

# Diversity, Equity, and Inclusion<sup>2022</sup>



**INTUIT**



# Contents

**03** CDEIO Letter

**05** Employees

**13** Customers

**16** Communities



## CDEIO Letter

Over the past year, society has navigated some perilous times. As role models and advocates for an ethical, diverse, and safe work environment, we believe it's our responsibility as a company to not sit on the sidelines. We look around us, see the world as it is, and then take action when we believe we can make a difference.

That's why diversity, equity, and inclusion (DEI) has never been a box we check or a nice-to-have item. It's in our DNA—and has been since our founding. Our core values, including Stronger Together, exemplify how inclusion is a part of how we operate and the behaviors we model. We believe in doing what's right, always.

Supporting diversity and inclusion is how we bring different voices to the table—all intent on solving our customers' greatest challenges. It's also how we inspire our employees to think more creatively and encourage them to stay engaged and connected with one another in service to accelerating innovation.

With diversity and inclusion comes a need for equity. As an industry, we need to do better for groups of people who have historically been excluded and underrepresented. We're taking measurable steps to help change that.

For example, to make progress on our True North Goals, which we set annually, we implemented a strategy to increase the percentage of women in our technology roles globally in FY22. We also put a plan in place to increase our representation of employees from underrepresented racial groups in the U.S.<sup>1</sup>This includes a focus on recruiting, as well as employee engagement and retention.

In FY22, we met both goals. Intuit's technologists are 33% women, up three percentage points from FY21. And despite the disproportionate impact of COVID on women in the broader workforce, we saw the representation of women increase across all our key workforce dimensions, including leadership. I'm also proud that employees from underrepresented racial groups are 15% of our U.S. workforce, surpassing our goal of 14.5%. We're thrilled that our acquisition of Mailchimp helped us exceed this goal.

The work we do within Intuit also extends to our customers and our communities. We design our products to deliver fair and equitable access to the financial technology platform our customers need to power their prosperity. We nurture inclusion and diversity in the communities we serve through philanthropy, community-based partnerships, and governmental advocacy. We also focus on making a positive impact on the communities where our employees work and live.

At Intuit, we've built our reputation on helping people achieve more than what they thought possible, and it's humbling to see the progress over the past year. We have positive momentum, and I'm so proud of the many teams across Intuit who've helped to deliver on our DEI strategy. I'm also excited to share our progress in this FY22 DEI Report.

As our journey continues, I truly believe Intuit's Stronger Together value will propel us forward as we help make the world a better place for all. Together, we can—and are—making a difference. A difference that's sustainable, measurable, and meaningful for our employees, our customers, and our communities. I can't wait to see what we achieve together in FY23.



A handwritten signature in black ink that reads "Humera Shahid".

**Humera Shahid**  
**Chief Diversity, Equity,**  
**and Inclusion Officer**

<sup>1</sup> Underrepresented racial groups (URG) include Latino/Hispanic, Black or African American, Native American, and Alaska and Hawaii Native.

# Our DEI strategy: Intuit's goal to make a meaningful difference

At Intuit, we believe we have a responsibility to help create a more equitable and inclusive world. We've held this belief since our founding, and DEI has always served as a foundation for our company, and corporate responsibility strategy. It's embedded in our values and how we operate as a company.

DEI is part of our DNA—and the lifeblood of the work we do. It's how our employees stay connected and engaged while being empowered to do the best work of their lives as they solve our customers' most important challenges. It's how our customers gain fair and equitable access to the financial technology platform they need to power their prosperity. And it's how the communities in which we live and work benefit through targeted philanthropy and community-based partnerships.

Our commitment to DEI is so strong we've made it part of our company's True North Goals, which we set annually and are a critical part of how we run the company. <sup>1</sup> We publicly declare our DEI and community goals to hold ourselves accountable—and to inspire other organizations to do the same.

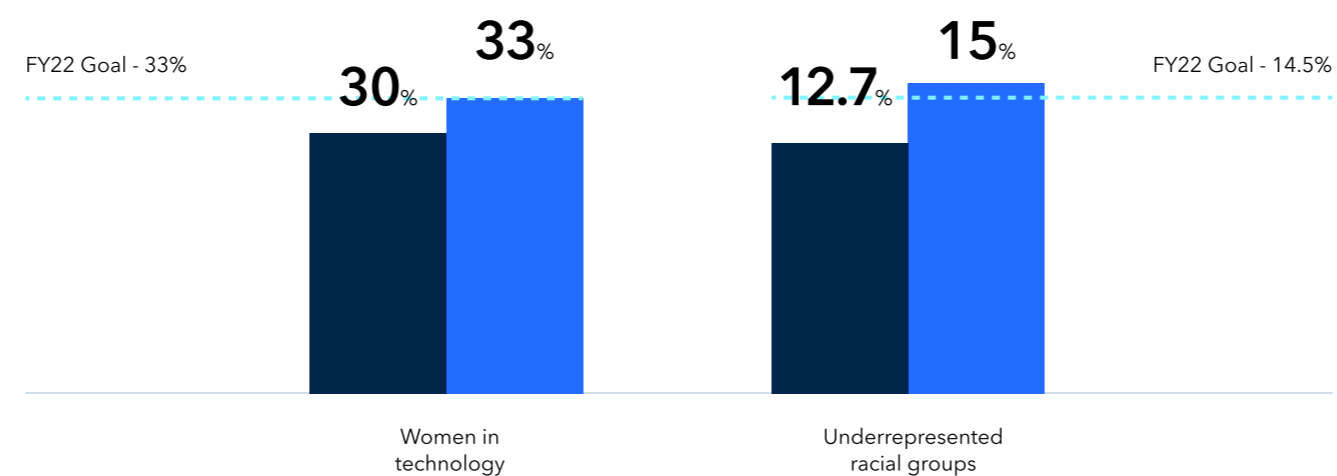
In FY22, as part of our True North Goals, we committed to increasing the percentage of women in our technology roles from 30% to 33%. We achieved this goal. We also committed to increasing our representation of employees from underrepresented racial groups (URG) in the U.S. to 14.5%. We surpassed this goal by .5% to reach 15%. It's exciting that not only did we meet both goals, we saw the representation of women increase across all our key workforce dimensions, including leadership.

While we're proud of the work we've accomplished, we know there's always more to do. And we're committed to building on our momentum—in FY23 and beyond.

This report highlights our deep commitment to DEI and the role it plays in how we serve our employees, customers, and communities. Our DEI journey for employees includes recruiting top diverse talent as we increase representation and fostering an inclusive work environment. Through our diverse and inclusive culture, we develop deeper empathy for our customers, which accelerates our innovation and ability to better serve them. Finally, our commitment to developing partnerships with underrepresented groups helps strengthen our impact on the communities where we live and work.

**This report highlights our targets, progress against those targets, and the opportunities ahead.**

Bringing our DEI commitment to life



**FY2021** | **FY2022**

## OUR VALUES

Integrity Without Compromise

Courage

Customer Obsession

Stronger Together

We Care and Give Back

<sup>1</sup> DEI-related data and goals do not include Credit Karma, which maintains separate record-keeping systems.

# Employees

At Intuit, our commitment to support DEI is taken into account at every step in the employee journey, starting before we even speak with potential candidates and continuing from employee onboarding throughout their tenure with us. The goal is to ensure employees can bring their whole selves to work, where everyone benefits from diverse perspectives and talents. This empowers employees to do the best work of their lives, while making an impact, learning and developing, and feeling connected.

A diverse and inclusive environment starts with representation. We achieve this by increasing our talent pipeline, which leads to representation across all levels of the organization. We also focus on equitable talent practices and policies, which address pay equity, performance management, and promotions. Throughout their Intuit journey, we also support our employees by providing equity training to continuously foster a more inclusive and engaged culture.

## Recruiting diverse talent

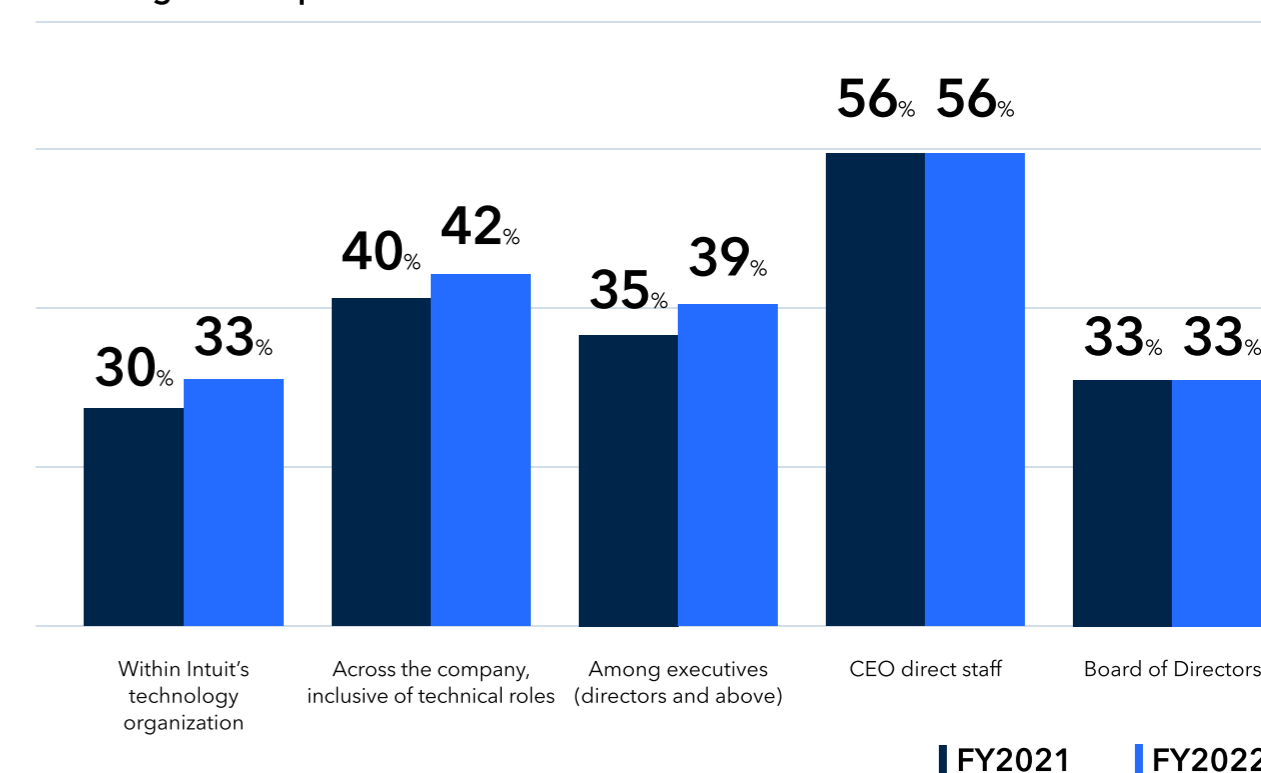
We focus on diversity recruiting and representation to add more women in technology roles globally, as well as add more employees from underrepresented racial groups (URGs)<sup>2</sup> in the U.S. We approach this commitment by diversifying how we identify, assess, and hire employees. We also continue to invest in building our diverse hiring capability and infrastructure to support our representation goals.

As part of our URG recruiting efforts, we're investing in more than 15 external DEI partnerships. By working with new partners, we're strengthening our pipeline. Many of these partnerships include professional Black, Latino/Hispanic, and Indigenous Peoples associations, as well as historically Black colleges and universities.

We also support our female technologists through the Grace Hopper Celebration—the world's largest conference for women in computing. This celebrated gathering is how we build our brand as an employer of choice for women in technology, as well as recruit talent for our technical teams. In 2021, 126 Intuit technologists attended the event as part of their professional development.

Another example is our Intuit Again program which helps technologists resume their careers after taking a break for caregiving purposes. The program targets mid-career technologists and runs from four to six months, featuring upskilling, career development, and mentoring. On average, at the end of the program each year, Intuit offers 69% of participants full-time technical roles. We first introduced Intuit Again in India in 2015 to tap into the country's vast pool of talent. We expanded the program to the U.S. in 2018, and Israel will join the program in FY23.

Female gender representation at Intuit



<sup>2</sup> Underrepresented racial groups (URG) include Latino/Hispanic, Black or African American, Native American, and Alaska and Hawaii Native."



## DEI IN ACTION

### Expanding opportunities for women in technology

For the second year in a row, Intuit partnered with AnitaB.org and Treehouse, an online coding learning platform, to host the Apprenticeship Pathway Program. As part of this program, we continue to invest in tech talent, especially those who wouldn't typically enter the field.

The seven-month, intensive program dispels the myth that having a computer science degree is the only pathway to a technology career. It's uniquely tailored to those who have a general interest in technology but haven't previously worked in a tech-focused role. The program helps apprentices learn specific technical skills such as coding, receive dedicated mentorship from Intuit developers, and work on real-world projects.

"Intuit is leading by example and is at the forefront of driving real change across the tech industry today. Through the apprenticeship program that we established in partnership with Intuit and Treehouse, we are working to increase representation of historically excluded individuals in tech."

**BRENDA DARDEN WILKERSON**

President and CEO, AnitaB.org

Because of the program's success at attracting underrepresented female tech talent, we expanded it to three cohorts in FY22 in our Mountain View, San Diego, and other California locations.

"I now have greater control over my future and feel more secure and at peace. There's so much room to grow my career, and through all the amazing resources and investment in me, I feel connected to the people, the culture, and the company. And I'm doing work that I've long dreamed of, which is life-changing."

**TAMIKA HAYES**

Intuit software engineer, and Apprenticeship Pathway Program graduate



Tamika Hayes, Intuit software engineer

## Equitable hiring practices

We've implemented industry best practices aimed at driving representation at all key steps in our hiring process. For example, we expect at least one woman and at least one person from a URG (in the U.S.) to be present on both candidate slates and assessor panels during the interview process. This practice creates a more diverse experience for candidates.

Once a job candidate has identified Intuit as a company to explore, we make sure the interview experience reflects our commitment to racial equity.

As part of this commitment, we rely on our Assessing for Awesome program to evaluate candidates fairly. We provide them the opportunity to perform a task or demonstrate a strategy, similar to the way they would on the job. They present their work to a small interview team who assesses their ability to think creatively with a solutions focus.

We're continuing to increase the number of underrepresented employees who are certified to serve as neutral and objective assessors on interview teams. In the U.S., our URG employees represent 11% of the assessor community, while women make up 38%.

For FY23, we'll increase our assessor capability and continue to evolve the interview process to reduce harmful bias.

"When I applied to Intuit, I was excited about making a pivot in my career that aligned with my personal and professional interests. The entire interviewing process was amazing! I truly felt like they wanted to get to know me, and I was excited to see a senior level Black woman on my panel. I felt so comfortable and at ease."

**STEFANIE PEART**

University recruiter, Intuit Talent Acquisition

## Once on board, inclusion is a top priority

Recruiting new talent is the first part of our DEI strategy. The second part is ensuring our work culture invites everyone to express their authentic selves. For example, our employees can voluntarily declare their chosen names, personal pronouns, and gender identity in our HR systems. These names, pronouns, and identities are reflected across their employee benefits records and are visible in our productivity tools such as Zoom, Slack, and Slido. These self-identification enhancements help employees feel safe and accepted in their daily work—and feel that they belong. We also provide our managers with resources and guidelines to help them feel confident discussing identity and supporting all employees.

Cultural and religious dress is part of the human experience—and we fully embrace and support this at our Intuit sites worldwide. We introduced an updated policy in October 2021 to formally state to employees that we support bringing their whole selves to work. Since introducing the new policy, we've no longer received dress-code inquiries.

For FY23, we're working with our technology suppliers to expand their capabilities to recognize nonbinary gender identities, so we're able to fully scale our inclusive experience across multiple internal systems. Also on the roadmap for FY23 are additional self-identification fields in our HR systems, including sexual orientation, disability details, military status, and additional race and ethnicity selections.



### Trans+ Summit 2022

#### Third annual summit shares voices of trans community

Inclusion ensures underrepresented and marginalized people are heard, and for the third year running, Intuit's Trans+ Summit did just that—elevating, amplifying, and celebrating transgender and nonbinary voices. Inspired and led by our Pride employee resource group, this was the tech industry's first transgender summit when it launched in 2020. This year, more than 600 people from both inside and outside Intuit attended, including representatives from Adobe, Microsoft, Accenture, Starbucks, and others from all over the U.S. and as far away as Finland.

The daylong event included remarks from Intuit CEO Sasan Goodarzi, a cross-company panel to discuss how different workplaces support transgender employees, advocacy workshops, and a special session on emotional intelligence. The event also showcased a roundtable with the GenderCool Project, a youth-led movement sharing positive stories from transgender and nonbinary youth.

Intuit is deeply concerned by the various legislative and executive actions targeting the LGBTQ+ community. We continue to closely monitor states where we have an employee base to ensure our employees' safety, health, and well-being. We underscored this commitment to equal rights by announcing at the Trans+ Summit a \$500,000 donation to the National Center for Transgender Equality (NCTE), and we offered a 2:1 employee donation match, which raised nearly \$19,000 more for the NCTE, Transgender Law Center, and Gender/Justice.



“There was a time when I thought I was the only trans person at Intuit. But as our community grew, we realized there were healthcare gaps that affected us all. The company listened. Actually listened. It was so clear that Intuit supported trans rights. The Trans Summit started as something small and has continued to grow. And everywhere I turn, my colleagues are committed to giving trans folks not only a place to work but a place to be their complete selves. No company is perfect, but Intuit is pretty close.”

#### JESSICA DARKE

Staff business analyst and Trans Advisory Board leader, Intuit



## Executive sponsorship grows diverse top talent

To positively impact the experiences of our top talent from URGs, we piloted a career sponsorship program in FY22. The purpose of the program was to actively open doors, create opportunities for visibility, and advocate for those being sponsored to help maximize their career growth and potential.

Specifically, we asked our CEO, leaders reporting to the CEO, and select vice presidents to become sponsors. They identified and worked closely with a group of senior managers and directors, with a focus on engagement, career development, internal mobility moves, and promotions.

### Of those sponsored:

**50%** expanded their roles

**83%** more than 83% are at Intuit a year later

**40%** are included in leadership succession plans

“As a sponsee, I had the opportunity to engage with leaders across Intuit. It was an amazing experience and it gave me a broader view of the business. My sponsor helped leaders get to know me and advocated on my behalf. It was a very exciting time to move from a director to a VP.”

**TONY LLOYD**  
VP, Consumer Group



Members of Intuit's  
Brand Storytelling & Experiences team



## Employee resource groups cultivate inclusion

Our employee resource groups (ERGs) have a long history at Intuit, building an understanding of, and empathy for, our employees and customers around the world who have a broad range of life experiences. We're proud of our ERGs' commitment to providing supportive environments for their members and allies.

This year, we introduced our newest ERG, the Silver Network, which focuses on the interests and needs of older workers. And, as we reported in last year's report, we introduced the Indigenous Peoples Network in early FY22. Throughout the year, while working virtually, our ERGs ensured there was no shortage of activities to bring people together, including community volunteerism opportunities, hosting external speakers, as well as intersectional and cultural celebrations.

In FY22, three of our ERGs—including the Intuit Latinos, Military, and Asia Pacific Networks—came together to develop and pilot an ERG-sponsored mentorship program. The program's goal is to accelerate the development of future leaders by sharing expertise, skills, perspectives, and leadership values through networking and collaboration opportunities. Building on the pilot's success, we'll launch mentorship more broadly in FY23.

**Intuit's 14 ERGs have a strong reach, with participation from nearly a quarter of our related workforce.**

### ERGS IN ACTION

The Intuit African Ancestry Network hosted a workshop for the Hidden Genius Project, an organization that trains and mentors Black male youth in technology creation, entrepreneurship, and leadership skills. The "Find Your Why" workshop helped 40 young men from high schools in Inglewood and Compton, California, learn about goal setting and career planning.

The Intuit Asia Pacific Network and Intuit Military Network raised money for Canine Companions for Independence (CCI) to help Asian veterans with rehabilitation.

The Asia Pacific Network adopted three small Asian-owned businesses, including Duck & Chick, Bluberry Creative, and The Prism Brand, to help them with receivables, late invoices, and importing transactions automatically into QuickBooks.

The Intuit Military Network, Intuit Muslim Awareness Network, and Intuit Christian Network raised about \$15,000 in matching donations for organizations focused on helping Afghan refugees and displaced people.

Hues, a Mailchimp employee resource group, hosted a community gathering of current and former employees in the Atlanta, Georgia area. With a focus on Black employees, Hues donated 1,000 painting canvases to local community organizer Elijah Wade. This was in support of his Paint 'N Sit activity, designed to bring people together after the height of the pandemic.

### Disability Equality Index Best Place to Work for Disability Inclusion

July 2022

### Forbes Best Employers for Diversity

#140 of 500

April 2022

### Employer Support of The Guard and Reserve (ESGR) Extraordinary Employer Award

April 2022

### Best Workplaces for Women

Canada

March 2022

### The Religious Freedom and Business Foundation (RFBF) Top Faith-Friendly Company Award

March 2022

### Human Rights Campaign Best Place to Work for LGBTQ+ Equality

on the list for more than 15 years

January 2022

### India's Best Workplaces in Diversity, Equity & Inclusion 2021

Top 10

October 2022

### Best Workplaces for Women 2021

Top 10

September 2021

### Fortune Best Workplaces for Women

#15 of 75

September 2021

### FairyGodBoss Best Company for Women

#29 of 30

September 2021



## DEI IN ACTION

### Accessibility for all

#### A must for our employees

We support our employees so they can do their best work. That's why we offer assistive technology such as screen readers, magnification, reading enhancements, task managers, and ergonomic desks and keyboards. Our Accessibility team welcomes every new employee with an email introducing our commitment to employees and customers, our ERGs, and with links to resources about accessibility and inclusion at Intuit.

We recently updated our interview process for technology candidates to create a more equitable experience. The new process, which was developed by a team that included neurodivergent colleagues, allows candidates to share their personal preferences for coding, communication, and interview format.

Our Intuit Abilities Network created a learning module to help employees learn more about neurodiversity and inclusivity. This pathway also includes guidance for managers, as well as information relevant to those experiencing long COVID.



Intuit State of the Company, using closed captioning



## Commitment to DEI results in strong belonging and pay equity

Because of our support of employees from the first interview to onboarding and beyond, we've created a work environment where our employees can thrive. To help us understand how they're experiencing inclusion and belonging, we ask them to complete a DEI survey once a year. This informs our long-term DEI strategy and helps us understand where we have opportunities to take action and improve. We look at the data across multiple dimensions.

For example, we ask our employees if they have a sense of belonging at Intuit. Our Belonging Score for the FY22 DEI survey ranks Intuit in the top 10% of our industry benchmarks. This score is an outcome of a variety of factors and demonstrates a culture of inclusion. We're proud of this accomplishment and are heartened to know that our employees overwhelmingly feel supported and appreciated by their teammates and managers.

**Top 10%** ranked among our peers in employee belonging

Pay equity is fundamental to our DEI strategy. Intuit adheres to equitable talent practices and policies to mitigate bias in performance management, pay, and promotions. These best practices also apply to the development of female tech talent and our URG employees.

Our pay equity analysis is key to bringing clarity to our equity goals, ongoing work, and progress. Twice a year, we conduct a survey through a third-party vendor to review all job codes in which we have a sufficient number of employees for analysis, and those employees have the same or similar job duties and compensation mix. We then compare base pay by gender and ethnicity, while factoring in location and time spent in the role, and make adjustments when there are unexplained statistical differences.

**As of August 1, 2022, none of the identified job codes had statistically significant differences in pay between employees of different gender or between race/ethnicity in the U.S.**



Sanya, product manager at Intuit



# Customers

At Intuit, creating a culture of inclusion and embedding equity throughout our processes is foundational to how we best serve our customers. We seek to foster a workforce that's as diverse as the customers we serve. When we do this, we believe we develop deeper empathy, accelerating innovation to solve the biggest problems our customers face.

We're committed to creating inclusive products, while incorporating DEI in our business practices. Some examples include developing marketing and branding materials that speak to our entire target customer base—including minority-owned small and medium-sized businesses—and working to ensure our suppliers are part of our DEI commitment.

## Designing products and marketing campaigns for an inclusive customer experience

We continue to make progress in our ongoing initiative to apply inclusive design principles. Since FY21, we've made adjustments to products, training materials, marketing, and customer support resources. For example, our marketing campaigns reflect the diversity of our small-business customers. We've also removed harmful language that has historical roots in racism, oppression, and appropriation, as well as gendered language. In FY23, we'll continue this work.

From a customer standpoint, our product development teams are exploring and experimenting with ideas for improving the QuickBooks and TurboTax experiences for customers who have long COVID. In the spring of 2022, the World Health Organization

and other health authorities officially recognized this as a disability, inspiring us to look into how we can adapt our products.

Our teams have made progress embedding accessibility into our design requirements and code reviews. Over the past 12 months, our teams have driven significant accessibility improvements, including delivering an 86% reduction in accessibility issues for an 82% improvement in quality score on our websites.

## Ensuring our suppliers reflect the customers we serve

To ensure our partners reflect the customers we serve, we encourage our team members to support diverse suppliers. For example, in FY22, our marketing and communications team began applying new principles when selecting our outside suppliers.

They now require account teams at media agencies that support Intuit, and teams that support our advertising production, to represent a diverse slate of talent. Specifically, all teams supporting Intuit must include at least one female team member and, in the U.S., one Black, Latino/Hispanic, Indigenous Person, or Pacific Islander team member. Team members must also have meaningful responsibilities that fully leverage their expertise and diversity of perspective to serve our customers.

In a recent example, we applied this model in the production of our TurboTax commercial during Super Bowl LVI.



## DEI IN ACTION

### Nostalgia Coffee

#### Achieving financial success one cup at a time

Nostalgia Coffee Roasters is female owned and supports LGBTQ, women-owned, and minority farmers.

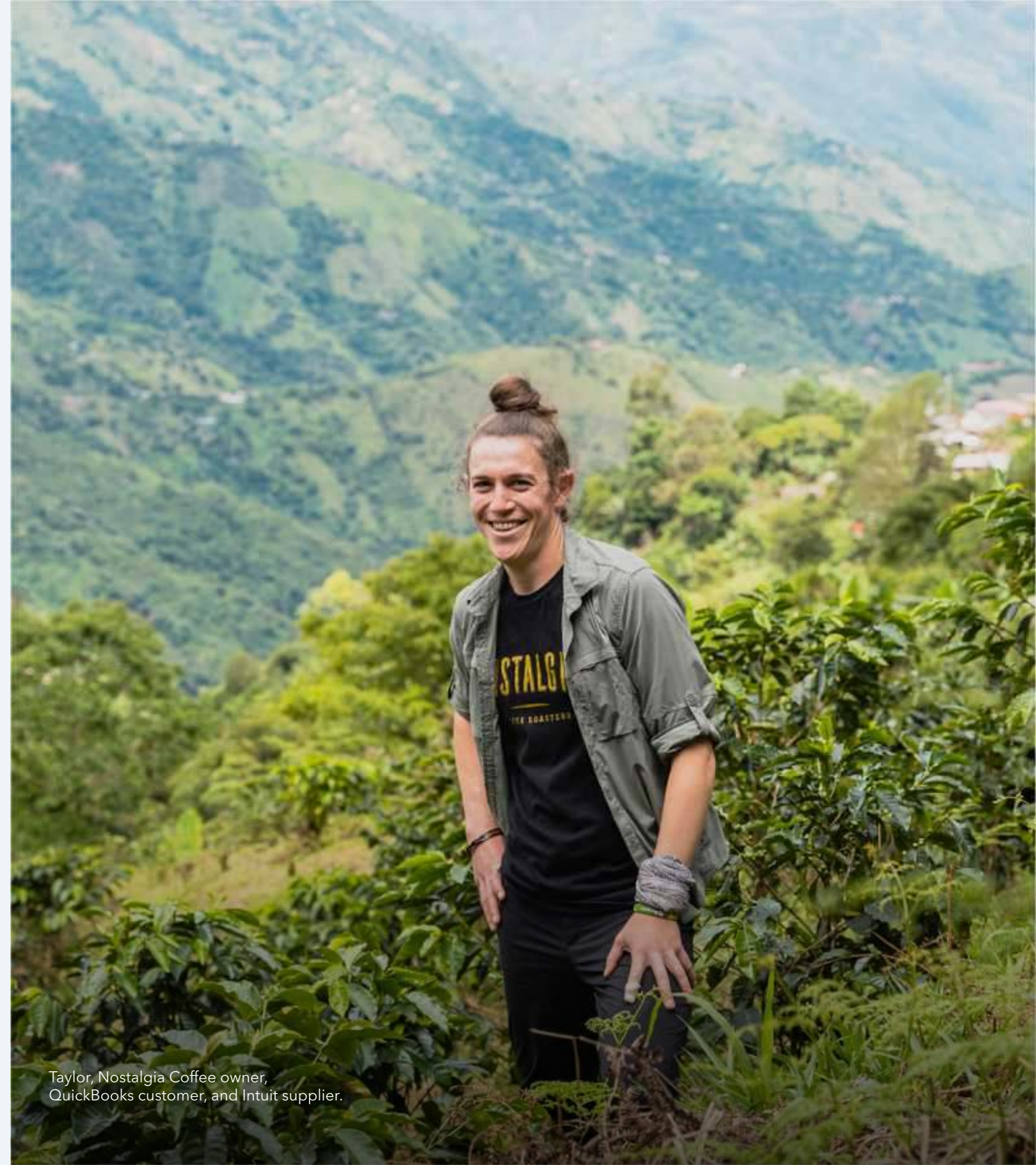
“Intuit has been the catapult our business needed. When we had our mobile cafe, they became our first corporate client. They believed in our mission and our approach to coffee. They were also willing to take a chance on a new small business with no track record.

When we were ready to scale up and move beyond our mobile business in FY22, we quickly grew throughout San Diego, California. Intuit was again by our side, becoming our first wholesale client. They purchased our coffee to share in their San Diego breakrooms.

And because we’ve used QuickBooks from day one, we’ve never had to worry about the ‘what-ifs’ that can break a business. What if we get audited? What if we need complete financials to secure a loan? What if we need our monthly financials ASAP? With Intuit and QuickBooks, we have what we need—with zero headaches. Thank you, Intuit.”

#### TAYLOR FIELDS

Founder, Nostalgia Coffee Roasters



Taylor, Nostalgia Coffee owner, QuickBooks customer, and Intuit supplier.



## DEI IN ACTION

### Supplier diversity matters

#### Impacting businesses, impacting lives

Supporting and investing in diverse suppliers through our operations is critical.

Our new Supplier DEI and Social Impact program reflects this commitment. In FY22, it had a tremendous impact on diverse-owned businesses and small business growth. It's currently focused in the U.S., with plans to expand globally in FY23.

Since January 2022, we've achieved success by helping our employees select diverse and small business suppliers through our enhanced Amazon Business-guided buying experience. When employees shop for office supplies and peripherals, they can easily identify and prioritize purchasing from certified small and diverse businesses as Intuit's preferred sellers.

We've increased our overall spending with diverse and small businesses on Amazon Business from 6% to 29%. To help our small business suppliers succeed, we accelerated the timing of their payment terms to 10 days or less. This was critical, since small business suppliers typically need to be paid faster than larger firms to run their business.

This year, Intuit spent \$312M with about 550 diverse and small businesses, an increase of \$24M year over year. An added bonus is that 29% of our U.S. suppliers purchased an Intuit product in the past year.

6% → 29%

increase in percentage spend with diverse and small businesses on Amazon Business

\$24M

in increased spending

#### Bringing prosperity to small business

In FY22, we invited 16 of our small business URG customers to showcase their products to our employees. From chocolate confections to fine-milled soap to artisan pottery, our employees discovered new businesses to support, while our customers inspired them with their stories of creativity and determination.

"Continue to offer these events! It's a great reminder of why we do what we do to support these inspiring business owners."

ANONYMOUS SURVEY RESPONDENT



Shadi Bakour,  
CEO and founder of Pathwater,  
with team member in Fremont, CA



# Communities

Our commitment to DEI doesn't stop with our employees and customers. We're dedicated to fostering DEI in the communities where we work and live. As part of this work, we develop and nurture a network of partnerships with organizations focused on and led by historically underrepresented groups.

We encourage and support employees to pursue the philanthropy they're passionate about, and we have a clear strategy as to how we embed our DEI priorities into advocacy and government relations to influence the areas that matter most to our employees and customers. And through our direct philanthropy, we strive to ensure our efforts are spread equitably, especially within communities that need it most.

## Giving with focus and intent

In alignment with We Care and Give Back, one of our longest-standing values of supporting the communities around us, we offer employees paid time off to volunteer. We also provide matching donations for approved nonprofits. We encourage employees to donate and give their time where it's most needed.

In the U.S., our employee volunteer and giving program is supported by the Intuit Foundation, a nonprofit organization that promotes, enhances, and finances employee-led charitable activities. Through the foundation, Intuit matches contributions by U.S. employees to any vetted 501(c)(3) nonprofit—up to \$5,000 per year. We empower employees to make an even larger impact through our double match for issues with a big, immediate impact on society.

In response to legislation impacting the LGBTQ+ community, we donated \$500,000 to the National Center for Transgender Equality (NCTE). We then double-matched employee donations to the

NCTE, Transgender Law Center, and Gender/Justice, raising nearly \$19,000. And in response to recent hate-motivated violence across the U.S., we made charitable contributions to local Buffalo Food Bank FeedMore WNY, Stop AAPI Hate, and the Southern Poverty Law Center to support victims of hate crimes.



"Intuit's generous funding support has been central to Stop AAPI Hate's national impact."

### CYNTHIA CHOI

Co-Founder of Stop AAPI Hate and Co-Executive Director of Chinese for Affirmative Action



## Empowering entrepreneurship

Bloom Season is an award-winning program from our Mailchimp team that provides resources to help entrepreneurs of color realize their ambitions and rewrite the blueprint for small business success. It includes learning from firsthand experiences, actionable business insights, wellness, and the future of Black entrepreneurship.

### BLOOM SEASON AWARDS

**D&AD: Yellow Pencil for Branding award**

**MUSE Creative: Three Platinum awards**

**MUSE Creative: Gold award**

**ADC: Bronze Cube for Publication Design**

**Honorable mention, 2022 The Webby Awards**



Khalid, operations manager of Portrait Coffee, Atlanta, GA. Photo by Samuel Trotter.

The Forward Project is a \$750,000, three-year grant program that is helping a cohort of traditionally overlooked social enterprises accelerate their community impact work in metro Atlanta, Georgia –the location of Mailchimp HQ. To award grants, we worked with an investment committee composed of more than a dozen external community experts.

Our Mailchimp team also supports the Courier Fresh Fund, which provides cash grants for Black business owners in the U.K. and U.S. who have great ideas to start or grow a business. Sponsored by Mailchimp’s magazine Courier, the \$150,000 fund received more than 600 applications in FY22. Of the 10 winners, each received between \$10,000 and \$20,000, one-on-one mentorship from a Mailchimp founder, and a series of classes.



## Our journey toward racial equity

- FY20:** In response to the murder of George Floyd, we established the Racial Equity Advancement Leadership team (a group of Black employees) dedicated to understanding the nuance of the Black employee experience and providing meaningful counsel to our DEI strategy.
- FY21:** We invited more than 1,000 of our leaders, including our CEO and CEO staff, to racial equity training. The goal was to help them develop a clear understanding of the barriers created by structural racism, as well as enhance their ability to advance racial equity efforts in their respective areas of the business.
- FY22:** Our leaders completed racial equity training and are better prepared to serve as equity role models and change agents. We also piloted unconscious bias training with more than 200 employees.

Throughout FY22, our DEI and People and Places teams continued to look for ways to reduce bias in our processes by better understanding how it could appear in our practices. They worked in partnership with our Racial Equity Advancement Leadership team, who served as advisors to help prioritize the most important areas to address.

- FY23 and beyond:** We will continue our journey as our work to achieve racial equity will never be done. Our efforts in FY23 include further scaling of our racial equity and unconscious bias training, and continuing to evolve our policies and practices.



Intuit employees, Neferae and Steven, at State of the Company event.



Our commitment to DEI is foundational to our company and explicit in our values as we work to create an environment where employees can do the best work of their lives. Our value of Stronger Together emphasizes the importance of diverse voices to deliver awesome results for our customers and fulfill our mission of powering prosperity for all.

Intuit is proud to be an equal opportunity and affirmative action employer. We make employment decisions without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, veteran status, disability status, pregnancy, or any other basis protected by federal, state, or local law. We also consider qualified applicants regardless of criminal histories, consistent with legal requirements.

[intuit.com/dei](https://intuit.com/dei)



INTUIT

 turbotax

 credit karma

 quickbooks

 mailchimp