



## IMPACT REPORT: HOW APP-BASED COMPANIES ARE COMMITTED TO IMPROVING EQUITY AND ACCESS

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For far too long, communities of color have faced long-standing barriers to access – to transportation, food, and work opportunities – due to generations of systematic inequities and discrimination. Flex member companies are committed to breaking down these barriers and supporting communities of color by providing them with opportunities to earn, and ensuring they have access to the goods and services they need and want to thrive.

App-based work empowers Black, Indigenous, People of Color (BIPOC) Americans with opportunities to earn income on their own terms, with the added flexibility to support their families, achieve their academic or entrepreneurial goals, and pursue their dreams. Additionally, app-based platforms help address challenges in underserved communities, from increasing access to nutrition in food deserts to linking communities that lack consistent public transit options. Throughout the pandemic - which disproportionately impacted Black and Brown communities - app-based companies leveraged their platforms to help communities of color schedule vaccine appointments and medication deliveries, in addition to delivering other essential resources and investing in minority-owned businesses and BIPOC communities as a whole.

**Learn more about Flex member companies' commitment to improving equity and access:**

### **DOORDASH:**

DoorDash is committed to increasing access to opportunity for women, people of color, and immigrants. DoorDash's 2021 survey of Dashers who earn on the platform found that Dashers are primarily women or people of color: **58%** of Dashers are women, and **38%** are people of color. In 2021, Dashers in communities of color earned over **\$5.9 billion**, and Dashers in low-income communities earned over **\$4.3 billion**. Additionally, DoorDash's expansion into rural communities, which often struggle with access to food, earned Dashers over **\$3.1 billion**.

DoorDash has established numerous programs to give back to and uplift minority business-owners.



Through DoorDash's Accelerator for Local Goods, DoorDash uplifts local consumer packaged goods and businesses owned by entrepreneurs who are women, transgender, immigrants, or people of color in the Greater DC, Chicago, and New York areas. Recipients receive **\$5,000 grants** and a 6-week business critical curriculum to support their business goals and increase their access to opportunity for growth.

DoorDash has also committed **\$200 million** over five years to invest in local community programs, products, and services through its Main Street Strong Pledge. The pledge includes a Restaurant Accelerator program, which offers free online courses to all restaurant owners. Sixty-one percent of participants in the program identify as women, **46%** identify as immigrant or refugees, **42%** identify as Black or African American, and **17%** identify as Latino. With Kitchen Without Borders, DoorDash celebrates immigrant and refugee-owned restaurants by sharing merchant stories and providing marketing support and small business services to participating merchants.

DoorDash has also taken active steps to support communities of color and low-income communities through strategic partnerships with UnidosUS and the National Urban League to bring financial literacy and education programs to Dashers.

## GRUBHUB:

Expanding opportunities for owners of color across the food and beverage industry is at the heart of the Grubhub Community Fund's latest announcement of nearly **\$20 million** in grants. With more programs and partnerships still on the way, the Grubhub Community Fund has already this year enabled more than **\$21 million** in grants to independent restaurants – specifically investing in restaurants owned by and operating in communities of color. Restaurants can use these funds to cover crucial operating costs, including but not limited to rent, employee paychecks, renovations, new equipment, establishing e-commerce platforms, and updating marketing and technology.

In addition to directly supporting independent restaurants, Grubhub is deepening its long-standing commitment to closing the hunger gap – especially given fallout from the pandemic and a rise in grocery prices. So far in 2022, the Grubhub Community Fund has awarded more than **\$5 million** to organizations fighting food insecurity and food waste, including but not limited to FoodBank for NYC, Rescuing Leftover Cuisine, World Relief Chicago and Quad Cities, the Tacombi Foundation, Feedmore Western New York, and many more – with others still to be announced in the months ahead.

Specifically in New York City, Grubhub recently launched Serving the City, a partnership with the New York City Council that expects to deliver at least **25,000 meals** over 16 weeks from independent restaurants to communities in need across each of the Council's 51 districts.



Furthermore, Grubhub is proud to partner with a range of organizations including but not limited to:

- The National ACE Foundation's AAPI Strong Restaurant Fund received more than **\$2.2 million** in grants from the Grubhub Community Fund for 196 AAPI-owned restaurants in 2021. This program will get an additional **\$2.5 million** for the 2022 program.
- The United States Hispanic Chamber of Commerce Education Fund, which received a **\$2 million** grant across 2021 and 2022. The Grubhub Community Fund support enabled grants between **\$5,000** to **\$10,000** to 280 Hispanic-owned restaurants.
- Feed the Soul, which supports culinary businesses in minority communities, partners with Grubhub to offer a business development program for a cohort of 30 Black-owned and Latin-owned restaurants, each of which is receiving extensive training along with a **\$10,000 grant** to support their business. In total, the Grubhub Community Fund supported **\$3.7 million** in grants to Feed the Soul across 2021 and 2022, which will also support Black and Latin Restaurant Weeks and funding a scholarship for the next generation of minority culinary students.
- The National LGBT Chamber of Commerce Foundation is using **\$4 million** in Grubhub Community Fund grants across 2021 and 2022 to support LGBTQ restaurants and allies, including LGBTQ owners of color.

## INSTACART:

Instacart's mission is to provide everyone access to the food they love and more time to enjoy it together. In order to fulfill that mission, the company recognizes that its teams, products and programs must reflect the diversity of the communities they serve.

Instacart is proud to create flexible earnings opportunities for over **600,000 shoppers** across North America – helping them earn on their time and on their terms. More than half (**52%**) of those **600,000 shoppers** self-identified as BIPOC Americans.

Instacart believes that everyone should have access to nutritious foods, and has worked with retailers across the country to make online grocery delivery and pickup accessible to EBT SNAP participants. Since Instacart first started accepting EBT SNAP online with its retailers in 2020, the program payment integration expanded to **49 states** and Washington D.C., serving nearly **30 million people** experiencing food insecurity across the U.S. Instacart today powers EBT SNAP payments for more than **60** retail banners spanning over **7,000 stores** nationwide.

In partnership with the National Urban League (NUL), Instacart sponsored and participated in a fireside chat at the NUL 2022 conference focused on challenges and opportunities related to food access and nutrition insecurity.



The conversation touched on the unique barriers facing BIPOC communities, opportunities to leverage technology to increase access to healthy foods, and how Instacart is working with policymakers, policy stakeholders and researchers to develop innovative solutions.

Instacart has also introduced initiatives to help BIPOC entrepreneurs succeed. Last year, Instacart announced a new ads initiative to support emerging consumer packaged goods (CPG) brands to demonstrate the company's commitment to uplifting business owners in underserved communities. The program committed up to **\$1 million** to amplify Black-owned CPG brands within the Instacart marketplace. The initiative kicked off with launch partners Capital City, Partake Foods, and Uncle Nearest -- helping these emerging consumer brands connect with their existing customers and broaden their audience reach in the digital grocery aisles. As part of the initiative, Instacart also established new resources for participating companies, including a designated team focused on supporting participating brands and a training series to ensure smaller companies can maximize the impact of their advertising campaigns.

In 2022, Instacart organized a panel discussion at the Black Enterprise Entrepreneurs Summit, the nation's largest annual gathering of Black business owners, entrepreneurs, founders, and investors. The panel, Finding Your Flavor: Building Business & Success in the Food Industry, featured food industry leaders in the restaurant business and CPG brand space. Nahum Jeannot, founder of GoOats and a participant in the Instacart Ads initiative, spoke about his journey building a food brand and leveraging the Instacart platform.

## Learn more about BIPOC Shoppers at Instacart:

**Ayanna, a Shopper from Fayette, Georgia, said:**  
“Shopping for Instacart has allowed me to pivot my culinary career after my accident, while still doing work that I love. I treat each delivery as if I'm shopping for my own family, and love how it introduces me to so many new people in my community. The flexibility of setting my own schedule means that I can easily work whenever I am feeling good, and not worry about logging off if I need to rest. Even better, it lets me stay close to the food industry while being able to help and serve others—something I loved about being a chef.”



**Roman, a Shopper from New York City, said: “I love how flexible shopping on the Instacart platform is. I am able to shop whenever I want, and it helps to supplement my income from my full-time job. Shopping allows me to provide more for my kids and my family.”**



## **LYFT:**

Lyft aims to create a racially equitable society by leveraging their resources and transportation network to be part of the solution. Lyft understands that their platform can play a key role in advancing upward mobility after decades of structural and institutional racism by allowing users to earn additional income while maintaining the flexibility and independence to pursue other goals. Seventy-three percent of Lyft drivers identify as people of color, and Lyft takes pride in their ability to give back to communities of color.

In 2021, Lyft estimated that their drivers provided access to millions of free and discounted rides to communities of color through our LyftUp programs, including Vaccine Access, Jobs Access, and Access Alliance – a partnership between dozens of local and national organizations, including NAACP, the National Action Network, and the National Urban League to help eliminate transportation as a barrier to upward mobility for under-resourced Black communities.

In 2020, Lyft created the LyftUp Access Alliance to eliminate transportation as a barrier to upward mobility. This initiative focused on eliminating racial inequities in access to food, healthcare, employment, and reliable transportation. Founding members of the LyftUp Alliance included My Brother's Keeper Alliance, the National Urban League, Black Women's Roundtable, the Lawyers' Committee for Civil Rights Under Law, the National Action Network, the NAACP Legal Defense Fund, National Bail Fund Network, NAACP, U.S. Black Chamber of Commerce, and the National Black Chamber of Commerce.

Throughout the pandemic, Lyft partnered with the NAACP to provide transportation access to Black communities that have been particularly hard hit by the COVID-19 pandemic, specifically helping essential front-line workers get to work.



Nolan Robinson, a Driver from Chicago, said: "While working as an assistant manager at a Pizzeria called Gullivers, employees were faced with layoffs and/or hourly reductions. Because of my position, I wasn't laid off but I faced devastating livelihood setbacks of hours available to work. With my two youngest (boy and girl twins) starting their freshman year in college this news came at a bad time in my life. I already was struggling to make ends meet even before the reductions, but now things seemed to get overwhelmingly uneasy

for me; that's when a friend of mine introduced me to a glimmer of hope.. Lyft. I downloaded the app and applied, now the rest is history. With two kids in college and facing unsecured employment, I heavily relied upon the revenue from Lyft to help stabilize my livelihood. And I must say that it tremendously helped me gain back my confidence, more so than initially expected.




I gained financial independence and was accountable to me and solely me. For the first time in a long time, I felt safe and financially secure. Working when I choose to and not when told to matters, it's truly valuable. I'm an experienced driver now and looking back as well as ahead, I realize how essential Lyft's platform is in helping to keep millions of families from losing it all."

## SHIPT:

Shipt is committed to co-creating a thriving community by expanding economic opportunity and food access to underrepresented communities so families have access to the resources they need and can live the lives they aspire.





Shipt understands that Black people are 3.2 times more likely, Native Americans are 3 times more likely, and Latinos are 2.5 times more likely to live in food insecure households than white people. Those disproportionate rates of facing hunger may be exacerbated during the summer school break. To combat this nationwide hunger crisis, Shipt has engaged in multiple partnerships to provide access to food for people of color and low-income communities across the nation. Notably, Shipt is engaging with local partners to provide opportunity and access for their hometown, Birmingham, Alabama, where their headquarters are located.

Shipt committed hundreds of thousands of dollars to Feeding America, with special support for summer feeding programs at 11 food banks across the nation. The services these food banks provided ensured that children who depend on meals from school during the school year are still provided with the nutrition they need during the summer months.

Shipt also partners with Ed Farm, an education tech nonprofit, to advance pathways in tech for BIPOC learners and workers. Ed Farm works to address gaps in K-12 and adult computer science education, with a model that includes wraparound support, including participation stipends and device grants. Shipt's investment supports instructional aide, devices and barrier reduction services for students.

Shipt's grant program, the Community Impact & Innovation grants, is designed to invest in nonprofits that are innovating to advance economic mobility, address food insecurity, and support communities in need.

Locally, Shipt is taking strides to build up and support their Birmingham community. Last year, Shipt provided a **\$15,000 grant** to support Urban Impact's technical assistance and capacity building program for predominantly Black-owned small businesses within the Historic 4th Ave and Civil Rights districts in Birmingham, AL. To support Alabama's Hispanic community, Shipt provided a **\$15,000 grant** to support the Hispanic Interest Coalition of Alabama's (HICA) new Workforce Development Program (WFD), focused on building a pipeline for Hispanic workers and connecting them to training, jobs, relationships with employers, and college/career coaches for youth.

Of note, Shipt has two key programs to ensure students have access to pathways to careers in tech by focusing on reducing financial barriers to post-secondary options. This year, Shipt launched our Shipt Tech Scholars Program in partnership with Jeff State Community College for students interested in careers in tech. Students will receive a scholarship from Shipt, be paired with a Shipt technical mentor and be eligible for our internship upon successful completion of their first year in the program.

Additionally, Shipt is a proud supporter of the Birmingham Promise program. Birmingham Promise provides up to four years of tuition assistance for graduates of Birmingham City Schools, a school system that is 95% African American, to attend any public two-year or four-year college or university in Alabama.



## Learn more about BIPOC Shoppers at Shipt:

**Roger, a Shopper from Massachusetts, said: “I retired from law enforcement back in Feb 2018. After retiring I began doing many odd jobs around my home that I had overlooked during my career. This kept me active for 2 years until I found myself missing the community that I served and protected for 28 years. After learning about Shipt’s delivery services and reading about what other shoppers loved about Shipt, I applied and was gratefully awarded a chance to be a part of the team. When I began, my goal was to only work 10-15 hours a week to get out of the house and socialize while also contributing to my community. A year later I find myself wanting to do 30-35 hrs a week because I enjoy it so much. Shipt is so flexible that I can create time for me to work and still be able to take care of my elderly mother. I can work any day when I want and still get the satisfaction of helping the citizens in my community just as I did as a police officer. I’m not saving lives but I’m assisting people with their needs and it’s satisfying knowing you’re helping others that need the help. It’s a win/win situation and I’m so very happy to have this opportunity.”**



**Tiff, a Shopper from Georgia, said: “I moved to Savannah to pursue a Bachelor’s in Fine Arts in the fall of 2019. I’m a non-traditional student, so the idea of returning to school for my second degree has always been an intimidating one. I needed full-time employment with flexibility. When I first arrived in Savannah, I was working a couple of work-from-home jobs, but they were not consistent.**



## Learn more about BIPOC Shoppers at Shipt:

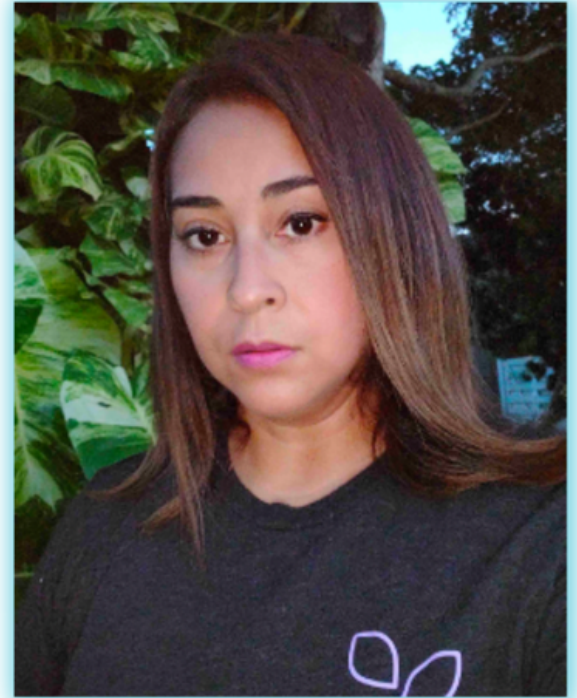
The pay rate was very low, and it was not work that I enjoyed. My younger sister shopped for Shipt part-time in Jacksonville, Florida and I finally decided to give it a try. It has been a dream and a blessing for me since day one. Since becoming a Shipt shopper, I've shopped full-time, and it has exceeded anything that I earned in corporate America. If I need time to study, I can do that. If I need time to attend a rehearsal, I can do that as well. It's literally everything I prayed for, and it has been a very stress-free time being able to pursue my dreams and pay my bills."



Felicia, a Shopper from Georgia, said: "I retired in 2020 after working 30 years and found that sitting at home was boring. I knew that I did not want to work another job with a set schedule, so my friend suggested Shipt. I love working for Shipt and knowing I'm helping out my community. The flexibility is awesome, but the compliments I get from customers are the most rewarding! I love that Shipt also recognizes great shoppers and rewards us for doing an awesome job."

## Learn more about BIPOC Shoppers at Shipt:

Marling, a shopper from Florida, said: “My journey with Shipt began because I wanted to have more time and flexibility to dedicate and fund my philanthropic efforts. Philanthropy has been a part of my family for as long as I can remember. Never did I imagine I would be on the journey that I am now; I have built so many friendships with our members, their families, and the associates at the stores I shop at daily. I am grateful that I am able to earn a living while being able to serve my community and maintain these amazing relationships I have established. Shipt is not just a "job" it is a part of me as it encompasses the values that are important in my life.”



Marling also recently suffered a brain injury and has expressed that being able to Shipt has allowed her to continue supporting herself.

Mona, a Shopper from Georgia, said: “I had to help support my family and needed a job that had flexibility for my children and grandchildren. I worked with other grocery delivery services – but once I started with Shipt, I learned quickly that this was the company I would be working with for a long time. Outside of the flexibility, my favorite part of working as a Shipt shopper is providing service to those in need, like the elderly people with health issues, those who can’t leave their homes, or moms with little ones.

## Learn more about BIPOC Shoppers at Instacart:

It fills my heart knowing that my customers are happy and trust me with their orders. Building connections, relationships, and having great communication is key to making customers feel like they are shopping with me for all their needs. As Shipt shoppers, we do more than just deliver groceries – we build a community with great customer service and trust.”



### UBER:

In an effort to uplift communities of color, Uber has taken action to support criminal justice reform, a tangible issue that disproportionately affects BIPOC Americans. In 2020, Uber donated **\$1 million** to support criminal justice reform with donations to the Center for Policing Equity (CPE) and Equal Justice Initiative (EJI). In 2021, Uber expanded the program by supporting more than **25 organizations** with rides/meals and cash donations to support reskilling programs and ending debt-based license suspensions, such as Voices for a Second Chance (VSC), the Campaign for the Fair Sentencing of Youth (CFSY), Free to Drive Campaign and New Way of Life – all of which fight for reforms, and offer legal and transition assistance to formerly incarcerated people and their families.

In 2020, Uber also committed **\$10 million** to support Black-owned businesses in addition to previously committing **\$1 million** to the Equal Justice Initiative and Center for Policing Equity. Further, Uber committed to a **\$10M investment** over the next two years to advance the success of Black-owned small businesses by driving demand via promotions and other merchant support.

Uber provided **\$20 million** in support efforts throughout 2021 to help local restaurants in the US and Canada as part of their Eat Local campaign, which included **\$4.5 million** in small business relief grants for local restaurants, the majority of which were minority-owned. Building on these efforts, in 2022 Uber worked with Visa and LISC to launch an Small/Minority-Owned Business (SMB) Support Program aimed at supporting SMB restaurants in the US that were hit particularly hard by unexpected events over the last year.

Anti-racism is a core principle of Uber’s company values. All drivers and customer service representatives are required to attend an anti-racist and unconscious bias training, and the Uber app has been updated to make reporting discrimination simpler.

