

Hospitality at Scale™

2024 Community Impact & Culture Report

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Focus, commitment, and connection continue to define our teams and the approach they bring to our work every day.

A Letter from Noah Glass

Olo has always been rooted in supporting restaurants and the communities they serve. This year, we celebrate 20 years of innovation and partnership, and I'm proud to share how we continue to grow—not just in our product offerings, but in how we show up for one another, our partners, and our communities. This year's report focuses on two areas that remain foundational to who we are: community impact and workplace culture.

On the community impact front, we've strengthened our support for nonprofits aligned with our mission, empowered employees to give back through volunteering and donation-matching, and used our platform to extend that impact further—helping restaurant brands and their guests support important causes. I'm especially proud of our participation in the No Kid Hungry CEO Pledge and the launch of our Round-Up Donations feature, which illustrates how our technology can power generosity at scale.

Internally, we've doubled down on what makes Olo a great place to work—investing in learning and leadership development, deepening connection across

our distributed workforce, and reinforcing a culture rooted in care, accountability, and growth. Whether it's mentoring through Olo Ties, learning new skills through our on-demand learning platform, or coming together at our all-hands meetings, our teammates continue to push us forward and embody our values every day.

This report is a reflection of their impact and a reminder that when we align around shared purpose, we build something truly enduring.

My best,

Noah Glass
Founder & CEO

About Olo


Olo helps restaurants better understand, engage with, and serve their guests—making every interaction, whether online or in-person, feel personal.

Since our founding 20 years ago, we’ve continued to innovate and expand to meet the evolving needs of the industry. Our open SaaS platform processes millions of orders daily, supporting approximately 750+ brands with ordering, payment, and guest engagement solutions that help brands increase orders, streamline operations, and improve the guest experience.


Our Values

Our values—Team, Drive, and Excelsior—guide everything we do. We put our values into action by fostering a culture of “doing,” strengthening support and collaboration, and recognizing that our employees, communities, and partners create a virtuous cycle of success.


Team



Start with hospitality.




Lead with trust.




Lift each other up.


Drive



Own it together.




Resilience in action.




Act with urgency and impact.


Excelsior



Celebrate and aim higher.



Drive excellence with purpose and data.



Stay curious and evolve.

Key Stats

750+

restaurant brands

86K

restaurant locations

2.5M+

orders per day

400+

technology partners

95M+

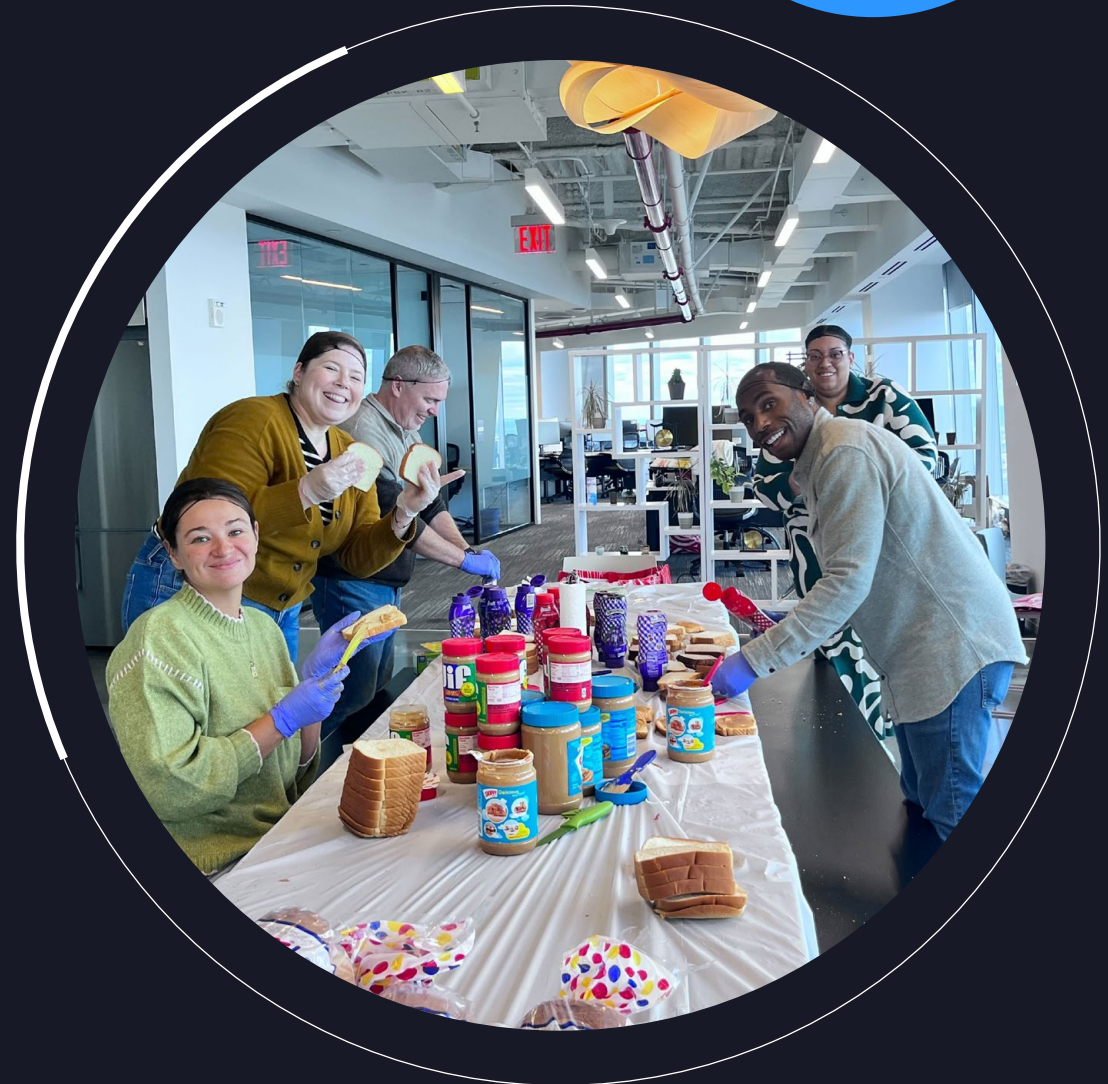
guests

OLO'S COMMITMENT

At Olo, we are committed to shaping the evolution of hospitality by innovating and operating with integrity. We strive to make a positive impact on our restaurant partners and within our communities by leveraging our products, resources, and employees.

Community Impact

Olo is committed to making a positive impact through our Olo for Good initiative by supporting nonprofit organizations, empowering employees to give back, and leveraging our platform to drive charitable giving. Our approach combines financial contributions, volunteer initiatives, and product-driven philanthropy. Since joining Pledge 1% in 2021, we have committed to allocating 1% of our equity, time, and products toward organizations and initiatives that align with our mission and values.



Olo for Good Grants

Annual and Strategic Grants

Each year, the Olo for Good Committee recommends annual and strategic grant recipients to our donor-advised fund at the Tides Foundation who have a focus in one or more of our pillar areas:

- Restaurant Industry:** Providing support for the restaurant industry and its workers
- Food Access:** Increasing access to food
- Food Waste:** Reducing food waste

In 2024, Olo donated **\$1.03 million** to **16 organizations** through annual and strategic grants as well as our Employee Resource Groups (ERGs)-chosen grants. Our strategic donations are tied to current events and to our broader community engagement initiatives at Olo. In addition, each of our ERGs has the opportunity to support a charity of its choice with a donation.

Olo's No Kid Hungry Commitment

“To a hungry kid, a meal is everything — it's the foundation of their ability to learn and be a joyful member of their community. I've witnessed that firsthand...seeing how a single meal can brighten a child's day and empower them to move forward.



Alayna Sullivan
Senior Director Communications
& Brand Marketing

2024 Annual Grant Recipients

- 

Providing emergency assistance to food service workers
- 

Tackling food insecurity and isolation among senior communities
- 

Providing culturally appropriate food to households experiencing food insecurity
- 

Reducing food waste by redistributing surplus food from businesses and campuses
- 

Providing culinary education and job readiness to those in need
- 

Protecting farmland, reducing food waste, and supporting farmers in the U.S.

2024 Strategic Grant Recipients

- 

World Central Kitchen provides meals in response to natural disasters and community crises. In 2024, Olo provided them with a \$10,000 grant to support disaster relief following Hurricane Helene.
- 

Share our Strength addresses childhood hunger by creating more financial security for families and communities. In 2024, we committed to Share our Strength's No Kid Hungry CEO Pledge with an initial donation of \$81,526. As part of the pledge, we will make additional donations in 2025 and 2026.

Olo Teammates Doing Good

Olo empowers every employee to give back to the communities where they live and work through donation-matching and volunteer time off (VTO) programs. Each team member receives eight paid hours annually to volunteer at a nonprofit of their choice, supporting causes they are passionate about. To amplify their generosity, Olo matches employee donations up to \$500 per year, doubling the impact of their contributions to eligible nonprofits.



Hunger Action Month 2024

Since 2022, Olo teammates have mobilized to take action in the fight against hunger through the month-long Hunger Action campaign every fall. 2024's initiatives included volunteer opportunities—such as packing and delivering meals with Heart of Dinner, making PB&J sandwiches for a local food shelter, and volunteering at local soup kitchens as part of regional meetups.

In addition to volunteering, employees had the opportunity to donate to hunger relief organizations with matching contributions up to \$500. Employees who donated \$15 or more to No Kid Hungry were entered into a raffle to win a ticket to an exclusive No Kid Hungry Dinner in spring 2025, featuring a multi-course meal prepared by nationally renowned chefs.

Through these collective efforts, Olo teammates came together to help fight food insecurity and make a tangible difference.

Virtual Volunteering Guide

In 2024, we rolled out our Virtual Volunteering Guide, which provides practical resources and opportunities for remote and hybrid teams looking to integrate more volunteer activities into their schedules. The guide suggests a variety of activities, from decorating meal bags for Heart of Dinner to helping families access food through LemonTree and participating in Great Barrier Reef conservation efforts. These activities foster team connection, social impact, and community engagement—all from a virtual setting.

Our Products and Platform

Donation Features

Olo's donation-matching and round-up donation features help us extend our charitable reach by providing restaurant brands with flexible ways to drive charitable giving, engage guests, and support causes that matter to their communities.

Round-Up Donations

In 2024, we launched our **Round-Up Donations** feature, allowing guests to seamlessly round up their order totals to support nonprofit organizations directly at checkout. The feature was developed as a grassroots passion project within Olo's product and engineering teams. It was then funded and piloted in partnership with Tropical Smoothie Cafe® to benefit No Kid Hungry.

In early testing, 10% of guests opted to donate, demonstrating strong participation and potential for widespread adoption. Now available to all Olo Serve customers, Round-Up Donations provides an easy way for restaurants to drive community impact while strengthening guest engagement. You can read more about it [here](#).



Guests who see the Round-Up Donation option are actually more likely to complete their order, which reinforces that this isn't just about giving—it's about creating a deeper connection between restaurants and their communities.



Chris Phelps
Senior Product Manager & Member of the Olo for Good Product Subcommittee

Platform for Good

Olo is dedicated to supporting charitable organizations by not only developing donation-matching and round-up donation features but also by providing access to our platform to help these organizations expand their impact and further their missions. In 2024, we proudly waived all platform fees for Emma's Torch, an organization that offers free culinary training and job readiness programs to individuals in need.

Donation-Matching in 2024

7 brands use the **donation-matching feature** at **8,000+** locations

5.3M+ donations made

\$2.5M+ raised for nonprofits

Round-Up Donations as of 2024*

9 brands use the **Round-Up Donation feature** at **1,500+** locations

33K+ donations made

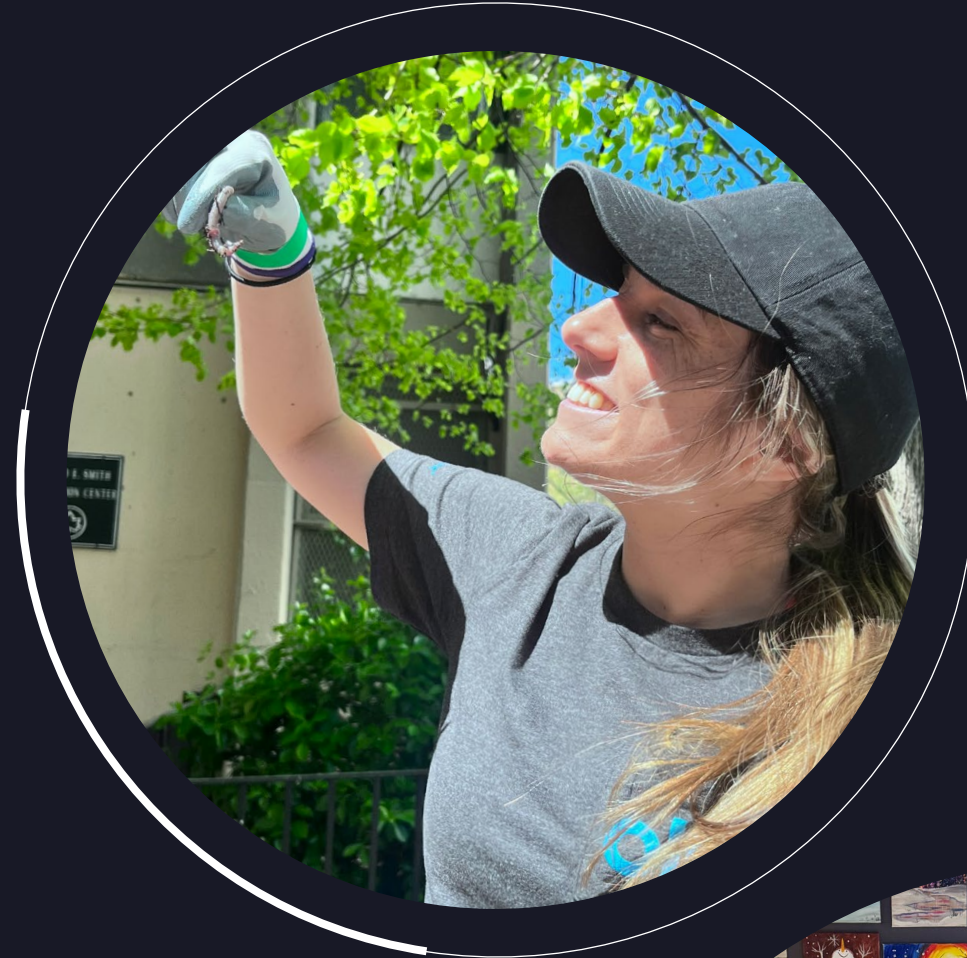
\$14K+ raised for nonprofits

*Round-Up Donations from November to December 2024



Workplace Culture

At Olo, people are the foundation of our success. We foster an environment where employees feel valued and empowered through career development opportunities and a culture of engagement and belonging.



Learning and Growth

Continuous learning is fundamental to how we grow. Investing in our employees' development enables them to advance in their careers and strengthens our ability to innovate and adapt as a company. Our annual development stipend, mentorship opportunities, and on-demand learning resources empower every Olo team member to contribute and thrive as technology and business needs evolve.

On-Demand Learning Resources

Through our annual development stipend, employees are able to access subsidized learning opportunities that align with their specific career growth and goals, with options for full or partial funding. In 2024, we also expanded access to just-in-time learning resources through OpenSesame, an online platform offering thousands of courses—from technical skills to leadership and personal development. Additionally, we offer hybrid and virtual instructor-led training courses on topics such as providing feedback, change management, emotional intelligence, and effective communication. These options enable Olo team members to customize their experience and take ownership of their learning and growth.

Olo Ties

Olo Ties, launched in 2022, supports all Olo employees with mentorship relationships that foster career development, collaboration, and leadership skills. In 2025, Olo Ties plans to continue its growth through increased cross-departmental mentorship opportunities as well as launching more sophisticated matching tools. Olo Ties supported 29 mentor-mentee pairs in 2024.

GROW Cohorts

In 2024, the GROW leadership development program continued to prepare the next generation of leaders at Olo through personal assessments, 1-on-1 coaching, virtual sessions, and a 3-day in-person training. Designed for employees transitioning into leadership or early in their people management journey, participating in GROW equips leaders with the skills necessary to lead effectively while fostering Olo's culture and enhancing the employee experience.

GROW Cohorts

55 LEADERS
completed the program in 2023 & 2024

Performance Management

Olo's performance management approach is designed to attract, develop, assess, reward, and retain top talent. In 2024, we reaffirmed our commitment to fair and transparent evaluations by adopting an absolute rating system without forced rankings and refining our calibration process to ensure consistency across teams. In response to employee feedback, we lengthened the performance review cycle and expanded training, helping managers and employees engage in more meaningful performance and professional development conversations.



Employee Engagement

At Olo, we prioritize employee engagement and connection by fostering a culture of feedback, belonging, and support.

Through engagement surveys, leadership touchpoints, virtual events, and regional meetups, we create meaningful opportunities for employees to connect while ensuring our programs evolve to meet their needs.

1,692

VTO hours

\$111K+

in employee donations & corporate matching

Olo Regional Meetups

In 2024, Olo hosted 49 regional meetups across 19 regions, providing employees with valuable opportunities to connect in person. While the total number of meetups was lower than in previous years due to shifting workloads and resources, these gatherings remained a meaningful way to build community—whether through volunteering, outdoor activities, or shared experiences.

Olo HQ

Our headquarters at One World Trade Center serves as a hub for cross-functional collaboration, team planning sessions, and informal meetups—creating space for in-person engagement throughout the year. These in-office gatherings play a meaningful role in fostering connection, shared purpose, and a stronger sense of community across our distributed workforce.

Our in-office and virtual all-hands meetings and C-team-led sessions offer employees the opportunity to hear company updates directly from leadership, ask questions, and stay aligned on business priorities.

Survey and Action Plan

At Olo, we prioritize listening to our employees and acting on their feedback through our annual engagement survey. In 2024, we introduced a mid-year pulse survey to more closely track engagement progress throughout the year.

2024 Results

79%

engagement score

+2% points from 2023

The feedback we received across our 2024 surveys reinforced three key focus areas:



Transparency

In 2024, we enhanced our efforts to provide regular updates on company performance, strategic direction, and key decisions. In 2025, we remain committed to open communication, fostering real-time dialogue between leadership and employees to strengthen clarity and trust across the organization.



Communication

In 2024, our senior leaders engaged with employees at our all-hands meetings to reinforce our vision and share our strategic priorities. Moving forward, we will continue to find ways to ensure collective alignment as our plans evolve.



Connection


In 2024, we expanded opportunities for engagement through in-person and virtual interactions, fostering a more connected and collaborative culture. Looking ahead, we will continue to create meaningful touchpoints that bring our team together, regardless of location.




Belonging

We believe the best ideas come from a table where everyone has a seat and a sense of belonging. We're committed to serving up a workplace where every voice is heard, every perspective is valued, and every team member has the ingredients to grow and thrive.


Olo E.A.T.S. Together

- 


Engage

We are dedicated to building teams that are deeply invested in Olo's mission and values.
- 

Attract

We strive to bring in talent that reflects our industry and the brands we serve.
- 

Train

We see knowledge and tools as key to building equitable and collaborative teams.
- 

Support

We invest in our employees' well-being through benefits, programming, and policies that allow them to be their best selves.

Olo Employee Resource Groups

In 2024, Olo's ERGs continued to foster community and belonging at Olo. Through social events, volunteer and networking opportunities, and cross-ERG collaboration, these groups provided all employees with space to make connections and develop new skills. In 2024, this included 28 events focused on professional development, external relations, and community. These events ranged from skill-building workshops and speaker sessions to networking opportunities and volunteer initiatives.



7 ERGs

28 events

242 employee members

484 employees attended across multiple ERG events

“Having a space where I can relate to others, share experiences, and feel supported has made a huge difference in my work life. It builds confidence, fosters community, and reinforces that what I do and say matters.



Rachael Axtman

Product Manager & ERG Lead

ERG-Sponsored Conferences

Olo's conference strategy is executed in collaboration with our ERGs, providing members with opportunities to sharpen their skills and expand their networks throughout the year at events such as Grace Hopper Fest and Women Lead Fest. As part of the “Engage” and “Train” pillars of our belonging strategy, we're committed to helping employees grow—both by enabling them to build skills for success in their current roles and supporting their continued professional development.

5 conferences attended

15 employees sponsored





About This Report

This report supports and advances our community impact and workplace culture efforts. We will continue to strive to integrate these impact areas into our business. This document details our overall approach to these topics and our progress to date.

This report was published on June 30, 2025. It covers the period January 1, 2024 through December 31, 2024, which aligns with our 2024 fiscal year, unless otherwise noted. We intend to continue to report on our efforts and performance annually moving forward.

We partnered with qb. consulting, a strategy and communications firm, to develop this report. We collaborated with FRINGE22 Studio, a design and creative strategy studio with a passion for social impact, for the report's design.

We take the views of all our stakeholders seriously and actively seek their input. We will continue to enhance and revise our commitments and evolve our programs on an ongoing basis. For any feedback or questions related to our programs and initiatives, please contact OloForGood@olo.com.

Information contained in this document is for informational purposes only and does not cover all information about our business. We have prepared the information contained herein solely to provide a general overview of our community impact and culture activities. Therefore, we have made qualitative judgments as to certain information to include that could be determined to be inaccurate or incomplete. References in this report to information should not be construed as a characterization regarding the materiality of such information to our financial results or for purposes of the U.S. securities laws. Various statements in this report are or may be “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding our community impact and culture activities, including strategies and related business and stakeholder impacts. These statements involve risks and uncertainties, and actual results may differ materially from any future results expressed or implied by the forward-looking statements, including any failure to meet stated commitments and execute our strategies in the time frame expected or at all. More information on risks, uncertainties, and other potential factors that could affect our business and performance is included in our filings with the SEC, including Olo's most recently filed periodic reports on Form 10-K and Form 10-Q and subsequent filings. Forward-looking statements speak only as of the date the statements are made and are based on information available to Olo at the time those statements are made and/or management's good faith belief as of that time with respect to future events. Olo assumes no obligation to update forward-looking statements to reflect events or circumstances after the date they were made, except as required by law.