



# #AtShipt



2023 Culture Report



Shipt 





# Highlights

## Culture

**11** Heritage Months and Cultural Moments Celebrated

**70** Cultural Events

**30+** Educational Resources

**44** Wellness Events

## Community

**Nearly 4,800 Hours** Volunteer Hours

**250+** Community Partnerships

**\$335K** Investments in Local Businesses

**\$3M** Invested in Local and National Organizations

“Looking back on the past year, our combined endeavors stand as a testament to the vibrant culture we’re cultivating –one that resonates with our core values, both internally and externally. While there’s still much ahead of us, Shipt has remained steadfast in our dedication to supporting and uplifting the communities we serve.”

— Aaron Limonthas, Vice President of Diversity, Equity, Inclusion, and Belonging, Shipt

## Honors and Achievements

America’s Greatest Workplaces for Diversity 2024

Women Impact Tech 100 Award

BLK Men in Tech Impact Award

Progressive Grocer’s Top Women In Grocery Award

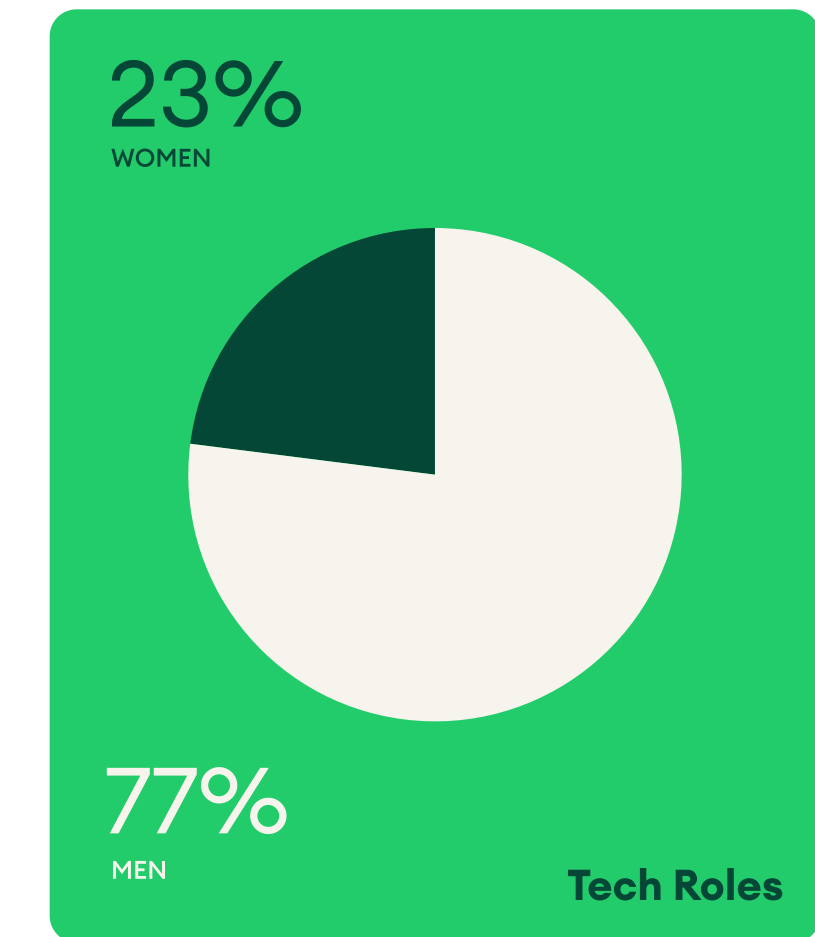
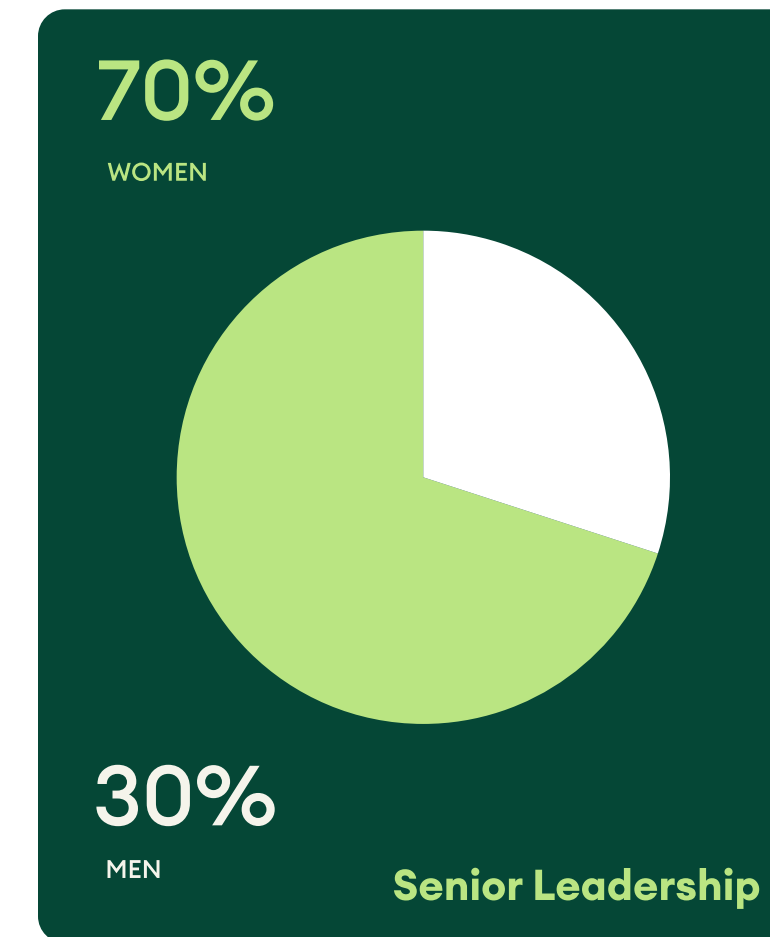
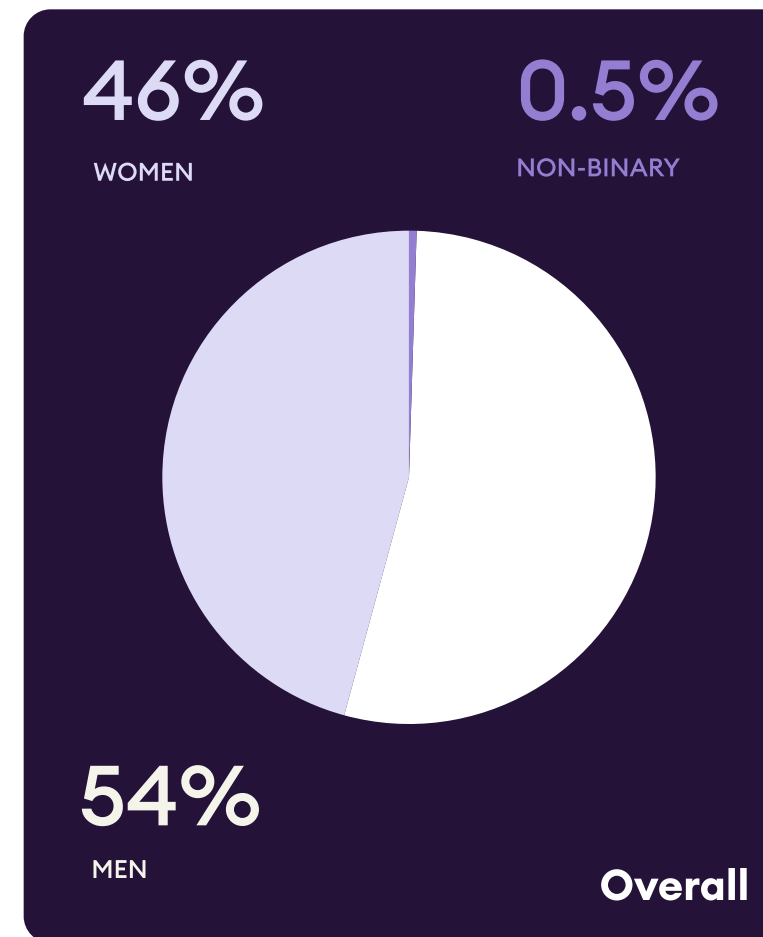
# People and Culture

## Our People

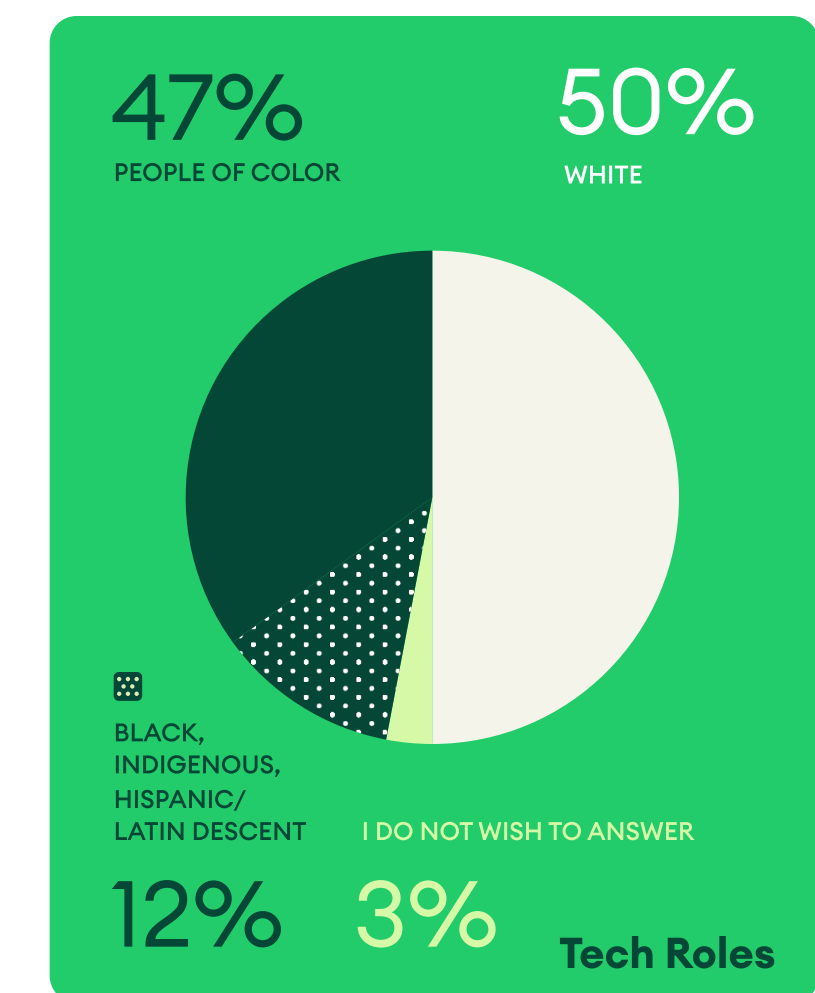
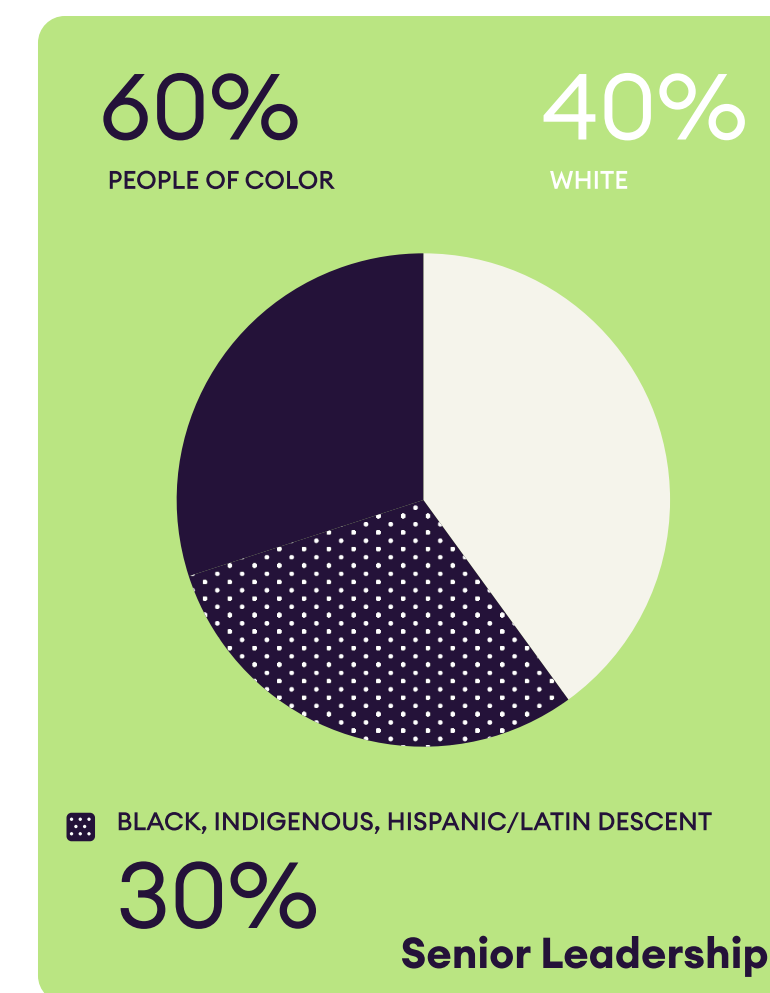
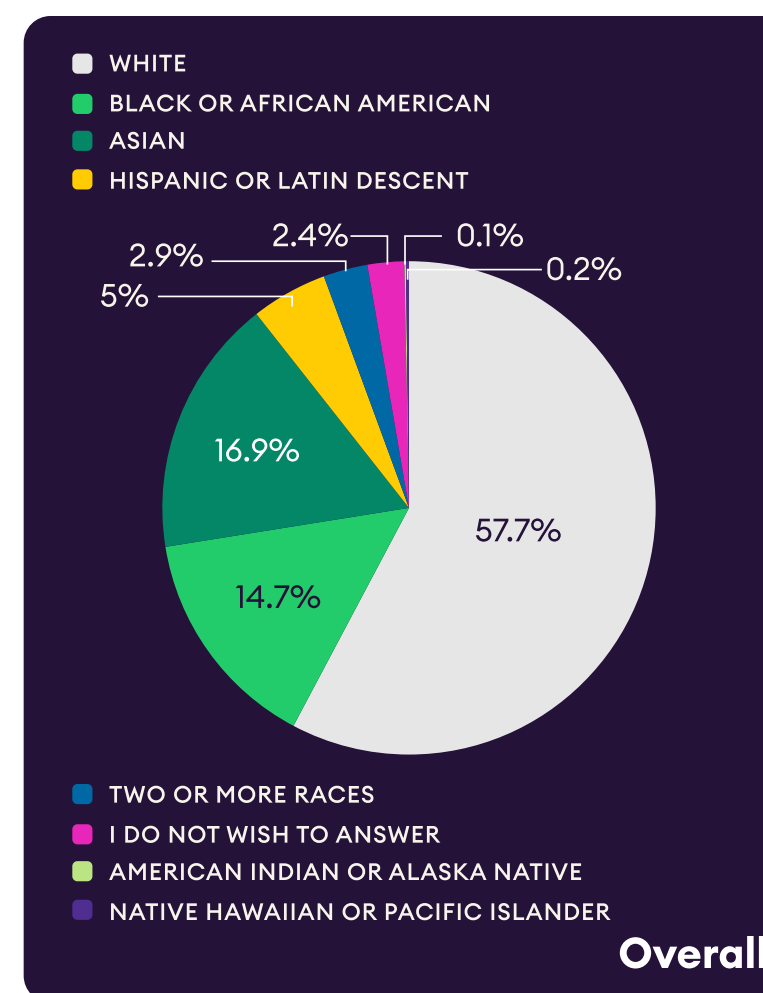
Becoming the world’s most beloved, people-centric retail tech company is a bold and meaningful endeavor.

At Shipt, our ultimate aim is meeting the needs and interests of our communities, shoppers, and retail partners, and one way we do that is by cultivating a team representative of them, knowing that the diverse experiences, backgrounds, and perspectives of our people contribute to innovation and success – bringing us one step closer to being the best Shipt we can be.

Gender 2023



Race/Ethnicity 2023





# Our commitment to cultivating an inclusive workplace extends beyond just words; it is deeply woven into the fabric of our company culture.



## Cultural Programming

In 2023, we empowered our Employee Resource Groups (ERGs) to take the lead by generating immersive experiences focused on enlightening and engaging our team members and the broader community.

We intentionally celebrated seven heritage months, each featuring unique activities designed to educate and empower our team members. These activities included a Black & Bold Brushstrokes Paint Party for Black History Month, a Women Leaders of Shipt Panel for Women's History Month, Chocolate & Tea Pairing Tasting for AAPI Month, and a vibrant Pride Parade & Fest for Pride Month.

In addition, our affinity groups led celebrations honoring Hispanic Heritage Month, National Disability Employment Awareness Month, and Native American and Indigenous Peoples Month by allowing us to immerse ourselves into cultural learnings and experiences led by community members both within Shipt and through guest speakers.

Our ERGs also organized extended events – like a National Coming Out Day Panel, HBCU (Historically Black Colleges and Universities) Week, and Lunar New Year celebration – for other significant cultural moments.

And ERGs went beyond the walls of Shipt, extending their support into the community by volunteering their time to support other culturally relevant initiatives.

In all, team members contributed a total of **18 notable events**, such as the empowered Pathways Volunteer Meal Service, Sankofa Beautify the Block event, SAUCE Japanese Gardens Clean Up, and Pride+ Point of Pride Volunteer events, promoting inclusivity, belonging, and community all year long.

- **30** cultural social events
- **18** volunteer events/opportunities
- **30+** educational resources
- **13** guest speaker events
- **9** food-based events

“Being involved with our Employee Resources Groups has been one of the best things throughout my time at Shipt. These communities have made me feel comfortable and safe to be my authentic self at work, and have allowed me to develop interpersonal relationships with coworkers. It’s helped create a culture where everyone belongs, just as they are.”



— Blake Guinn,  
Experience Team  
Associate Manager, Shipt

## Cultural Moments Celebrated Throughout 2023



**JAN**  
Lunar New Year



**FEB**  
Black History Month, Black & Bold Brushstrokes Paint Party



**MAR**  
Women's History Month, Women Leaders of Shipt Panel



Holi



**APR**  
Black Maternal Health Week



**MAY**  
AAPI Month, Chocolate & Tea Pairing Tasting



**JUN**  
Pride Month, Pride Parade & Fest



Juneteenth



**AUG**  
ERG Synergy Summit



**SEPT**  
Hispanic Heritage Month



**OCT**  
National Disability Employment Awareness Month



**NOV**  
Native American and Indigenous Peoples Month



Diwali



# Employee Experience

## Connections, Wellness, and Benefits

A rich and vibrant employee experience plays a pivotal role in shaping our culture of belonging. We spent the year diving deep into the initiatives and events that underscore our commitment to developing an inclusive, growth-oriented work environment.

### Allyshipt Week

We hosted our second annual Allyshipt Week, a week dedicated to promoting and practicing allyship at work and beyond. This special week centered around the theme of **“Connection Across Differences,”** where we celebrated our unique backgrounds and experiences and how they bring us closer together. Workshops, an online training, and fireside chats served as avenues for us to learn, engage in valuable dialogue, and develop tangible strategies for building allyship in our daily lives.

### Personal Development

Development Week changed how we approach professional growth by empowering our team members to take charge of their career progression, taking advantage of company tools and resources. We achieved a **125% increase in the usage of our digital learning platform, Percipio,** and a **4x increase in the creation of accounts on our career opportunity platform, Guild,** highlighting that our investment in personal and professional development was in high demand.

In addition, we unveiled the Find Connections feature, a tool that matches team members looking for mentors and mentees with specific skillsets. This platform supported our team members’ journey for personal and professional growth with specific skills, and helped them make valuable connections they might not have otherwise within Shipt.

### Health and Wellness

Our Revive & Thrive Wellness Activities and Retreat Week **engaged over 300 team members,** offering tailored physical and mental health sessions. This week not only emphasized well-being but also allowed us to connect team members in a relaxing and supportive environment.

During our Gut Health Wellness Awareness initiative, we had the chance to engage with licensed professionals to improve team members’ understanding and strategies related to gut health, which has been linked to positive health effects on the whole body.

### Benefits

Our employees' well-being is of utmost importance to us, and we believe it extends beyond traditional medical benefits. To that end, in late 2023, **a new mental health benefit** was introduced through our partnership with Spring Health. All members of our team and their eligible family members now have access to a range of mental health resources, which can be tailored to their individual needs and include direct and prompt support from licensed mental health professionals.

The team also introduced legal plans and voluntary plans (critical illness, hospital indemnity, accident) to help team members address life's unexpected moments. All of our offerings are designed to meet our employees wherever they are in life, whether just starting their careers, starting families, or starting over.

### Belonging

We celebrated the first year of our Culture Champions Program. As Culture Champions, 12 team members helped champion the initiatives and events that **cultivate a supportive and inclusive work environment** within our respective departments.

To keep the pulse on our culture and to progress throughout the year and beyond, our **Engagement & Inclusion Survey** provided invaluable insights into our work environment and team members’ feelings of inclusion and belonging. With a 86% response rate, the feedback helped us refine our strategies, develop values-based competencies, and launch beneficial programs dedicated to our career development.

Creating these opportunities for connection, learning, and growth, we continue to cultivate an employee experience that values diversity, promotes equity, and fosters inclusion.



“The well-being of our people continues to be our guiding principle at Shipt.

Through our cultural events, competitive benefits, development programs, and community projects, we remain focused on supporting our people in a holistic way.

In 2023, we continued to build on the foundation we started two years prior, and I look forward to the ways we’ll continue to bring our values to life.”

— Amy Benson, Chief People and Community Officer





# In the Community



## Shipt Serves

### Empowering Economic Mobility

At Shipt, our mission to spark connections underpins every action, reflected not only in our service but also our engagement with the community. In 2023, our dedicated team members lived this mission fully, with **one in three participating in volunteer work**, generously contributing over **4,800 Hours** of service, valued at approximately **\$142,000**.

Our commitment extended to over **250 nonprofits** through community partnerships. Our value-based partnerships with organizations such as Birmingham Promise, Ed Farm, Jones Valley Teaching Farm, the University of Michigan, and the Community Food Bank of Central Alabama have amplified our outreach and impact.

We collaborated with Ed Farm, the Hispanic Interest Coalition of Alabama (¡HICA!), and Birmingham Promise teams to **provide 2,377 people with workforce training**.

“At Shipt, we’re dedicated to creating lasting positive change. Our social impact initiatives focus on improving economic mobility and combating food insecurity, because we envision a community where everyone has the opportunity to thrive. It’s empowering to make a meaningful impact beyond our workplace.”

— **Brittney Smith, Senior Manager, Economic Development and Social Impact, Shipt**

“With Shipt’s support, we continue to further our goals of increasing educational equity, improving learning outcomes through technology, and preparing the future workforce.”

— **Waymond Jackson, CEO, Ed Farm**

Our support of Jones Valley Teaching Farm has also enabled them to grow their high school internship program, which graduated six talented interns in the 2022-2023 academic year.

We’ve enrolled **10 bright interns from five Birmingham City Schools** for the 2023-2024 academic year. Adding to this, **four dedicated apprentices** successfully completed their in-depth program.

Our support also helped **improve the lives of over 5,000 students** through the Good School Food education program last year.

Our association with the **Emeril Lagasse Foundation** enabled us to support **five teacher training sessions**, further enhancing our aim for holistic education. These innovative sessions provided teachers with knowledge and techniques to integrate culinary gardening and relevant education across all of their core subjects.

### Shipt Proud Moments



**1 in 3 Team Members**  
Volunteering



**Nearly 4,800 Hours**  
Served



**250**  
Nonprofits Supported



**\$3M**  
Given



**Approx 9,500 People**  
Upskilled



**1M+**  
Meals Provided



# Accelerator and Workforce Development

Since 2021, we've invested over **\$1.5M in national and local endeavors** to support initiatives that include equalizing opportunities for small businesses owned by women, Black, Indigenous, and People of Color (BIPOC), and LGBTQIA+ individuals via technical assistance and capital.

In 2022, we committed to launching our inaugural LadderUp accelerator to empower retailers to thrive in an evolving marketplace. This involved an eight-week program where they received capital investment, education, and mentorship from industry leaders.

In 2023, we were proud to graduate our first cohort of **10 retailers and welcomed two LadderUp participants** to our platform. We extended our impact by supporting nearly **9,500 individuals** through sponsored workforce development partnerships and programs, **investing \$335,000** in organizations like Prosper, Birmingham Bound, the Penny Foundation, and other small-business-supporting entities.

## Strengthening Food Security

Food Security & Resilience is a natural fit for Shipt because grocery delivery helps expand access to food for underserved communities, especially those with mobility or transportation barriers.

We recognize that there is no one simple solution to ensuring everyone has access to the food and resources they need to thrive – which is why we champion a spectrum of initiatives to meet communities where they are.

Throughout 2023, we helped to provide more than **1 million meals** to those in need and supported **six college campus food pantries** – recognizing that **1 in 3 college students face food insecurity**.

“We are incredibly grateful to our friends at Shipt for giving their time and energy at the Community Food Bank of Central Alabama. Shipt team members gave over 300 hours helping sort donated food and prepared meal boxes throughout the year. Volunteers are critical to our mission and make a huge difference in the lives of neighbors experiencing hunger. When we all come together, we are truly better together.”

— **Nicole Williams, CEO, Community Food Bank of Central Alabama**

To expand access and make food systems more equitable, we invested in Feeding America's® Equity Impact Fund. We supported Food is Medicine pilots and research with Houston Food Bank's Food for Change Food Prescription program and the University of Michigan, including powering nearly **1,000 deliveries to participants**.

We are committed to collective action to end hunger, recently joining the Alliance to End Hunger's multi-sector coalition and supporting organizations like Equity Advocates to equip food justice leaders with advocacy and policy tools.

## Community Partnerships

We partnered, supported, and engaged with over **250 organizations** to create positive change in the community.

We made a **\$1M commitment** over five years to Birmingham Promise to ensure college funding accessibility and launched our Magic City Mentorship program, designed to actively support 11th-grade students in their career pathways selection process.

We also partnered with Ed Farm to increase the number of tech-literate educators, positively impacting over **1,200 K-12 learners and 100+ adult learners**.

Our inaugural **LadderUp accelerator** provided an essential foundation for small retailers, enabling them to successfully navigate the evolving marketplace.

As we look forward to 2024, we renew our commitment to deepen our community impact, tied to our enduring beliefs that every person counts and that together we can build dynamic and resilient communities.



— **Randall L. Woodfin, Birmingham Mayor**

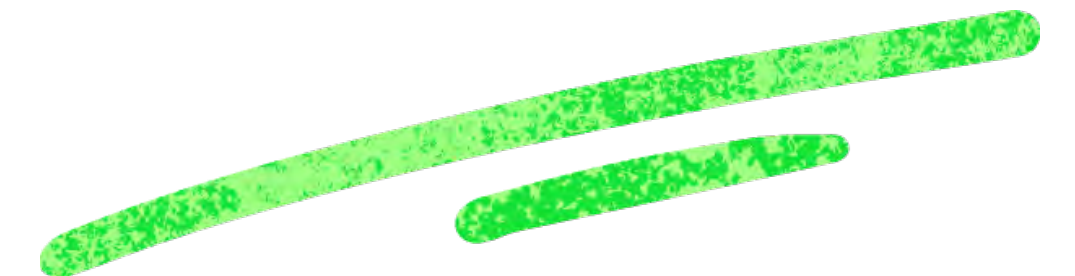
“As someone who grew up in the City of Birmingham, I know the importance of giving back to the communities that raised us. That's why it's so encouraging to see companies like Shipt pouring back into their hometown. From financial support to team members who are volunteering to mentor the next generation of leaders, Shipt is a great example of servant leadership in our city.”

## Proud Partner Moment



**The Birmingham Promise**

- **1,000 scholarships** to BIPOC students
- **99 \*paid\* internships** for BIPOC students





## Community Impact and Innovation Grants

In 2022, we launched our grants program aiming to financially support organizations across the nation that demonstrate exceptional work and impact. So far, we've provided nearly **\$500,000 in grants**.

In 2023, we awarded **18 grants across 11 different cities** in the nation. These organizations focused primarily on workforce development initiatives and innovative solutions to transform our food systems.

These investments allowed us to deepen our support for local communities, fostering a larger network of collaboration and innovation. As a result, our grants have not only facilitated job creation and skill building, but also empowered organizations dedicated to addressing food insecurity and creating more resilient food systems.

“Food insecurity impacts our community in profound ways. Many lack fresh food access, which drives racial health disparities. Our Community Supported Agriculture (CSA) program supported by Shipt led to infusing \$15,000 worth of produce into our immediate community in 2022, or an additional 7,500 pounds of local produce.

We continued this program in 2023, distributing more than 18,000 pounds, and thanks to Shipt, we're building a cold storage facility that will be ready in 2024 to distribute even more produce from small local farmers to our more than 2,000 For Oak Cliff members.”

— Taylor Toyne, founder of For Oak Cliff

### Proud Partner Moment



### 2023 Grants Program

- 11 unique cities touched
- 18 grants awarded
- 39% Economic Mobility, 61% Food Security & Resilience







“Who knows better what college students want than students themselves? As a proud Howard University graduate myself, I was thrilled to work alongside these bright creative minds. The students did a brilliant job creating a best-in-class campaign while gaining real-world experience.”

— Alia Kemet, Chief Marketing Officer, Shipt

## Development Programs

### An array of initiatives and partnerships ensures we’re tapping into the potential of every team member — current and future.

We introduced a series of initiatives and strategic partnerships to foster an environment conducive to skill enhancement and professional growth that allows us to continually broaden our horizons and support the talents of our amazing team.

Our partnership with **Hackbright**, a renowned tech boot camp, allows us to approach talent development innovatively. Hackbright's mission – offering personalized pathways to software engineering careers with inclusivity at the core – aligns seamlessly with ours. In summer 2023, through this successful partnership, we were able to provide internship opportunities to eight talented individuals, three of whom later joined us in full-time engineering roles.

And in an effort to invest in our internal talent, we launched the **ApprenticeShipt** program, consisting of 21 weeks of skill-building, tech immersion, and professional development. With the successful hiring of 15 engineering roles from the program, we further established our commitment to nurturing home-grown talent – a striking 100% of the hires were from our Birmingham team, and 65% of these fresh hires were Shipt internal employees.

And **Level Up**, our tech learning and development program, empowered team members, particularly those early in their careers, providing them with valuable resources and opportunities for professional development.

Another noteworthy mention is our collaboration with Howard University and Issa Rae, which included the launch of the **New Student Membership Program**, a cost-friendly student membership program providing same-day delivery.

The initiative resulted in a national ad campaign, aimed at empowering underrepresented voices in creative industries that was crafted by our Howard University interns.

In addition to participating in career-related events, our HBCU collaborations focus on providing student-centered career readiness programming focused on the undergraduate student population. In partnership with key faculty and staff, we support existing efforts of building skill sets and introducing Shipt to various communities.

Through these efforts, we continuously strive to foster a culture that values learning and development.







## Talent Acquisition

As we continue to strengthen our commitment to diversity and inclusion, significant strides have been made in our talent acquisition strategies.

Our collaborative partnerships with other inclusive organizations focus on introducing Shipt as an employer of choice, building authentic relationships, and broadening our talent pipeline with underrepresented groups in the tech industry.

In 2023, Shipt collaborated with organizations such as BLK Men in Tech (BMiT), Next Play Atlanta, Techqueria, Latinas In Tech Conference, Women Impact Tech, Natives in Tech, and Lesbians Who Tech and Allies.

Conference attendees vary across each event, from an intimate gathering of **50 people** to extensive **virtual turnouts of over 1,200 participants**.

These collaborations enabled tech-curious individuals and professionals to explore career opportunities within Shipt, as we attract women, Black, Latinx, and Indigenous tech professionals at various career stages.

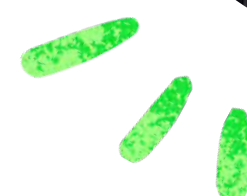
Our partnerships hold a wide footprint, spanning multiple locations, including Shipt Tower, Atlanta, San Francisco, and virtual platforms.

These partnerships allow us to access communities and build intentional partnerships and further, those partnerships help us to develop a diverse talent pipeline of qualified candidates for present and future openings. Celebrating our vibrant talent diversity, we have made several successful hires from these initiatives. In our journey toward an inclusive talent ecosystem, we look forward to paving the way for more untapped potential to join the Shipt family.

“This year, we’ve proudly partnered with organizations dedicated to fostering diverse talent in tech. By creating programs that support development of everyone connected to Shipt, we’re not just hiring employees; we’re cultivating a community that thrives on the strength of its diversity.”



— Corey Shealey, Senior Technical Recruiter, Shipt







“At Shipt, we’re working to become the most beloved and people-centric retail tech company – and that starts with the people around us: our employees, our partners, and our community members.

In 2024 we will continue to cultivate an environment where every person connected to Shipt can thrive by providing the collaboration, resources, environments, and opportunities that ensure everyone knows they belong and feels empowered to do great work.”

—Kamau Witherspoon, CEO, Shipt

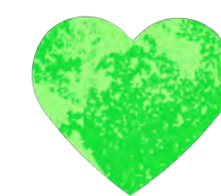
# Looking Ahead: 2024

## Celebrating 10 years!

2024 marks our 10th anniversary. We’re proud of what we’ve accomplished and are motivated to do even more in the years to come to ensure equity, inclusivity, and belonging are woven into the fabric of Shipt and beyond.

As we approach our 10th anniversary, we’re also planning to celebrate with some special initiatives, including some Shipt Love.

**Stay tuned.**







**Shipt** 

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