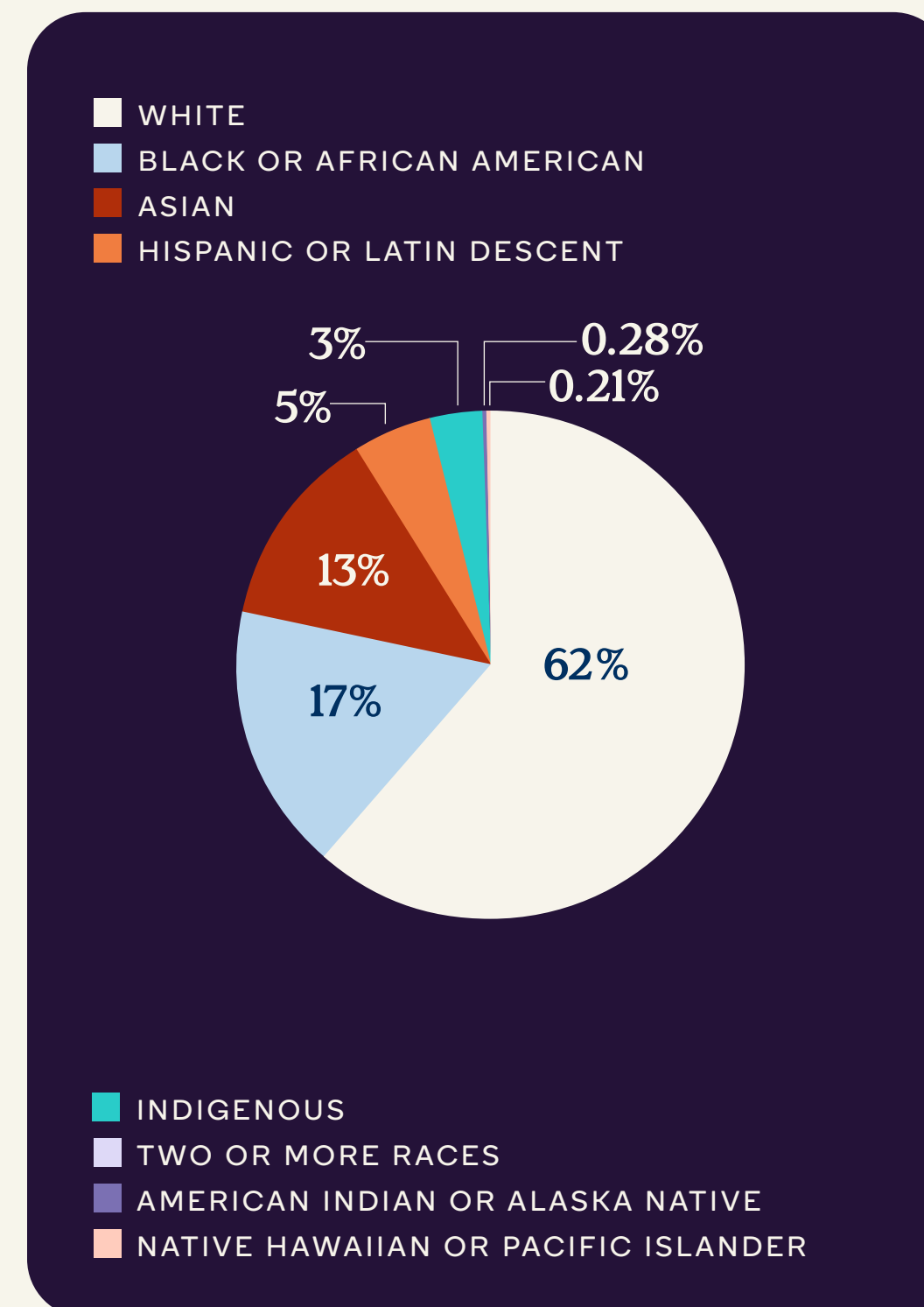
Race/Ethnicity

2021

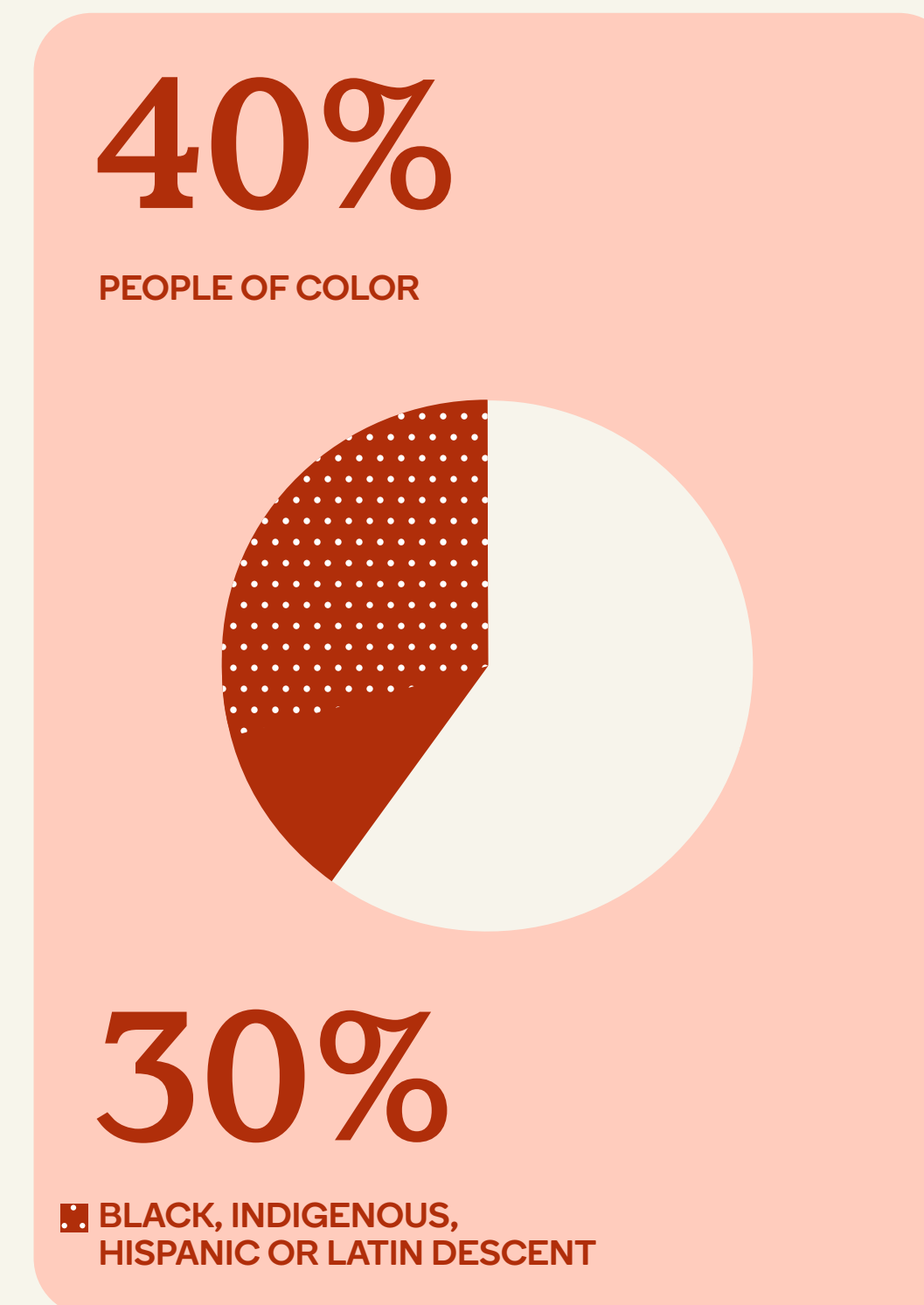


In 2021, we set a strong foundation, and from here, we will continue to focus on building a workforce that is representative of the country and reflective of the communities in which we serve. By 2025, we want to have the most diverse workforce of all tech companies in the U.S.

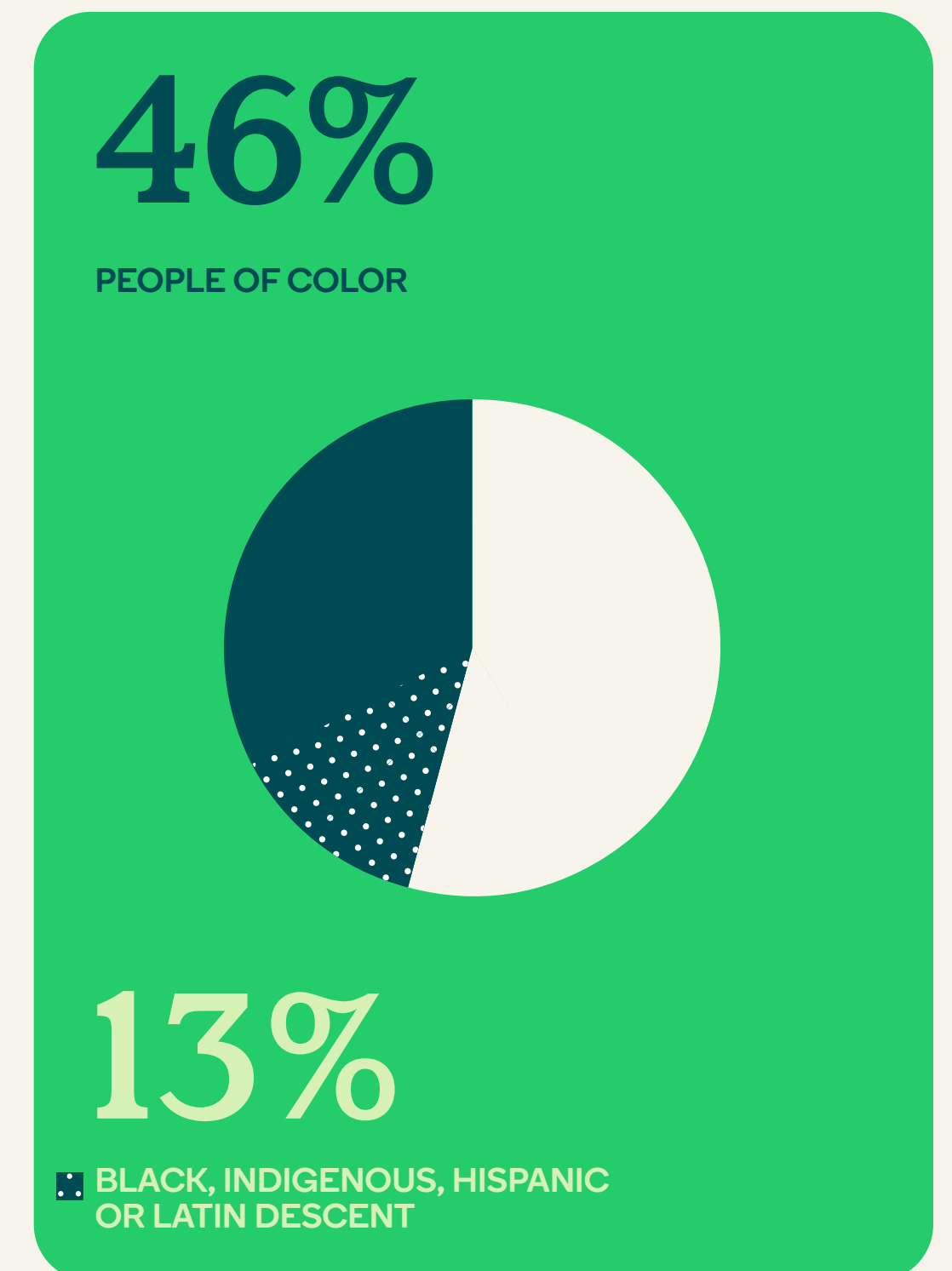
OVERALL



SENIOR LEADERSHIP



TECH ROLES



Recruiting at Shipt

03



- Diversity makes our organization and industry stronger. That's why we are dedicated to finding traditionally overlooked talent and increasing the diversity of tech overall.



Monique Chenier,
Director of Recruiting

HOW ARE WE DOING IT?

A significant focus for our Talent Acquisition team is to expand our engineering team as well as our data science and product teams. But as a growing company, every department is expanding. To fill our positions, we have intentionally diversified our talent sources and continue to look for new ways to attract top talent.

Continued



1

DIVERSIFYING OUR COLLEGE OUTREACH.

We’re investing in new relationships and attending career fairs at inclusive colleges and universities, including Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), women’s colleges, and tribal colleges in the U.S.

4

SPONSORING LOCAL ORGANIZATIONS.

We are deeply connected to Birmingham Black Techies, Innovate Birmingham, Tech Birmingham, and the Central Six Tech Council.

2

IDENTIFYING ALTERNATIVE HIRING SOURCES.

We’re building non-traditional programs, such as Pivot (see page 13), and partnering with other professional associations, certificate programs, and community outcome-based organizations that provide education and on-the-job training for roles to people without traditional backgrounds.

5

BROADENING OUR INTERNSHIP PROGRAM.

We welcome all interested candidates, and have removed barriers such as education level or school enrollment from the application.

3

SUPPORTING KEY CONFERENCES AND JOB FAIRS.

You’ll find us at the Grace Hopper Celebration of Women in Computing, Black Women Talk Tech, BLK Men in Tech, BITCON 2021 Career Fair, Render ATL, and more.



“The goal of inclusivity is to help people find their thing and have a sense of belonging within the organization.”

Walt Till,
Director of Employee Engagement

Advancing Birmingham

As a Birmingham-based company — one that has undoubtedly advanced the city as a tech hub — Shipt is deeply invested in its future.

We've even helped other major tech companies invest in Birmingham, bringing an increasing number of jobs to the Magic City. As we seek to have an impact and create opportunities for those who've been overlooked, we start here in our hometown.

04



- Our community partnerships are helping us ensure we are providing opportunities for underrepresented talent to develop job skills and become more prepared for a career in tech.

PIVOT TECHNOLOGY SCHOOL

A lack of opportunity can hold back even the most capable, engaged workers. How do you find time to train to move into a higher-paying tech job when you have a full-time job and a family, for example? How do you find high-tech training you can afford?

We wanted to provide career opportunities for our current team members and open up opportunities to others in our community as well, as we work to change the ratio of representation in tech. Pivot Technology School (Pivot) helped us address all of these issues.

Pivot is a Black owned and led organization that provides online training to help people pivot in their careers. Its 20-week remote coding bootcamps train and empower a broad range of people in data analytics, software development, and cybersecurity.

Shipt collaborated with Pivot to develop a customized curriculum to ensure graduates of our program would be ready to hit the ground running at Shipt, feeling equipped to tackle their new roles.

In our pilot program in 2021, Shipt covered the tuition for 30 students, including 19 current team members. For those 19 team members, **Shipt continued to pay their full-time salaries while giving them 20 hours a week off to attend Pivot and study.** More than 50% of the Pivot students identified as women, and over 40% were Black, Indigenous, or from underrepresented communities. At the close of the program in December, 25 students — including 17 current employees — accepted full-time roles at Shipt. Of those, 52% were women and 40% were racially diverse.

Everybody wins. We get to keep incredible talent and fill open tech roles, and our team members get to learn new skills and increase their pay!

INNOVATE BIRMINGHAM

Similar to Pivot, Innovate Birmingham is an IT workforce development organization that offers software development and data science bootcamps. The organization is **local to Birmingham and focused on helping young Alabamians** prepare for and connect with tech jobs in Jefferson County. They not only provide their students with the tech skills needed to do a job but also the professional skills to land one.

Our Director of Engineering Donnie Garvich is on the Innovate Birmingham board and assists in shaping the program's curriculum to ensure it's in line with what today's employers are looking for. We not only support Innovate Birmingham in shaping the curriculum and hiring top talent; we also drive the program's expansion and are a financial partner to **ensure more people have access to opportunities across the city.**

BIRMINGHAM BOUND



We believe that elevating others will always be the right thing to do. In 2018, Shipt team members started Birmingham Bound, an initiative driven to attract tech companies — and higher-paying jobs — to the Magic City and help the businesses that are already here thrive.

Since its founding, **Shipt has helped recruit over 23 companies to be headquartered in Birmingham.** In 2021, Shipt, in partnership with many community partners, chose to position Birmingham Bound as a not-for-profit 501(c)(3) organization. Additionally, under the leadership of Shipt and the Birmingham Bound Leadership Council, we made the strategic shift to expand its current mission to include a specific focus on attracting underrepresented founders and diverse companies to Birmingham, supporting the city's existing start-ups, and nurturing a vibrant and inclusive tech ecosystem. In short, Birmingham Bound now belongs to Birmingham and to the entire business community in the Magic City.

A Space for You

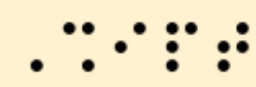
05



All-gender restrooms



Quiet lactation rooms



Braille signage



Automatic doors, ergonomic desks and accessible seating



Arcade game room to encourage downtime and connections



Tech-free refresh zones to allow team members to decompress

People want to work and engage with organizations that understand who they are and that care about the things that help them feel seen.

At Shipt, we care about our people. For example, we think about the parent who needs to step away to nurse or the overstimulated person who needs a screen-free space to rejuvenate. We're passionate about creating spaces where people feel they belong.



BENEFITS

You can see it in the way we structure our benefits. For example, we believe everyone should be able to access affordable education and grow their career. That's why we partner with Guild Education to provide our team members with debt-free tuition coverage for select programs. No paying upfront and waiting for reimbursement; this is truly debt-free tuition to work toward an undergraduate or postgraduate degree, high school completion, or skill-oriented certificate or bootcamp.

Other notable benefits Shipt offers with inclusivity in mind:

- Inclusive medical coverage
- Flexible work options
- A monthly stipend for lifestyle benefits of the team member's choice, including massages, food delivery, fitness, travel, and more
- Coverage for fertility and family-building support
- Coverage for child care, elder care, tutoring, special needs services, and more

Sparkling Connections



To create an environment where everyone is appreciated and valued, and where we embrace our similarities and our differences, we encourage genuine connections. We've created various opportunities for team members to connect.



DONUT BUDDIES

To meet someone from another department or geographical location — someone they might never interact with at work — and create a real connection, team members can opt into Shipt's Donut Buddies. Team members can choose to be matched with a new person monthly or quarterly and then engage in a virtual donuts-and-coffee session to get to know each other.

In 2021, even with a dispersed workforce that was mostly remote or hybrid due to the pandemic, our team members held 703 donut meetings, nearly double the connections made at similar-sized companies, according to internal data from Donut.com. As a result of all those donuts, team members sparked connections and exchanged more than 5,000 messages! Our teammates know how to make sure we all know that we count.

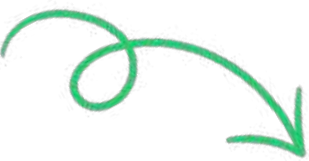
EMPLOYEE RESOURCE GROUPS

Our team-member-run employee resource groups (ERGs) create spaces for team members to connect with each other. Why did we create them? Several reasons:

- To help our team members feel more comfortable being their authentic selves at work
- To provide professional development opportunities for those who actively participate
- To give back in our local communities

In 2021, we launched our first four ERGs, which were selected via companywide vote: Sankofa, empoWered, S.A.U.C.E., and Pride+. We were strategic in our design to ensure each group has the resources they need to live out their mission and that our ERG leaders are recognized for their work.

Continued



Each ERG has an executive sponsor, a five-member leadership board, and a charter, as well as quarterly objectives and key results. Just over 51% of our team members participate in at least one ERG channel and are a part of:

- Planning history month and heritage month observances
- Creating cultural programming
- Fostering community partnerships
- Leading current event discussions and communications

OBSERVANCES AND CELEBRATIONS

Part of sparking connections comes in the form of participating in a wide range of observances and celebrations. Included in our company holidays, Shipt honors Indigenous Peoples’ Day, Juneteenth, and Veterans Day as paid days off.

In addition, we offer volunteer time off and an “authenticity” day off, allowing team members to spend additional time off in ways that matter to them.

We also make it a point to celebrate a number of observances and holidays internally. Each of these moments — such as Women’s History Month, Hispanic/Latin Heritage Month, Diwali, and Lunar New Year— is an opportunity for our team members to feel seen and to expand their understanding of the world around them.

TEAM MEMBER APPRECIATION

One of our coolest tools is Cooleaf, an employee appreciation platform that allows team members to recognize one another for great work. But it’s so much more than that. It’s become a place for team members to connect on events, celebrate their teammates, and authentically share who they are.



JASMINE FLOWERS
empoWered member
Junior Copywriter

“I decided to join the ERGs at Shipt because I value the strength of community. As a Black woman, I know that giving and receiving support is a great benefit for everyone.”



MEGHAN RALPH
Pride+ member
Operations Coordinator

“I think Shipt offering ERGs to employees is so important. Having this availability and created space for people to utilize as they see fit is a must.”



STACYE BAKER
Sankofa member, VP of
Site Merchandising

“I have learned so much and broadened my awareness in a way that has had such a profound impact on me personally.”



AMY CHENG
S.A.U.C.E. member, Senior Director
of Experience Insights Strategy

“I enjoy supporting our AAPI workforce career development, discussing childhood and family dynamic topics at Shipt’s Book Club, and connecting with people who care about AAPI issues.”

Community Action

The world needs heroes — engaged citizens who step up to do what's right. We see beyond our walls and want to be a part of the solution. So, we're investing time and resources in activities that can help us drive change.



CURRENT EVENTS AND SOCIAL RESPONSE (CEASR) TEAM

CEASR — our Current Events and Social Response team — was formed in 2021. It includes representatives from Legal, Communications, Shopper and Member Response, DEI, Social Impact, and our People team, and is responsible for taking action quickly as needs arise.

For example, when we witnessed an increase in hate crimes against Asian Americans, the team took immediate action. They communicated with shoppers and members, gave advice on

how to support the Asian American community, and offered a promotion to encourage them to spend money at particular Asian-owned retailers. Shipt then matched the dollars spent using this promotion with a donation to Asian Americans Advancing Justice.

The team also supports communities during challenging times. For example, if there's an incident at a local retailer, the team leaps into action — supporting shoppers and members who may be impacted, communicating across the company, and finding ways to support the community.

07

When You're Seen

08



Alex Shupenko,
Shopper Excellence
Associate Manager

“Our work naturally extends into our customers’ and vendors’ experiences.”

CHOSEN NAME

Nothing is more basic to showing up authentically than the name you invite others to call you. “I have been living as my authentic self for two years now but have not had the opportunity to change my name legally yet ...” one shopper explained.

So, in 2021, team members Maggie Barnes, Director of Product Design, and Donnie Garvich, Director of Engineering, helped drive our Chosen Name initiative, which allows shoppers to use a name they choose as their public-facing name rather than their legal name.

This seemingly simple innovation has made a huge impact. The program launched in June, and within the first six months, 30% of Shipt’s shoppers had added a chosen name — a name they identify with and are comfortable presenting themselves as.



Maggie Barnes,
Director of Product Design



Continued

DESIGNING FOR ALL

We want all people to try Shipt, whether that be as a member, a shopper, or even as an employee. To achieve this, **we strive to provide everyone — regardless of ability — with a pleasant website and app experience.**

In support of this objective, various teams are collaborating to conduct extensive research with members who are visually impaired as well as with those who are deaf or hard of hearing. We're working to enhance the way all of our members and shoppers, including those who use assistive technologies, are empowered through Shipt.

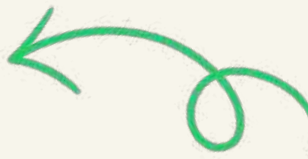
In addition, our product, design, and research teams receive expert training on designing for diversity techniques.

In 2021, we were deliberate about including people of various backgrounds in our research to learn how Shipt is meeting their unique needs and where we can do better — a practice that will continue. We're also building an internal

working group around **designing with diversity in mind** to make sure we have a number of voices included as we consider building new features.

When we can successfully understand and empathize with the perspective of our users — of all users — we can create a truly inclusive product.

THE VENDOR EXPERIENCE



A friendly, streamlined onboarding process makes vendors feel welcome — and that's by design. When you're part of our team, we're happy you're here. You shouldn't have to jump through unnecessary hoops to work with us. We treat our vendors with respect and pay on time, which **creates opportunities for small companies, including women- and minority-owned businesses**, to be a part of the Shipt family.

An investment in a small local business is a direct investment in the community. By broadening our vendor base, we can make a real impact on local communities and families.



“Our belief in inclusion extends to our vendors and app design. It’s imperative that we are reflective of the communities around us.”

Jewell Fears,
Senior Program Manager, DEI

2021 Achievements

09



Completing
an inclusion
assessment to
provide a baseline



Launching
our employee
resource groups



Initiating our
Chosen Name
program



Offering a better
user experience for
members who are
visually impaired



Earning the
Innovative
Grocer Award



Sponsoring
30 students in the
Pivot Tech School



Launching the Current
Events and Social
Responsibility team

What's Next?



By 2025, Shipt aspires to have the **most diverse** employee base of all tech companies, be one of the **top employers** in the nation, and one of the **most community-engaged** employers.

To achieve these goals, we've started by laying a strong DEI foundation. A foundation that naturally formed as Shipt grew was codified under Kelly Caruso's leadership and will continue in 2022 with Shipt's new CEO, Kamau Witherspoon.

Kamau began at Shipt on March 1, 2022, and it is not lost on us — the rarity of having consecutive CEOs who possess a **people-first leadership ideology** with a passion for equity and a bias for purpose-driven business performance.

Kamau and his family are relocating to Birmingham and are thrilled to build upon the legacy Shipt has made on the state of Alabama and the entire region. This team is grateful for our time with Kelly, and Shipt will keep within us the many leadership lessons, growth mindset, and inclusion principles she has instilled across our company.



Kamau Witherspoon,
CEO

As we look ahead to 2022, Kamau will be a key supporter in the elevation of our DEI programming. That means taking our employee resource groups to new heights, accelerating development opportunities for talent at Shipt, and supporting diversity through succession planning.

We also are looking for new ways to enhance our recruitment efforts, elevate training, and drive innovation with **accessibility and inclusion** top of mind within our physical and virtual spaces. Likewise, we look to develop an effective supplier diversity philosophy that increases connections with businesses that are **'locally owned, women-owned, or minority-owned,'** or some combination of the three.

A diverse, equitable, and inclusive organization requires intention, and we won't lose focus. Our five-year plan takes us through 2025, but our journey will not end there. We know that continuous education and focus, investment, and dedication are critical.

We believe the work is worth it. Join us as we show up every day to focus on the one thing that matters most — showing why **every person counts.**





Thank you!

Thank you to all of our team members who made this possible. We couldn't have done it without your authenticity, positivity, caring, rally, and drive!

It's nice TO HAVE YOU AT **Shipt**

Wherever you are in your journey, there's a place for you
at Shipt. Come be a part of what we're building.

VIEW A LIST OF [OPEN POSITIONS](#)