

**Building a
100-Year Company**

Shopify's 2019
Sustainability Report



Shopify is building a 100-year company with our ecosystem of merchants and partners, our people, our communities, and the world. We are headquartered in Ottawa, on unceded and still occupied territory of the Algonquin Anishinaabe Nation. We embrace the opportunity and responsibility to create a more equitable and sustainable future.

Our first sustainability report was a comprehensive look at how Shopify supports economic, environmental, and societal well-being. In this second report, we narrowed the scope to shine a spotlight on our sustainability priorities moving forward, including our 2019 actions and impact.

These are our sustainability priorities:

- Economic Impact
- Education for Entrepreneurs
- Equitable Entrepreneurship
- Computing Education
- Climate Change
- Diversity and Belonging
- Community Care



We are on a sustainability journey. We urge you to join us.

Economic Impact

The success of millions of independent business owners is critical to our world's economic prosperity. Every new business adds more value to the world. It's not a zero sum game, and commerce benefits from more voices rather than fewer. But entrepreneurship is challenging. That's why we remove barriers and friction for independent business owners. We create tools for anyone, anywhere, to start and grow a business, and impact the global community. Shopify makes commerce better for everyone.

More than one million businesses built on Shopify are rewriting the rules of our modern economy.

Actions & Impact

In 2019, we launched the Shopify Fulfillment Network, Shopify Retail Kit, and Shopify Studios. We made our platform available in 13 additional languages, launched Shopify Payments in four additional countries, and enabled merchants to sell in multiple currencies. All of this expanded our economic impact globally, from Canada to emerging countries.

2019 Global Economic Impact

As our merchants grow, so do our partner ecosystem and Shopify.

\$136B

Global economic activity of our merchants (\$91B in 2018)

\$6.8B

Revenue generated by our partners (\$4.0B in 2018)

\$1.6B

Revenue earned by Shopify (\$1.1B in 2018)

2.1M

Full-time jobs supported by our merchants (1.4M in 2018)

1.2M

Full-time jobs supported by our partners (785,000 in 2018)

5,000+

Full-time employees at Shopify (4,000+ in 2018)

Everyone, everywhere deserves an opportunity to achieve independence.

9

Countries where our merchants supported more than \$1 billion in economic activity (6 in 2018)

40

Countries where our merchants supported more than \$100 million in economic activity (34 in 2018)

\$3.4B

Revenue generated by our merchants in emerging economies (\$1.9B in 2018)

2019 Economic Impact in Canada

Canadian entrepreneurs are striking out on their own to build new businesses in big cities, small towns, and rural communities.

\$3.8B

Revenue generated by our merchants in Canada (\$2.6B in 2018)

\$2.4B

Revenue generated by our merchants outside of Canada's six largest cities (\$1.5B in 2018)

Education for Entrepreneurs

One of the ways we remove barriers and reduce friction is by providing educational resources to current and aspiring entrepreneurs. We provide local and online educational content, coaching, and tools about entrepreneurship and Shopify. Our goal is to maximize an entrepreneur's chance of success.

In 2019, we expanded our local and online educational programming, and our Open Learning program for students.

Local Education

Entrepreneurs leverage their local communities to find success. To play the role we envision, Shopify needs to be part of those communities. We offer decentralized programming through [Shopify Meetups](#) and Shopify Local. These events allow our experts, partners, and community managers to provide one-on-one support for entrepreneurs in their local communities around the world. We also offer programming in our first two physical spaces that were built and programmed entirely to support our merchants: Shopify LA and our San Francisco Merchant Lounge. These locations host Shopify Meetups and Shopify Local programming, along with several other events.

Actions & Impact

In 2019, we grew our ecosystem of Shopify experts, partners, and community managers, which allowed us to offer more programming and expand our reach to new communities around the world. We hosted new programming in LA and San Francisco, including merchant mentor sessions and training from world-class marketers and agencies.



Merchants learning from merchants at one of our Shopify Local events hosted in Kitchener Waterloo.

Shopify LA and San Francisco Merchant Lounge¹

434

Classes, meetups, and events (52 in 2018)²

4,410

45-minute 1:1 appointments (647 in 2018)²

68,200

Attendees for classes, meetups, and events (2,920 in 2018)²

168

Drop-in coworking visits (87 in 2018)²

Shopify Meetups and Shopify Local

32

Countries held meetups and events (27 in 2018)

15,600

Attendees at meetups and events (10,200 in 2018)

1. Includes Shopify Meetups and Shopify Local programming held in these spaces.

2. Shopify LA and San Francisco Merchant Lounge opened on October 11, 2018 and June 21, 2018, respectively.

Entrepreneurs also look online for education. Shopify's [Help Centre](#), videos, and webinars provide step-by-step instructions for every stage of an entrepreneur's journey. The [Shopify Community](#) is a safe place for merchants and partners to learn from one another, and [Shopify Academy](#) offered entrepreneurship courses.



^
The founder of Mamaskate had never heard about Shopify, but she stumbled into our Shopify LA space one day and went on to launch a successful business selling skatewear for women.

Online Education

Actions & Impact

In 2019, we scaled our online education initiatives to reach more merchants. We created more than 500 FAQs in our Help Centre based on merchant questions, and moved to a new on-demand format for our webinars to reach more people. We migrated our Community Forums to a new platform, making it easier for members to find content and engage in discussion. In January 2018, our online education was available only in English. By the end of 2019, we'd added 20 languages to the Help Centre, made our Community Forums available in an additional seven languages, created videos in six languages, and hosted webinars in five languages.

Shopify Help Centre

60.6M

Page views
(49.3M in 2018)

42.1K

YouTube subscribers at year-end
(14,500 at year-end 2018)

2.85M

YouTube video views
(1.37M in 2018)

41.4K

Webinar attendees
(360 in 2018)

Shopify Community

23.4M

Page views
(18.7M in 2018)

138K

Posts
(60,400 in 2018)

47.2K

Registrations
(30,500 in 2018)

Shopify Academy

308K

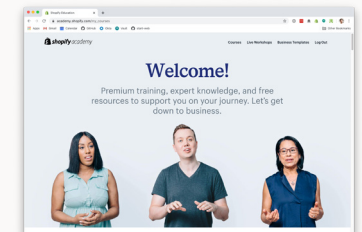
Registrations
(141,000 in 2018)

190K

Courses started
(79,500 in 2018)

11.4%

Course completion rate
(10.6% in 2018; ~3% industry average)



“Thanks to this applied learning, students are able to understand the importance of ecommerce to the Canadian and world economies and in many cases work directly with industry to support and enable ecommerce in businesses. This program is opening new doors of opportunity while furthering students’ employment and career prospects.”

— Pam Bovey Armstrong MBA, Marketing Program Coordinator,
St. Lawrence College

Our experiential [Open Learning](#) program is based on the educational philosophy that gives priority to students’ own conceptions of their needs. We work with educators at colleges, universities, and high schools to embed Shopify into their curricula. As part of this program, we provide students with a free Shopify subscription for the duration of their course, and give instructors curated content and support.

Open Learning

Actions & Impact

In 2019, we reached more students by strengthening existing partnerships and connecting with new educators. We launched three certified digital CanCred skill badges for students to showcase skills relevant to entrepreneurship and the world of work.



30

Courses and programs
using Open Learning
(25 at year-end 2018)

1,780

Free subscriptions provided
to students (577 in 2018)

7

Countries with schools
participating in Open Learning
(7 in 2018)

Equitable Entrepreneurship

Shopify is working to create a more equitable and sustainable future for everyone by leveraging the power of commerce to support economic independence and well-being. This means we have to do more to support groups that face systemic barriers.

In 2019, we narrowed our focus to four groups of business owners that we will focus on moving forward: Indigenous peoples, Youth, Newcomers, and Social Impact Businesses. We made significant progress toward supporting Indigenous peoples and Youth, and are excited to expand our impact on Newcomers and Social Impact Businesses in 2020.

Indigenous peoples have not had equitable access to basic human rights including infrastructure, capital, and education since colonization.³ Shopify is committed to advancing economic reconciliation, upholding Canada's Truth and Reconciliation Commission Call to Action 92, and honouring the principle of Free Prior and Informed Consent. We have four pillars for Indigenous economic reconciliation and well-being:

1. Help move Indigenous entrepreneurs' businesses online
2. Hire more Indigenous people at Shopify to make commerce better for everyone
3. Increase the number of Indigenous partners that support entrepreneurs
4. Use our platform to amplify Indigenous businesses globally

Indigenous Peoples

Actions & Impact

In 2019, we co-created our theory of change, audited our talent acquisition processes and development programs, and engaged with the community to amplify the future of Indigenous business and economic reconciliation.



Theory of Change

We asked the question, "What must, should, could, and won't Shopify do to help grow the Indigenous economy in Canada?" We co-created our theory of change by answering this question with leaders from Indigenous Nations, organizations, and businesses from across Canada at the inaugural Indigenomics Institute research forum. This theory of change guided us as we developed our strategy and four pillars.

Internal Policies and Education

We audited our talent acquisition processes and internal talent development programs to support the hiring and development of more Indigenous people at Shopify. We held our first Indigenous-led land acknowledgments at Shopify Summit and Shopify Unite, had two Indigenous merchant pop-ups in our offices, and hosted our first-ever live performance at Shopify headquarters featuring award-winning artist Jah'kota on National Indigenous People's Day.

Outreach

We used our platform to amplify Indigenous business and economic reconciliation at The Future Economy, the World Indigenous Business Forum, the Indigenous Women's Leadership Summit, the Banff Forum, Canada2020, and the World Responsible Leaders Forum, among others, reaching more than 36,000 people. Additionally, we hosted the Ottawa Summer Solstice Marketplace and the Inuit Marketplace at A Taste of the Arctic, sharing content that showcases Indigenous businesses.

Youth

Actions & Impact

In 2019, we were a founding partner in the Black Innovation Fellowship, and supported ForUSGirls' Emerging Young Leaders Accelerator and upGen's Upstart Ed program.

Youth often struggle to find employment because they have less demonstrable experience, and marginalized youth face additional barriers due to discrimination.^{4,5} We aim to provide Canadian youth aged 15 to 34 with entrepreneurship education and practical exposure, teaching them valuable skills and enabling them to achieve financial independence.

Black Innovation Fellowship

In 2019, Shopify was a Founding Partner of the Black Innovation Fellowship, alongside Dream Maker Ventures and Ryerson University. Each year, the fellowship will help approximately 10 Black entrepreneurs overcome distinct barriers including access to seed capital, fewer Black entrepreneurs to aspire towards, and lower incubator engagement. The first cohort began in May 2019.

Emerging Young Leaders Accelerator

This is ForUsGirls' seven-week entrepreneurship training accelerator for girls aged 16 to 22 that live in underprivileged and underserved areas. We provided funding and 60 hours of coaching to the Montreal and Waterloo cohorts in 2019, supporting 30 girls. The program taught these girls to start a socially conscious business, and navigate entrepreneurship as women of colour.

upGen

We are a founding partner of upGen with UpstartEd in Montreal, a 10-month program for youth aged 12 to 18. upGen teaches youth to use technology to drive social impact in their local communities. We provided financial support, event hosting, mentorship, content collaboration, and speakers.

810

Students reached
(510 in 2018)

84

upGen workshops
(30 in 2018)



A past winner created [The Eco Company](#), an EcoBox program to help everyone participate in the fight against climate change.

4. <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dt-td/Rp-eng>

5. https://ohr.dc.gov/sites/default/files/dc/sites/ohr/publication/attachments/QualifiedAndTransgender_FullReport_1.pdf

Computing Education

More than 42% of Canadian jobs are likely to be affected by automation by 2036, making it a moral and economic imperative for Canada to become a digital leader.⁶ For this to happen, we need more software engineering graduates to fill the growing demand for software. Shopify makes community investments that upskill the next generation to prepare for the future of work. All of our computing education programs prioritize equity and each of these investments has the co-benefit of helping build a diverse engineering pipeline for Shopify.

In 2019, we continued to invest in computing education outreach and Dev Degree. We also launched our Welcome Back program for software developers who have taken time away from work.



Technovation Girls in full swing in Ottawa – participants are getting hands on learning about what it takes to become a tech leader.

Computing Education Outreach

Dev Discover is our computing education outreach program and recruiting path. We leverage partnerships to teach Science, Technology, Engineering, Art, and Math (STEAM) concepts to participants across Canada. Students who build relationships through our programs develop essential skills for careers in tech. We engage communities that have been historically excluded from tech, including those who identify as being racialized, women, people with disabilities, Indigenous, and LGBTQ+. We aim for greater diversity in our Dev Degree and internship programs as more outreach participants apply to these programs.

Actions & Impact

In 2019, we engaged 2,230 youth and educators through events and workshops as we continued to build out our flagship outreach programs Link<ed>, Technovation, and STEMing UP, among our other partnerships. As part of a new initiative, we donated 218 “retired” Shopify laptops with an equivalent value of \$95,600 CAD to our outreach partners to provide participants with access to technology.

Link<ed>

In collaboration with the Boys and Girls Club of Ottawa and Virtual Ventures, our Link<ed> program is a 12-week after-school program that teaches youth the foundations of computational thinking and digital skills development. We held two cycles in five different community centres across Ottawa, engaging 600 youth.

Technovation Girls

Through this program, teams of girls spend 12 weeks solving community problems using entrepreneurship and technology. We expanded our support from just Ottawa to include three new cities. The completion rate for Ottawa was 100%, and for the newer partnerships, completion rates were 95% in Montreal, and 30-50% in Toronto and Waterloo.

STEMing UP

This program with hEr VOLUTION is a four-week course that teaches coding and entrepreneurship to high school girls in at-risk socioeconomic situations. We took on our second cohort of 27 girls who pitched seven projects to local business owners. 89% of girls completed the program.

2,230

Youth and educators engaged (1,700 in 2018)

12

Partner organizations (9 in 2018)

127

Local events and workshops (78 in 2018)

974

Shopifolk volunteer hours (415 in 2018)

146

Of the 2019 Dev Degree applicants took part in one of our outreach partner programs

42%

Of the 2019 Dev Degree students took part in one of our outreach partner programs

Dev Degree

Actions & Impact

In 2019, 24 new engineering students started in Ottawa and Toronto. We also sponsored NCWIT's Aspirations in Computing (AiC) Canadian affiliate awards.

Dev Degree is a four-year work-integrated learning program that combines an accredited Computer Science degree with hands-on developer experience at Shopify. Dev Degree students graduate one year earlier than traditional co-op programs and are productive members of a team upon graduation. Each Dev Degree intern receives 4,500 hours of work experience at Shopify, 4,000 hours of academic experience at Carleton University or York University, and \$160,000 CAD in paid tuition, salary, and vacation days covered by Shopify. We use a blind application and screening process where the names, ethnicities, and genders of applicants are hidden, to remove bias from the screening process.

NCWIT Aspirations in Computing (AiC)

To further promote increased diversity in computing, Shopify and Dev Degree sponsored the AiC Canadian affiliate awards for the 2019-2020 school year. We provided monetary support and swag for winners of the award that honours high school students who self-identify as women, genderqueer, or non-binary. The awards are given for achievements and aspirations in computing, to encourage them to pursue their passions.

Our Dev Degree students working together with a Technical Educator at our annual Dev Degree retreat.



24

New engineering students

50%

Of students identify as women

63

Total engineering students (39 in 2018)

90%

Student retention rate

Welcome Back

Actions & Impact

In 2019, we designed the program, created content, and launched in Ottawa and Toronto with our first cohort.

Deciding to return to work can be daunting in an industry as fast-paced as tech. Welcome Back is our paid, three-month program for software developers to refresh their development skills, and rebuild their context gathering, communication, and problem identification skills. Shopify benefits from the diverse experiences and backgrounds of these participants.

26

Participants



20

Full-time offers extended

19

Offers accepted

Climate Change

“To make our 100-year vision come true, we need to not only make commerce better, but take better care of our planet.”

— Shopify CEO Tobias Lütke

We build for the long term, so we need to play an active role in making a low-carbon future a reality. In 2019, we launched Shopify’s Sustainability Fund, committing a minimum of \$5M annually to fight for the environment. This will house all of our environmental investments, intelligently committing every dollar into the most promising and impactful technologies and projects fighting climate change globally. Going forward, we will invest at least \$1M annually in carbon sequestration, continue to reduce and offset our emissions, provide opportunities for our merchants and their buyers to reduce *their* emissions, and develop sustainable packaging solutions for shipping.

\$5M

Minimum annual commitment to fight climate change, an amount we intend to expand with revenue

Sustainability Fund

Actions & Impact

In 2019, we continued our push for a low-carbon future by focusing on our own emissions. To reduce our footprint, we prioritized efficiency in our operations and promoted employee behaviour changes. For all remaining energy use and emissions, we purchased renewable energy credits and carbon offsets.



Carbon neutral since inception

We purchased carbon offsets to cover all of our historical office, data centre, and corporate travel emissions (22,127 tCO₂e from 2004-2018).



Renewable-powered buildings

We purchased renewable energy credits for our office buildings in Canada, and are purchasing offsets for our other locations.



Carbon-neutral corporate travel

We purchased offsets for all of our corporate travel emissions up to September 2019, and are purchasing offsets for the remainder of 2019.



LEED-certified buildings

51% of our office spaces are LEED certified or equivalent, which means high-energy efficiency and short commutes (53% in 2018).



Carbon-neutral platform

Our platform runs entirely on Google Cloud, which is powered by 100% renewable energy.

Indicator	Unit	2019	2018	Change 2018-19	2017
Office Building Energy					
Natural gas	m ³	625,697	576,668	9%	284,209
Electricity	kWh	7,524,525	6,785,156	11%	3,879,534
Energy intensity	kWh/Revenue	0.0088	0.012	-25%	0.01
Office Building Emissions					
Natural gas	tCO ₂ e	1,167	1,081	8%	459
Electricity	tCO ₂ e	319	235	36%	167
Emissions intensity	tCO ₂ e/Revenue	0.00000094	0.0000012	-23%	0.00000093
Corporate Travel Emissions					
Work travel	tCO ₂ e	6,474	5,962	9%	4,174
Emissions intensity	tCO ₂ e/Revenue	0.0000041	0.0000056	-26%	0.0000062

Note: The increase in our 2019 energy use and emissions compared to 2018 are likely due to a 25% increase in our number of employees, a 7% increase in our office square footage, and other external factors. Regardless, our energy and emissions intensities decreased by at least 23% as our revenue grew faster than our energy consumption and corporate travel needs.

Diversity and Belonging

Diversity is an organizational imperative at Shopify, as it is essential to making commerce better for everyone. We understand that the highest-performing teams include people across multiple dimensions of diversity who bring unique ways of solving problems. We are building a global culture of belonging to ensure everyone at Shopify feels included, valued, and heard, and our goal is to bring more voices to tech and entrepreneurship.

In 2019, we collected data across four dimensions of diversity to better inform our strategy, including our internal initiatives, and our approach to internal and external community engagement.



Diversity and Belonging Data

We take a humanized, research-based approach to diversity and belonging. We look at multiple dimensions of diversity alongside belonging, engagement, and retention data to create a holistic picture of how we attract, empower, engage, and retain top talent. This helps us understand what's going well and identifies opportunities for improvement.

Actions & Impact

In 2019, we continued to increase the percentage of women across Shopify as 45% of new hires identified as women (44% in 2018). We identified what's going well from an employee engagement perspective based on results from our annual company-wide survey, which tells us how our employees think and feel about Shopify.

93%

Of Shopifolk agreed that "I would recommend Shopify as a great place to work" (industry benchmark is 84%)

90%

Of Shopifolk agreed that "I have enough autonomy to do my job effectively" (industry benchmark is 81%)

80%

Of Shopifolk agreed that "Shopify motivates me to go beyond what I would in a similar role elsewhere" (industry benchmark is 69%)⁷

87%

Of Shopifolk agreed that "My team values different opinions"

91%

Of Shopifolk agreed that "I feel supported by my team members"

81%

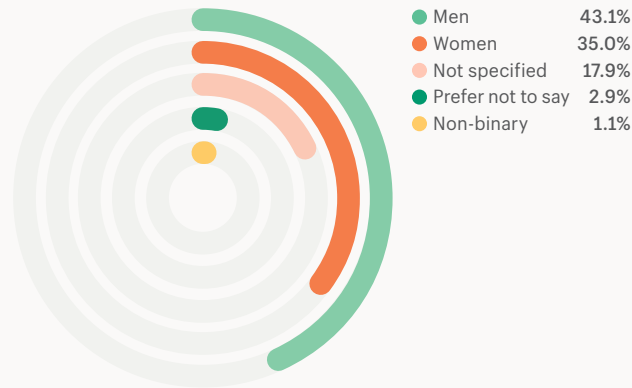
Of Shopifolk agreed that "I have someone at work I can confide in"

Gender at Shopify

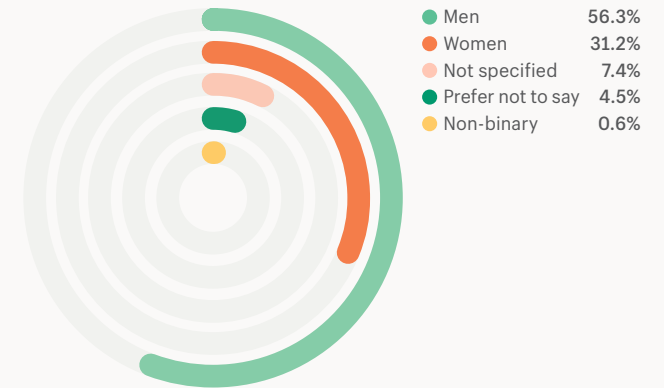
Our annual diversity survey collected voluntary data on gender, race/ethnicity, age, and disability with 82%, 78%, 88%, and 15% completion rates, respectively. From this, we identified areas of opportunity including increasing the percentage of women in leadership and technology roles, and increasing representation from different races/ethnicities across Shopify and in leadership roles.

Disability data is not conclusive due to the low response rate, and has therefore not been shared here. Moving forward, we will improve the user experience of the disability field in our survey and plan to share disability data in subsequent years. In 2020 we also expect to collect data and report on sexual orientation of our workforce.

Gender Across Shopify

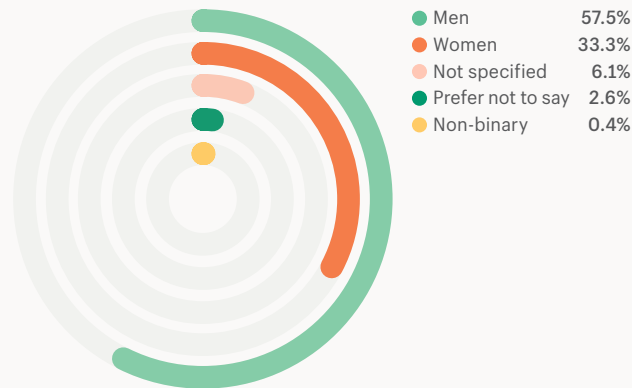


Gender in Leadership

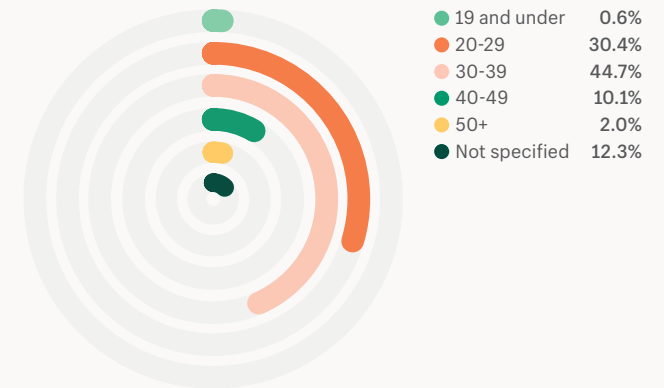


Gender in RnD

*UX, Product, Development, Data, Production Engineering



Age Across Shopify



Race/Ethnicity at Shopify

Race/Ethnicity Across Shopify



Caucasian	52.0%
Not specified	22.3%
East Asian	5.2%
South Asian	4.4%
Prefer not to say	3.2%
Other	12.9%

Other Breakdown

LatinX	2.8%
Mixed	2.7%
Black	1.7%
Middle Eastern	1.6%
Southeast Asian	1.5%
Not listed	1.2%
Indigenous Peoples	0.4%
Pacifika	0.4%
New Zealand	0.1%

Race/Ethnicity in Leadership



Caucasian	65.6%
Not specified	11.4%
East Asian	4.6%
South Asian	4.9%
Prefer not to say	4.0%
Other	9.6%

Other Breakdown

Middle Eastern	2.1%
Mixed	1.9%
LatinX	1.7%
Black	1.5%
Not listed	1.1%
Southeast Asian	0.9%
Indigenous Peoples	0.3%
Pacifika	0.1%

Race/Ethnicity in RnD

*UX, Product, Development, Data, Production Engineering



Caucasian	39.8%
Not specified	10.3%
East Asian	18.6%
South Asian	12.5%
Middle Eastern	3.7%
Other	15.1%

Other Breakdown

Prefer not to say	3.5%
Southeast Asian	3.3%
LatinX	2.8%
Mixed	2.2%
Black	2.2%
Not listed	0.9%
Pacifika	0.2%
Indigenous Peoples	0.0%

The diversity data we collect helps focus our program development in the right areas to improve the diversity of Shopify. Every year, we carry out a variety of internal initiatives such as strategy and policy formulation, training, audits, and further research to foster a greater sense of belonging. To ensure all employees feel included, valued and heard, we support Employee Resource Groups (ERGs) and created our Belonging Connectors program.

1,800

Employees engaged by ERGs
(750 in 2018)



Internal Initiatives

Actions & Impact

In 2019, we conducted research to define what “belonging” means to our employees and created a global diversity and belonging strategy. We piloted anti-bias training to leadership, audited our talent acquisition process, reviewed our compensation outcomes, and created a board-level diversity policy. We also added three new ERGs to support more employees at Shopify and revamped our Belonging Connectors program by compiling a roster of 40 diverse, qualified, and compassionate connectors.

Belonging Research

Belonging is a fundamental human need and is crucial to employee experience. We created a common definition of what belonging means to our employees globally, including how we can measure it and build the right tools to support leaders and teams.

Global Strategy

We created our diversity and belonging strategy after consulting 250 employees in 13 countries around the world, making us one of the first tech companies to build a strategy with global perspectives from the outset. This strategy will make our work both globally relevant and locally responsive, and is the basis upon which we will develop annual plans, launch programming, and track progress.

Building Community Partnerships

In support of our Diversity and Belonging strategy, we partnered with Accelerate Her Future, #movethedial, Dolphin Disabilities Mentoring Day, Tent Partnership for Refugees, AfroTech, and Black Professionals in Tech Network to grow the number of voices in tech.



Mandela Dixon moderates a panel with Shopify merchants Gwen Jimmere, William Adoasi, and Jannah Handy about the future of black business at Afrotech 2019.

Foundational Training

We piloted anti-bias training to 116 leaders, and tested it in our European and APAC offices to ensure cultural relevance. Participants reported an increase in their awareness of unconscious bias in themselves and others, an increase in their ability to address it, and 100% of employees said they would apply their learnings within three months.

Belonging Connectors

The program started in 2017 as an internal volunteer network of twenty Shopifolk from across multiple time zones, offices, teams, lines, and tenure, who engage in multi-way communication and perspective sharing to create awareness about what it means to be a diverse and inclusive organization. After hearing from employees that the program was not meeting the needs of the business, we revamped the program in 2019. This led to 200 internal applications of which a roster of 41 diverse and qualified candidates were chosen to represent and amplify diversity & belonging initiatives globally.

Talent Process Audit

We audited our talent acquisition process to ensure our commitment to diversity and belonging actually results in more underrepresented groups at Shopify. This included recommending areas to address in order to eliminate bias, and outlining the impacts of our current processes.

Compensation Fairness Review

We take a global approach to reviewing our compensation, perks, and benefits programs to ensure that we are competitive, inclusive, and fair, including looking at gender and race/ethnicity. In 2020, we will expand our analysis beyond compensation outcomes to the decision-making process that determines these outcomes.

Board Diversity Policy

We formalized our commitment to improve the diversity of the Board. We will attain, maintain, and value diversity on the Board, periodically assess its diversity, provide diversity education and training to all directors, and maintain a list of qualified diverse candidates. Currently, two of our directors identify as women, while none of our directors identify as Indigenous, as having a disability, or as a visible minority.

Employee Resource Groups (ERGs)

ERGs are groups of active and engaged Shopifolk who share, grow, and reflect the richness of their communities, representing employees who are Asian, Black, Indigenous, Latinx, LGBTQ+, women, and people with disabilities. They are matched to an executive sponsor to help guide their work around professional development, talent acquisition, and employee engagement and retention. In 2019, we expanded from 4 to 7 ERGs, added 3 global chapters, and engaged over 1,800 employees.

Community Care

As a purpose-driven company, we've been invested in our local communities from the early days. We care deeply about the communities we operate in, and pursue partnerships to support the Canadian tech ecosystem and the broader communities around our offices. When a crisis happens, we make sure Shopifolk are safe and supported, seek to understand the impact on our merchants, and provide community support if needed.

Actions & Impact

In 2019, we supported over 550 total events across local communities through various partnerships. Particularly notable contributions were to the True North, SaaS North, and Fashion Takes Action conferences, as well as to Startup Open House, SheEO, Forum for Women Entrepreneurs, and the Toronto Public Library. We supported these organizations in different ways, such as financial contributions, conference admissions for under-resourced entrepreneurs, opening our doors to the public, and providing Shopify speakers and mentors.



We welcomed 1,100+ people into our brand new Toronto office during Startup Open House in celebration of Toronto tech and as a way to build new connections.

Community Partnerships



Community Crisis Response

In 2019, we supported our communities in New Zealand, Ottawa, Montreal, and California during times of crisis by donating to local nonprofits; partnering with local businesses to provide meals for response volunteers; offering access to our spaces with food, water, wifi and a place to work; and offering credits to heavily impacted merchants.

Toronto Public Library

We provided free brand-agnostic ecommerce, marketing, and business education workshops at library branches outside of the downtown core to reach a diverse and underserved audience.

9
Workshops delivered
(6 in 2018)

3 of 4
Library branches in
underserved communities

286
Participants

93%
Of participants considered
it a positive experience

