

# Postmates Civic Labs Social Impact Report 2019





# About Postmates

Postmates enables almost anything to be delivered on-demand. Operating across 4,200+ cities in North America, the Postmates fleet makes millions of deliveries every month. Our app directly connects customers to more than 500,000 merchants in their communities.

## Delivering Positive Impact

At Postmates, we believe we have a shared responsibility to create positive change in our communities and society at large.

Our commitment to making a positive impact can be seen in our bold stances on social and [public policy](#) issues. By adding our voice to matters of public health and equity, we blend operational, communal, and legislative actions to build inclusive and sustainable communities.

We advocate for equal rights and healthcare access for women, members of the LGBTQIA+ community, immigrants, the homeless, veterans, and workers, to name just a few.

Additionally, we've established Civic Labs, our incubator for social impact programs, to find unique and concrete ways our company and employees can positively impact the neighborhoods where we live and work.

Using the power of our logistics platform, Civic Labs deploys innovative technologies to find solutions to complex, pervasive issues. We've committed 1% of our product and time to achieve positive change across three pillars: Promoting Food Security, Supporting Local Businesses, and Fostering Community Engagement.



“Everything starts with experimentation. Civic Labs lets us try different approaches to solving many problems. We operate this way because we want to objectively determine where and how we can make the most impact. And set ourselves up to gradually scale our efforts when we start seeing traction.

I’m particularly proud of our volunteering initiative that encourages employees to donate their time to different causes and our FoodFight! program, which is a great example of how we’ve leveraged product to support a social mission.”

- **Bastian Lehmann** Co-Founder and CEO, Postmates



## Promoting Food Security

“When restaurants are closing shop at the end of the day, they shouldn’t have to worry about the logistics of donating food. We wanted to make it as easy as throwing it out, so we gave them a single button they can push to donate their leftover food.”

– Chai Nadig Software Engineer, Postmates

More than 14 million American households experienced food insecurity in 2018, [USDA data](#) shows. Yet [EPA statistics](#) report that Americans throw away 38 million tons of food each year. Transportation is the primary barrier to getting food donations to those in need, according to [a Natural Resources Defense Council survey](#) of restaurant owners and businesses.

At Postmates, we want to help address hunger and reduce food waste in our communities, so we began by consulting with independent restaurants and underserved nonprofits to understand how we could help. Through our research and conversations, we discovered that the biggest problem in food security is logistics, something we do better than anyone else.

Leveraging the power of our product to address this design challenge, we developed a first-of-its-kind technology solution to combat food waste. Using our API, Postmates engineers volunteered their time to create a convenient, affordable way for restaurants to donate leftover food to nearby agencies, such as shelters and food banks.

With the press of a button, FoodFight! dispatches a driver to pick up excess food and deliver it to a local nonprofit for free. Postmates covers the cost, so the Fleet member is compensated like any other delivery they perform.

In the first year of FoodFight!, we signed up more than 10,000 restaurants and delivered excess food to 73 agencies in 162 cities. To date, more than 64,000 meals have been delivered through the FoodFight! program and our delivery as a service (DaaS) partners, which helps us and others donate our leftover office and event catering.

We continue to talk to restaurants, agencies, and our Fleet members to ensure that FoodFight! deliveries are as seamless as any other on the platform. We have achieved an incredible 97% delivery completion rate for donation deliveries to agencies.



“This FoodFight! program is the first efficient system being put in place. It’s literally a simple click of a button, somebody shows up to your door, we’ll load it up, and it couldn’t be any easier. Without Postmates’ FoodFight! program, we wouldn’t be able to donate.”

- **Richard Rae** Executive Chef, The Butcher’s Daughter

“FoodFight! has helped us connect with local businesses and smaller restaurants. We can provide full, well-balanced, hot meals because of our relationships.”

- **Joey Weinert** Senior Manager of Public Affairs, Midnight Mission



## Supporting Local Businesses

“Postmates’ mission is community-driven. When local businesses thrive, we win as a company and a community. We know that delivery is here to stay, so being on the app gives small business owners an edge.”

- Disney Petit Head of Civic Labs, Postmates

Local businesses recirculate a greater percentage of revenue within their communities, boosting local economies, and generating additional jobs, according to [research from the Institute for Local Self-Reliance](#). Through Civic Labs, we are driving demand toward local businesses in order to remove economic barriers to their prosperity. For example, merchants using Postmates experience 3.7 times faster business growth, according to our [2018 Economic Impact Report](#).

We are piloting a model for local business partnerships with La Cocina, a culinary incubator for immigrant and minority women in the San Francisco Bay Area. We’ve chosen to partner with La Cocina because women account for only 39% of business owners nationwide, [according to the National Association of Women Business Owners](#). And less than half of those businesses are majority-owned by women of color, association data shows.

Through this pilot, we are building a high-quality suite of tools and standardizing an approach that can expand to other cities. La Cocina entrepreneurs with brick and mortar locations are offered cost-neutral deliveries on the Postmates platform, meaning we take no profit. They receive free access to our full suite of merchant services and are featured prominently in the app.

Our support for La Cocina also includes sponsorship of the organization’s events, such as its gala fundraiser, street food festival, and F&B Voices from the Kitchen storytelling experience. We have used and recommend La Cocina restaurants for our office events and catering and are pursuing additional ways to assist program participants with in-kind support and training.



“About 50% percent of our orders are deliveries, so deliveries are essential, especially if they are big orders. Cost-neutral deliveries help offset some of the costs associated with production and working in San Francisco.”

- **Elvia Buendia** Owner, La Luna Cupcakes

“It is hugely beneficial for the entrepreneurs because they have that additional income available to them through delivery.”

- **Michelle Magat** Director of Development and Communications, La Cocina



## Fostering Community Engagement

“Giving back is something that Postmates is passionate about. Ultimately our goal is not just to have everybody volunteer one time every year, but to have every employee use their full 24 hours.”

- Kelsey Fromal Global Community Engagement Program Manager, Postmates

Our employees serve their communities by volunteering with nonprofits and schools in all seven cities where we have offices. In 2019, 84% of our employees volunteered, a participation rate that is more than double the national corporate average of 33%, calculated by [Chief Executives for Corporate Purpose](#). In the first two years of our volunteer program, we have contributed more than 6,700 hours of service to more than 40 different organizations.

We joined the [Pledge 1%](#) network in 2017 with a commitment to give 1% of the company’s time and resources for volunteering with local nonprofits. All full-time Postmates employees are compensated for up to 24 hours of volunteer service per year, and part-time employees are paid for up to 12 hours of volunteering. More than 1,000 Postmates staff members have been involved in volunteer activities since we started the program in January 2018.

Each week, our team organizes between five and seven group volunteer opportunities at nonprofits and schools. We’ve rapidly scaled our volunteer program to offer more than 200 opportunities to staff in 2019, double what was offered in 2018. We also encourage employees to volunteer individually at organizations of their choice or to use their volunteer hours on one of our purpose-driven projects like FoodFight!.

We’ve found that volunteering helps people from different parts of the company get to know each other and encourages employees to have a better work/life balance. Serving our communities has been just as beneficial to our company as it has been to our partner nonprofits.



“The Postmates volunteers are particularly energetic. And when we have energetic volunteers, it lifts everybody’s mood and the energy in the room. The program participants clearly love having these volunteers there. Postmates does an excellent job. Their approach and our approach have been a good match. And that’s what it’s all about.”

– **Robin Johnson** Director of Volunteer Engagement, FiftyForward



We're proud of what Civic Labs has achieved in its first two years, and our future plans are even more ambitious.

We will continue to scale FoodFight! to more cities, more restaurants, and more agencies so that less food goes to waste and fewer people experience food insecurity. Meanwhile, our teams are exploring other creative ways to make a positive impact with our logistics platform.

As we build toward 100% employee volunteer participation, we're looking to extend service opportunities to families, fleet members, and merchants. We also want to leverage our app to help customers get better connected to nonprofits in their communities.

We're deepening our long-term engagement with La Cocina and the 32 entrepreneurs who have opened storefronts as part of the program. Plus we're preparing to replicate the partnership model in other locations to better support small businesses across the country.

At Postmates, we are dedicated to bringing positive change now and into the future. We invite other companies to mobilize the power of their people, product, and partnerships by leveraging the tools we've assembled throughout our Civic Labs journey. Check out our Social Impact Playbook at [postmates.com/civic-labs](https://postmates.com/civic-labs) for tools and tips to help you get started.

