NEWS RELEASE

INSTACART LAUNCHES 'CLASSROOM CARTS' INITIATIVE TO CROWDSOURCE DONATIONS FOR LOS ANGELES COUNTY PUBLIC SCHOOLS AFFECTED BY WILDFIRES

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The Instacart App allows anyone in the U.S. to donate essentials directly to impacted schools, students and teachers

The new initiative supports 28 Los Angeles County public and charter schools across Altadena, the Pacific Palisades and Pasadena, and nearly 15,000 students across the region

Instacart Board of Directors kicks off giving campaign with $1 million charitable donation

SAN FRANCISCO, Feb. 19, 2025 /PRNewswire/ -- Instacart (NASDAQ: CART), the leading grocery technology company in North America, today launched its '**Classroom Carts**' initiative, which supports 28 Los Angeles County public and charter elementary, middle and high schools and nearly 15,000 students impacted by the recent wildfires. Built on Instacart's Community Carts tool, Classroom Carts empowers people nationwide to support students and teachers by donating essential supplies directly to impacted schools through the Instacart App as the Los Angeles community works to rebuild in the wake of one of the most significant natural disasters in California history.

Instacart partnered with the California State Superintendent of Public Instruction Tony Thurmond, the Los Angeles County Office of Education, the Pasadena Unified School District and the Los Angeles Unified School District to identify schools in need. Instacart's Board of Directors is kicking off the Classroom Carts initiative by donating a total of $1 million to the Greater Los Angeles Education Foundation, the Pasadena Education Foundation and the

LAUSD Foundation to supplement the Instacart community's contributions to the 28 participating schools. Company advisors and outside firms like Cooley and Wachtell, Lipton, Rosen & Katz have also joined in to contribute additional funds to the foundations.

"The recent wildfires have had a devastating impact on the Los Angeles community, with schools being some of the hardest-hit institutions. Teachers and administrators are working around the clock to restore a sense of normalcy, but they can't do it alone," said Fidji Simo, CEO and Board Chair of Instacart and a Los Angeles resident. "With Classroom Carts, we're giving people across the country a simple and meaningful way to step in and directly contribute the items schools have said they need. Through this initiative, we can help ensure that students and teachers across LA have access to essential supplies, allowing them to reconnect and engage in the classroom."

Tony Thurmond, the California State Superintendent of Public Instruction, said, "Our school communities in Southern California need our unwavering support as they face the impact of these devastating wildfires. Time and again, our education community has shown remarkable resilience and generosity in the face of crisis. I'm grateful for generous partners like Instacart as we stand together to support our students, families, and educators as they recover and rebuild."

The wildfires caused extensive damage, destroying classrooms, libraries, and other vital school resources, meaning many schools now face critical shortages of essential supplies like notebooks, pencils, rulers, art supplies and more. Classroom Carts allows anyone across the country to offer support by opening the Instacart App and selecting the Classroom Carts banner or visiting **www.instacart.com/donate**. Customers can then select from the 28 participating schools and shop for as many items as they choose from a curated list of items based on each school's specific needs. Instacart partners with a variety of retailers in the Los Angeles area that carry school and office supplies, home goods, technology and more. A local shopper will shop and deliver donated items and Instacart will consolidate donated items for delivery to each school. The company is waiving all delivery and service fees on every Classroom Carts order.

The Classroom Carts initiative builds on Instacart's commitment to using its technology to support communities. The company's initial **LA Fire Relief Community Carts campaign** has provided more than 50,000 essential items to 17 local YMCAs and community food banks across the region.

Supporting quotes from county school leaders:

"The wildfires have deeply impacted our schools, disrupting the lives of thousands of students and educators. Classroom Carts will help provide critical support by helping schools restock the supplies they need to sustain teaching and learning," said Dr. Debra Duardo, Superintendent of Schools at the Los Angeles County Office of Education. "Instacart's commitment to partnering with our community is an important

example of how collaboration can strengthen our collective recovery efforts. By working together, we can ensure that students and teachers have the resources to rebuild and continue the school year without further interruption."

"The resilience of our students, educators, and families in the wake of the Eaton Fire is a testament to the power of 'us' in PUSD. As we work to restore and rebuild our communities, the support of partners like Instacart through its Classroom Carts initiative is invaluable," said Elizabeth Blanco, Ed.D., Superintendent of Pasadena Unified School District. "This effort ensures that schools across our district have access to the essential supplies to help students and teachers regain a sense of stability. Instacart's commitment to our schools demonstrates the power of collaboration, and we are grateful for their role in helping us move forward together."

Supporting quotes from foundations:

"In times of crisis, our schools are more than just places to learn – they're vital sources of stability, connection, and support for students, educators, and families. The devastation caused by these wildfires has upended so many lives, and the road to recovery will be long. But with partners like Instacart and its Classroom Carts initiative, we're bringing communities together to help schools get the essential supplies they need to start rebuilding," said Kerry Franco, President of the Greater Los Angeles Education Foundation. "We're also deeply grateful for the generous contribution to the Foundation, which will help ensure schools have the critical supplies they need to support students and teachers during this difficult time. The outpouring of support we've seen is a testament to the strength of our communities – proof that even in the face of loss, we are not alone. Together, we're not just helping schools recover; we're giving students and educators the foundation to rebuild, reconnect, and move forward with hope."

"Schools are at the heart of our communities, providing students not just with an education, but with stability, support, and a sense of belonging. The impact of these wildfires has been devastating, displacing families and disrupting classrooms across Los Angeles," said Sara Mooney, Interim Executive Director of the Los Angeles Unified School District Education Foundation. "As we focus on rebuilding, the generosity of partners like Instacart through the Classroom Carts initiative is providing real, tangible relief to students and educators who need it most. This effort is a powerful example of what we can accomplish when we come together, ensuring that every child has the resources they need to continue learning, no matter the challenges they face."

"Strong schools are the backbone of strong communities, and in times of crisis, that connection is more important than ever. The devastation from these wildfires has created immense challenges for students, teachers, and families across our region, but thanks to partners like Instacart and its Classroom Carts initiative, we are mobilizing resources to help our schools recover," said Erik Berg, Board President of the Pasadena Educational

Foundation. "By making it easy for people to donate items directly to schools in need, Instacart is helping ensure that students and teachers have the materials they need to move forward. We are also extremely grateful for the Instacart Board's charitable donation, which will allow us to continue providing critical support to our schools as they rebuild. This kind of collaboration reminds us of the power we have when the community comes together in support of public education."

Supporting quotes from school principals:

"For high school students, school is a place to learn, but also where they find structure, friendships, and a sense of purpose as they prepare for adulthood. The impact of the Palisades Fire on our campus has been incredibly difficult, and while we are working tirelessly to find a temporary home for our students, they need support now," said Dr. Pam Magee, Principal of Palisades Charter High School that was badly damaged and forced to close due to the Palisades Fire. "Instacart's Classroom Carts initiative is providing an immediate way to help, helping make sure our teachers and students have the essential supplies they need to continue learning. The ability to access these resources will help us maintain continuity in education, ease the burden on our families, and remind our students that their community is standing behind them. We are incredibly grateful for this partnership and for Instacart's commitment to supporting schools during this challenging time."

"Our school was more than just a campus. It was a second home for our students, teachers, and families – a place where creativity, exploration, and connection thrived. The loss of Aveson has been devastating, but what gives us hope is the overwhelming support from our community and partners like Instacart," said Ian McFeat, Principal of Aveson School of Leaders, a TK-5 elementary school that burned down in the Eaton Fire. "Through its Classroom Carts initiative, Instacart is using technology to provide immediate and tangible support to our recovery efforts. The community can now help us restock essential supplies, allowing our students and teachers to resume learning and our team to start rebuilding what was lost."

"Our entire community has been shaken by the devastation of these wildfires – families, students, and teachers have lost their homes, classrooms, and a sense of stability. Yet resilience is a core value at Odyssey Charter Schools, and we've witnessed incredible acts of kindness and support. Instacart's Classroom Carts initiative is one of those efforts that can truly make a difference," said Bonnie Brimecombe, Principal of Odyssey South Charter School, a TK-8 charter elementary school partially destroyed in the Eaton Fire. "By crowdsourcing essential supplies through its platform, Instacart is helping us take meaningful steps toward recovery and helping to offer our students hope as they return to learning. It's this type of collaboration between communities and organizations that will allow us to move forward and ensure our children have a safe place to learn, grow, and heal."

About Instacart

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,500 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from more than 85,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitize brick-and-mortar stores, provide advertising services, and glean insights. With Instacart Ads, thousands of CPG brands – from category leaders to emerging brands – partner with the company to connect directly with consumers online, right at the point of purchase. With Instacart Health, the company is providing tools to increase nutrition security, make healthy choices easier for consumers, and expand the role that food can play in improving health outcomes. For more information, visit **www.instacart.com/company**, and to start shopping, visit **www.instacart.com**. Maplebear Inc. is the registered corporate name of Instacart.

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