



## As Emergency SNAP Benefits Expire, Instacart Launches Special Campaign to Support Families and Food Banks Across the Country

February 23, 2023



*New Community Carts campaign allows anyone to donate groceries to food banks in states where emergency COVID-19 SNAP benefits are expiring, with no delivery or service fees*

*Extension of discounted Instacart+ memberships for SNAP recipients will help families put food on the table*

**SAN FRANCISCO, February 23, 2023**—Instacart, the leading grocery technology company in North America, today announced a special Community Carts campaign and an extension of its discounted Instacart+ membership for SNAP recipients to help families continue to put nutritious food on the table as emergency COVID-19 SNAP benefits expire in 32 states. The expiration means grocery budgets will tighten by at least \$95 per month for more than 30 million people and, as a result, many local food banks that are already facing supply shortages amid rising food prices are now bracing for a surge in demand for assistance.

To help food banks stock their shelves and ensure those seeking assistance can find it, Instacart is expanding its [Community Carts initiative](#) and launching a public awareness campaign to help drive donations to food banks in nearly every state where emergency SNAP funding is expiring. Instacart's Community Carts tool [reimagines the traditional food drive](#), allowing anyone to easily donate the grocery items their local food banks have identified they need most, with items delivered directly to the food bank by Instacart shoppers.

Starting March 1, anyone can donate food items to almost 100 Feeding America member food banks in 31 states where emergency SNAP funds will expire at the end of the month through Community Carts. That is in addition to 24 food banks in 16 states where additional SNAP allotments have already expired. In total, individuals will be able to participate in crowdsourced cart building for good by donating groceries to more than 120 food banks in 47 states, with delivery and service fees waived on every donation order.

"Our goal is to put more food on the table for more families," said Instacart Chief Corporate Affairs Officer Dani Dudek. "As grocery budgets tighten for millions of SNAP recipients and lines stretch longer at food banks across the country, accessing affordable, nutritious food has never been harder. At Instacart, we're committed to finding more ways to support food banks nationwide so they can continue to serve their communities and feed more families."

Instacart's Community Carts tool helps food banks secure larger, more targeted donations that match their unique needs. This past holiday season, Instacart customers donated tens of thousands of groceries and other essentials specifically requested by food banks through Community Carts. Anyone can find their local food bank and donate at [instacart.com/donate](https://instacart.com/donate).

Instacart is also extending its discounted Instacart+ membership program for SNAP recipients. Under the program, anyone who uses an Electronic Benefit Transfer (EBT) SNAP card to buy groceries on Instacart is eligible for a discounted Instacart+ membership at \$4.99/month (50% off) for 12 months. With Instacart+, individuals can access free delivery and Pickup on orders over \$35, 5% credit back on all Pickup orders, and reduced service fees on every order.

[Research](#) published in 2022 by the University of Kentucky, No Kid Hungry and Instacart found that access to online grocery and delivery can help families with lower incomes save time, reduce transportation costs, and more effectively manage their budgets. SNAP recipients who grocery shop online also purchase more fruits and vegetables than in-store shoppers, without increasing their total grocery bill, according to the research.

"Our research has shown that online grocery shopping can provide very real benefits for families on tight food budgets, including SNAP recipients," said Courtney Smith, SVP Program Research, Innovation and Impact at No Kid Hungry. "Instacart's discounted membership for SNAP recipients is one solution that can help more food-insecure families tap into the many benefits of online grocery – including saving time, managing their budgets, and reducing transportation barriers. We applaud Instacart for helping more families access the nutritious food they need."

The Community Carts campaign and Instacart+ SNAP discount program are part of Instacart's broader commitment to increasing nutrition security in communities most in need. The company partners with more than 1,000 retailers across over 75,000 stores and reaches over 95% of North American households, including more than 93% of homes in food deserts. Working with the U.S. Department of Agriculture's Food & Nutrition Service, Instacart also pioneered the EBT SNAP retailer onboarding process in 2020. Today, Instacart enables online SNAP payments with more than 70 retailers across more than 8,000 stores in 49 states and Washington D.C.

Instacart last year launched Instacart Health, a sweeping initiative designed to deliver the ingredients for healthier living through Instacart's products, partnerships, and policy advocacy. To learn more about Instacart Health, visit [www.instacart.com/company/health](https://www.instacart.com/company/health).

To donate to food banks through Community Carts, visit [www.instacart.com/donate](https://www.instacart.com/donate).

### **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 1,000 national, regional, and local retail banners to facilitate online shopping, delivery, and pickup services from more than 75,000 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 hundreds of thousands of 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](https://www.instacart.com/company), and to start shopping, visit [www.instacart.com](https://www.instacart.com). For anyone interested in becoming an Instacart shopper, visit <https://shoppers.instacart.com/>.

### **Food banks with Community Carts on Instacart (Most are already live; some coming online March 1):**

*\* States where Emergency SNAP benefits will expire March 1 \**

#### **Alabama**

Food Bank of North Alabama

Community Food Bank of Central Alabama

Feeding the Gulf Coast

Montgomery Area Food Bank

**California**

Christian Outreach in Action

Del Aire Baptist

Family Health Care Resources

Feeding San Diego

Food Bank of Contra Costa and Solano

Food Bank for Monterey County

Food Bank of Santa Barbara County

Good Shepherd Center

Grace Resources

Redwood Empire Food Bank

San Francisco-Marin Food Bank

Second Harvest of Silicon Valley

**Colorado**

Care and Share Food Bank (Colorado Springs)

Care and Share Food Bank (Pueblo)

Community Food Share

Weld Food Bank

**Connecticut**

Connecticut Food Share

**DC**

Capital Area Food Bank

**Delaware**

Food Bank of Delaware

**Hawaii**

Hawaii Food Bank

**Illinois**

Eastern Illinois Foodbank

Greater Chicago Food Depository

Northern Illinois Food Bank

**Kansas**

Kansas Food Bank

**Louisiana**

Greater Baton Rouge Food Bank

Second Harvest Food Bank of Greater New Orleans and Acadiana

**Maine**

Brewer Area Food Pantry

Community Outreach Services

Footprints Food Pantry

Help Yourself Shelf

Kaydenz Kitchen Food Pantry

Mid Coast Hunger Prevention Program

Preble Street

Safe Voices

Sidney Community Food Pantry

The Salvation Army Portland Food Pantry

Trinity Jubilee Center

VCF- Bread of Life Food Pantry

Winslow Community Cupboard

Bath Area Food Bank

**Maryland**

Maryland Food Bank

**Massachusetts**

Catholic Charities of Boston

**Michigan**

Forgotten Harvest

Greater Lansing Food Bank

Food Bank of Eastern Michigan

**Minnesota**

Department of Indian Work  
Second Harvest Heartland

**Nevada**

Three Square Food Bank

**New Hampshire**

New Hampshire Food Bank

**New Jersey**

Community Food Bank of NJ

**New Mexico**

Roadrunner Food Bank

**New York**

City Harvest  
FeedMore Western NY  
Food Bank of Central New York  
Food Bank for NYC  
Food Bank of the Southern Tier  
Island Harvest  
Long Island Cares, Inc.

**North Carolina**

MANNA Food Bank  
Second Harvest Food Bank of Northwest NC

**Ohio**

Akron-Canton Regional Foodbank  
Freestore Foodbank  
Second Harvest Food bank of the Mahoning Valley  
Shared Harvest Food Bank  
The FoodBank Inc

**Oklahoma**

Food Bank of Eastern Oklahoma  
Regional Food Bank of Oklahoma

**Oregon**

Oregon Food Bank

**Pennsylvania**

Central Pennsylvania Food Bank  
Community Food Warehouse of Mercer County  
Greater Pittsburgh Community Food Bank  
Second Harvest Food Bank of Northwest Pennsylvania  
Philabundance

**Texas**

Central Texas Food Bank  
Coastal Bend Food Bank  
El Pasoans Fighting Hunger  
Food Bank of the Rio Grande Valley  
High Plains Food Bank  
Houston Food Bank  
West Texas Food Bank  
San Antonio Food Bank  
South Plains Food Bank

**Utah**

Utah Food Bank

**Vermont**

Vermont Food Bank (Barre)  
Vermont Food Bank (Brattleboro)

**Virginia**

Foodbank of Southeastern Virginia  
Virginia Peninsula Foodbank  
Fredericksburg Regional Food Bank

**Washington**

Food Lifeline

**West Virginia**

Facing Hunger Food Bank

**Wisconsin**

Feeding America Eastern Wisconsin (Appleton)

Feeding America Eastern Wisconsin (Milwaukee)

*States where Emergency SNAP benefits have already expired*

**Alaska**

Food Bank of Alaska

**Arizona**

United Food Bank

**Arkansas**

Arkansas Food Bank

Food Bank of Northeast Arkansas

Northwest Arkansas Food Bank

**Florida**

Feeding South Florida

America's Second Harvest of the Big Bend

Feeding Tampa Bay

**Georgia**

America's Second Harvest of Coastal Georgia

Atlanta Community Food Bank

Food Bank of Northeast Georgia

**Idaho**

The Idaho Foodbank

**Indiana**

Gleaners Food Bank of Indiana

Community Harvest Food Bank of NE Indiana

**Iowa**

River Bend Food Bank

**Kentucky**

Dare to Care Food Bank

**Mississippi**

Mississippi Food Network

**Missouri**

The Food Bank for Central & Northeast Missouri

St. Louis Area Foodbank

**Nebraska**

Family Fare Supermarkets Food Bank for the Heartland

**North Dakota**

Great Plains Food Bank

**South Carolina**

Harvest Hope Food Bank

**South Dakota**

Feeding South Dakota

**Tennessee**

Second Harvest Food Bank of Middle Tennessee