



IMPACT REPORT: APP-BASED COMPANIES' ECONOMIC IMPACT ON BLACK COMMUNITIES

More than 23 million Americans earn income on app-based platforms, serving hundreds of millions of consumers across the United States. Among these earners are countless Black Americans utilizing the industry to earn income on their own terms, with the added flexibility to support their families, and achieve their entrepreneurial goals.

Black communities have consistently chosen independent work as a path to financial security and wealth creation in a system that has historically excluded them. The app-based industry remains committed to breaking down barriers to access and providing Black communities with opportunities for economic independence as just one part of breaking cycles of poverty and racial injustice.

The inequities laced throughout traditional employment structures provide underserved communities with little agency over their economic outcomes. App-based work plays an essential role in supporting entrepreneurialism by empowering people to build their own economic power and resources. That's why the African American Mayors Association passed a resolution this year, supporting app-based workers and the benefits of the industry on communities of color.



“App-based work empowers our communities to make a living on their own terms, achieve their entrepreneurial goals, and pursue their dreams. Preserving opportunities for economic equity is a top priority of the African American Mayors Association, and I’m proud to sponsor this resolution urging policymakers at all levels of government to protect these critical avenues to economic power for app-based workers.”

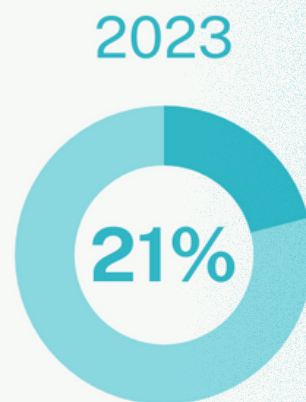
– **AAMA President Frank Scott Jr., Mayor of Little Rock, AK**



In survey data released this year, 21% of app-based earners are Black, and nearly half use more than one app-based platform to earn. In fact, 90% of those earners say it's easy to switch between app-based platforms, giving them choices on where to earn and optimizing their earning power overall. And Black earners value the flexibility that the industry provides. A combined 87% of Black app-based earners choose app-based work for their ability to choose when to work and to have more than one source of income. A majority, or 85%, of Black app-based earners are satisfied with using app-based platforms and are likely to continue earning with them, and 76% support maintaining their current classification as independent contractors.

From connecting communities with access to goods and services, to investing in Black-owned businesses and providing opportunities to earn and thrive economically, the app-based economy is driving mobility and investments in Black communities nationwide.

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Learn more about Flex member companies' commitment to growing economic impact for underserved communities:





- 38% of DoorDash’s earners identify as 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. 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. 42% of participants in the program identify as Black or African American.
- Launched in 2018, Project DASH uses the DoorDash logistics platform to tackle issues like food access and food waste. Project DASH enables government and nonprofit partners to facilitate deliveries for social impact and to increase access in their communities. 80% of Project DASH deliveries currently go to communities of color.
- Other programs include DoorDash Accelerator for Local Goods, designed to empower small and early stage consumer packaged goods businesses. Participants receive a grant, business education, and an opportunity to onboard their product to DashMart. The DoorDash Accelerator for Local Restaurants improves access to technical assistance and restaurant education that helps small businesses—including Black-owned businesses—adapt, grow and thrive.
- DoorDash’s partnership with the National Urban League – the country’s largest and oldest civil rights organization, has also helped over 10,000 Dashers earn, save, and invest through financial empowerment curriculum on GoalUp.org, and supported local communities and Urban League affiliates.
- And in honor of Black History Month, DoorDash is kicking off an exploration of how Black professionals face, navigate, and overcome careers in resistant spaces through a Black Resistance Within Tech panel discussion featuring Kofi Amoo-Gottfried, DoorDash Chief Marketing Officer; Kaetlin Andrews, Senior Manager of Regional Partner Strategy; DeVaris Brown, Founder and CEO of Meroxa Data; and Courtnee Futch, Director of Brand Marketing and Partnerships at EatOkra.





- Shipt believes that building a diverse, equitable, and inclusive company is not just the right thing to do, but is the only way to succeed as a business and society. 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.
- As part of the initiatives Shipt announced at the White House Hunger, Nutrition and Health Conference, Shipt recently launched its new accelerator program, LadderUp. The program is designed to help support the growth of small and Black-owned businesses by providing capital, e-commerce technical assistance and business education from industry leaders. As part of Shipt's commitment to investing in programs focused on leveling the economic playing field for Black and other underrepresented populations in the communities they serve, the company's goal is to reach at least 50% LGBTQIA+ and BIPOC participation in the program.
- In 2022, Shipt announced nearly \$250,000 in microgrants to organizations that focused on food insecurity, economic disparities and youth workforce development.
- Shipt completed two cycles of their Community & Innovation Grant program in 2022, awarding several grants to organizations that focused on food insecurity, economic disparities and youth workforce development. Through this program, nearly \$250,000 in microgrants were awarded to nonprofit organizations across the country, including Urban Impact of Birmingham Alabama, and the Detroit Community Wealth Fund, that focus on removing barriers and providing support, education, and resources to Black-owned businesses and Black entrepreneurs.
- Partnering with Ed Farm, Shipt's Equitable Pathways program provides technology training opportunities for community and Shipt team members.
- In 2022, Shipt also sponsored two HBCU Football Classics hosted in Birmingham and participated in diversity recruiting events and community events in conjunction with each Classic.
- This year, In celebration of Black History Month, Shipt's internal employee resource group, Sankofa (dedicated to connecting, empowering, and advocating for Black team members) has planned programming throughout the month to recognize and celebrate the contributions of Black people.



- These initiatives include mindfulness and self-care practices, highlighting foods inspired by Black people, Black trailblazers, celebrating Black art, panel discussions on the beauty and strength of Black hair featuring Black-owned salons, suppliers and Business owners, and supplying books to underserved schools that support literacy and highlight stories about Black children who excel in different STEM areas.



“I’m a mother of six and the owner of Lyaja’s Little Loves, an at home bakery. I have been in business for over three years now and I’m loving it. I started doing Shipt in March of 2016. I’m 70 shops away from 5000. Being a stay at home mom and finding a gig that would work and fit perfectly with a flexible schedule was key. Shipt fit all that I needed. I love it! Getting to know my customers and building with them and their families over the years has been heartfelt and rewarding. Being able to have the extra money for trips and all of my other adventures has been great as well. I will stay right where I am at and keep bringing the magic.”

– **Lyaja H., Shipt Shopper & Owner of Lyaja’s Little Loves Bakery**



- Instacart creates earnings opportunities for over 600,000 shoppers across North America, and more than half (52%) of those shoppers self-identified as BIPOC Americans.
- Instacart has introduced several 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.

- Instacart has doubled the program since last year, supporting over **200** emerging Black-owned and women-owned emerging CPG brands to date.
- And 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.



- Last year, Grubhub launched a new partnership with the U.S. Black Chamber of Commerce's Community Economic Development Corporation to provide grant funding for Black-owned restaurants across the country.
- Through the creation of resources and initiatives, USBC supports African American Chambers of Commerce and business organizations in their work of developing and growing Black enterprises. The USBC restaurant grant program, made possible by the Grubhub Community Fund, helps restaurants receive funding to address business opportunities and current challenges. The currently active program will support over \$500,000 in grants to Black-owned restaurants and culinary-based businesses.
- Grubhub continues to partner with Feed the Soul Foundation (FTS) to support Black Restaurant Weeks, a multi-city showcase that spotlights local Black-owned restaurants, and FTS' restaurant business development program, a cohort-based program that provides business consultation and training as well as grant support.
- In 2022, The Grubhub Community Fund awarded \$2.75 million to Black-led organizations supporting Black-owned businesses and restaurants across the country. In addition to the programs and restaurant grants supported through these partnerships, the GCF supported an additional \$335,000 in grants to restaurants identifying as Black-owned.



- Removing barriers to transportation and creating economic opportunity through driver independence and flexibility are at the heart of Lyft's approach to achieving racial equity. Lyft understands that people across the country supplement their income by driving on the Lyft platform, particularly people of color who face racial and wage discrimination in full and part-time employment. 73% of Lyft drivers identify as members of racial and/or ethnic minority groups, and 25% are Black, African American or Afro-Caribbean. In addition, Lyft is committed to serving communities of color. 52% of riders identify as members of racial and or ethnic minority groups and 46% of US rides start or end in low income areas.
- Since 2020, Lyft's Community Engagement Team has hosted community circles to create space for Black drivers nationwide to build community, share the challenges they face, and discuss the experiences they've had behind the wheel. These Community Circles create a forum to discuss a variety of topics, including voting rights, entrepreneurship, and volunteerism.
- In 2021 and 2022, Lyft also launched local Racial Justice Alliances in Washington, New York, and Massachusetts. Through their first Racial Justice Alliance, in Washington, D.C., they partnered with 17 local racial justice organizations, including Freedom Project, Tacoma Urban League, Asian Counseling and Referral Services, and Minority Veterans of America-Seattle Chapters to learn about local transportation needs and provided ride credits to members of communities of color in greatest need to access groceries, healthcare, and other essential services.
- In an effort to narrow the racial wealth gap by providing job transportation, Lyft's Jobs Access Program is rebuilding communities alongside partners such as United Way and Goodwill. Together, the organizations have provided riders across the country access to transportation to be able to either find or keep a job. In 2022, they served thousands of job-seekers with discounted or donated rides in almost 40 cities.
- Lyft's Supply Chain Equity program was designed to ensure that Lyft develops and sustains an inclusive and diverse supply chain that empowers businesses owned by individuals from communities of color. They aim to lead the industry in closing the racial wealth gap by 2036.



- Starting in 2020, Lyft has partnered with dozens of local and national organizations to work toward a shared goal of eliminating transportation as a barrier to upward mobility for under-resourced Black communities. Specifically, they set a target of providing access to 1.5 million car, bike, and scooter rides between 2020 and 2025, which they have already surpassed as of the end of 2022.



“When I started driving with Lyft, 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.”

– **Nolan R., Lyft Driver from Chicago, Illinois**

Uber

- In 2020, Uber 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.
- Uber also committed to a \$10M investment over 2020-2022 to advance the success of Black-owned small businesses by driving demand via promotions and other merchant support.
- 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.