



**VIEWPOINT
DIVERSITY
SCORE**

2025 Business Index

Findings and Recommendations

Table of Contents

Message from Alliance Defending Freedom's SVP of Corporate Engagement	3
Viewpoint Diversity Score Advisory Council	5
Executive Summary	6
Methodology	9
Market: Customers and Vendors	12
Key Issue 1: Prevent Viewpoint Discrimination Against Users and Customers	13
Key Issue 2: Respect Free Speech & Religious Freedom in Vendor Codes	22
Other Index Market Data	24
Workplace: Employees	26
Key Issue 1: Move Away from Divisive Diversity, Equity, and Inclusion	27
Key Issue 2: Protect Religious Freedom	30
Key Issue 3: Protect Off-Duty Employee Speech	34
Public Square: Civil Society	36
Key Issue 1: Support Diverse and Freedom-Loving Charities	37
Key Issue 2: Use Corporate Speech to Support Free Speech and Religious Freedom	39
Key Issue 3: Participate in the Index	43
Acknowledgements	44
Appendices	46

Message from Alliance Defending Freedom's SVP of Corporate Engagement

This year has taken us from the unknown to the unforgettable. Through our Viewpoint Diversity Score Business Index and related shareholder proxy work, we have secured 22 policy and behavioral changes at the largest companies in the country on debanking, deplatforming, DEI, and religious liberty in the workforce. Index findings or recommendations fueled most of these crucial changes and all were secured with the help of our coalition of like-minded shareholder advocates.



Our work with JPMorgan Chase is a perfect example of the impact we can have. After Chase debanked the National Committee for Religious Freedom in 2022, ADF worked with David Bahnsen to file a shareholder resolution asking for transparency on debanking and with investors and over two dozen state attorneys general and treasurers to draw national attention to the matter. This led to ongoing engagement between ADF and Chase, which subsequently removed its vague and easily weaponized “social risk” policy for payment processing. Chase also added a promise to the first sentence of its 2023 climate report to affirm it “provides financial services for individuals and industries across geographies—regardless of political, social or religious viewpoints.”

That was only the beginning. Earlier this year, during negotiations over another ADF-sponsored shareholder resolution, Chase agreed to update its code of conduct to expressly prohibit political and religious viewpoint discrimination against any of Chase’s customers, employees, and suppliers, and contractors. We hope that this bold move from an industry leader as well-respected as Chase will prompt other financial institutions, insurance providers, and others to adopt similar protections. No one should have to worry that they’ll lose access to their bank account, insurance, or the public square because of their religious or political views.

Here’s a snapshot of other accomplishments from this year:

- Statements from four other major financial institutions, including Charles Schwab and Citigroup, promising to serve all customers regardless of religious or political views;
- Viewpoint neutrality ad-buying commitments from five members of the now-defunct censorship cartel known as the “Global Alliance for Responsible Media,” including Mastercard, IBM, and PepsiCo;
- Commitments from major pharmacies like Walmart to resist far-left political pressure to dispense the dangerous abortion drug mifepristone; and
- Protections for religious liberty so that employees of faith can stand on equal footing with their secular peers.

Productive discussions and interactions with executives, including substantive participation in the survey portion of the Index. Drawing from the Index, our coalition of like-minded shareholders filed over 70 resolutions at major corporations this year, accounting for 61% of all proposals filed by conservative shareholders and over 22% of all proposals that addressed social issues, according to ISS.¹ We also dominated the proxy ballots. At Apple’s annual meeting, two ADF proposals and two more from our allies were the only proposals on the ballot. Apple tried to exclude both ADF proposals, but ADF successfully defended them at the SEC. Of those four proposals, two of them—including one authored by ADF—garnered over 5% of the proxy vote for the first time. This high-water mark shows significant progress in overcoming the stranglehold the Big Three asset managers and proxy advisors ISS and Glass Lewis have historically enjoyed over the proxy vote.

Message from Alliance Defending Freedom's SVP of Corporate Engagement

We also conducted 80 meetings with 45 different companies, achieved 14 no-action wins at the SEC, and led multiple letter campaigns supported by firms that manage over \$250 billion in assets and state financial officers from 14 different states. These efforts were supported by indispensable partners like Bowyer Research, Inspire Investing, Ridgeline Research, the Bahnsen Family Trust, and the State Financial Officers Foundation, and newer partners like Heritage Foundation, IWP Capital, GuideStone Funds, the Georgia Baptist Foundation, the Catholic Diocese of Fort Worth, and the State of Oklahoma through its Tobacco Settlement Endowment Trust.

Together, our partners represent numerous and diverse religious denominations, institutions, and everyday Americans. But they are all united by the common belief that businesses and our country do best when companies do not take partisan stances on divisive political issues but instead stay focused on providing excellent goods and services and respect the fundamental values that have built our nation. This allows companies to best innovate, attract the widest pools of talent, and serve the broadest possible customer base.

The cultural winds are changing. The Trump administration has taken aim at many of the issues that animate our work. The legal landscape is rightly becoming more hostile to discriminatory DEI ideology that treats some people worse than others based on skin color or sex. States such as Tennessee and Idaho have adopted our model legislation to protect against discriminatory debanking. And as this report notes, many companies are waking up to the harms caused by politicizing their businesses and are enacting policies that respect the diverse religious and political views of their customers, employees, business partners, and shareholders. What a privilege it is to play a role in that change.

But there is much more work to be done. "Hate speech," "intolerance," and "misinformation" policies that create systemic risks of viewpoint discrimination are still ubiquitous. While some companies are ditching DEI, others are rebranding it. And many companies still support hyper-partisan organizations like the Human Rights Campaign and fail to treat their religious employees equally when it comes to workplace culture.

The fight is far from over. But with a growing number of partners and track record of success—including securing policy changes at the biggest bank in the world—we are confident that deeper partnerships and more astonishing wins lie ahead!

Sincerely,

Jeremy Tedesco

Senior Counsel, Senior Vice President for Corporate Engagement

Alliance Defending Freedom

¹ Subodh Mishra, [2025 U.S. Proxy Season: Midseason Review Finds Sharp Drop in Shareholder Resolutions on Ballot](#), Harvard Law School Forum on Corporate Governance (May 26, 2025).

Viewpoint Diversity Score Advisory Council

**Andrew Abela**

Dean of The Bush School of Business at Catholic University of America

**David Bahnsen**

Founder, Managing Partner, and Chief Investment Officer of The Bahnsen Group

**Jerry Bowyer**

Forbes contributor, contributing editor of AffluentInvestor.com, and Senior Fellow in Business Economics at The Center for Cultural Leadership

**Robert P. George**

McCormick Professor of Jurisprudence and Director of the James Madison Program in American Ideals & Institutions, Princeton University

**Bob Doll**

Chief Executive Officer and Chief Investment Officer for Crossmark Global Investments

**Matt Monson**

Partner and Portfolio Manager at Sovereign's Capital

**Andrew Olivastro**

Chief Advancement Officer at The Heritage Foundation

**John Siverling**

Director of Private Markets and Impact Advocacy for OneAscent, and Managing Partner of OneAscent Capital LLC

**Mike Sharrow**

President & CEO for The C12 Group

**Robert Netzly**

CEO of Inspire Investing

**Peter Rex**

Founder & CEO of Rex

**Will Lofland**

Managing Director, Investment Sales at GuideStone Funds

Executive Summary

The Viewpoint Diversity Score Business Index is the premiere benchmark for measuring corporate respect for free speech and religious liberty. It is a project of Alliance Defending Freedom, which has 15 U.S. Supreme Court wins since 2011 and is one of the largest legal advocates for First Amendment freedoms in the country.



Defending those freedoms in the courtrooms and legislatures is essential. But the concentration of private power, particularly in finance and digital services, presents just as great a threat to freedom. Powerful corporations can, and have, canceled disfavored political and religious views and taken partisan stances on highly contentious social and political issues. And they are under constant pressure from shareholders, government actors, board members, their own employees, and external activists to conform to specific ideological demands, often undermining open discourse and individual liberties.

A politicized business culture also hurts the companies that embrace it because it distracts them from their core business functions and alienates large portions of their stakeholders. Companies like Disney, InBev (Bud Light), and Target have experienced the harmful effects of this pressure and sustained billions of dollars of losses in brand value.¹ But the corporate policies and practices that enable these effects are less obvious.

The Index helps companies diagnose the systemic drivers of political and religious discrimination against customers, suppliers, employees, and shareholders. Our suite of model policies and recommendations also help companies end viewpoint-based cancellations, stop discrimination against employees because of their religious and political beliefs, extract themselves from political battles in the public square, attract talent and drive innovation in the workplace, and respect the wide variety of views held by their customers.

Key Findings:

This year's results indicate many areas where companies need to improve when it comes to respecting free speech and religious freedom.

- Vague and subjective terms of service**, including "hate speech," "misinformation," "intolerance," and "reputational risk," that encourage or enable discrimination against political or religious views are pervasive. Of the scored companies,

 - 92% have vague or subjective terms of service;
 - 67% prohibit "hate," "misinformation," or similar terms;
 - 43% have problematic harmful conduct policies that are overbroad;
 - 15% expressly prohibit certain views or content, typically on political or religious matters.

92% of scored digital service providers have so-called "acceptable use policies" that censor "hate" speech, "intolerance," and similar terms.

36% of scored digital service providers impose viewpoint- or content-based restrictions on ad placements or access to services.

Executive Summary

- 2. Promoting DEI.** DEI is divisive and legally fraught, but nearly every company is pushing it instead of focusing on viewpoint diversity, which drives innovation and engagement. This includes many of the scored companies. For example,
 - 90% promote workforce trainings that use divisive concepts like critical theory;
 - 51% impose DEI requirements on their suppliers;
 - 58% promote DEI to public audiences like teachers and small businesses;
 - Many companies have shifted away from the terms diversity, equity, and inclusion, but are still promoting divisive concepts using synonymous terms.
- 3. Not protecting against religious discrimination in employment.** These protections are especially important protections considering recent Supreme Court cases bolstering religious accommodations (*Groff v. DeJoy*) and anti-discrimination protections (*Muldrow v. City of St. Louis*) under Title VII.

Only two scored companies stated that they provide training that covers religious discrimination.
- 4. Partisan giving**
 - The majority of companies exclude or threaten to exclude religious organizations from their employee-match programs (58%) or direct contributions (53%) because of their religious status, practice, or advocacy. But 64% support organizations that are actively working to restrict freedom.
 - Companies are nearly ten times more likely to give substantial financial support to U.S. Congress members who have a negative track record on free speech and religious liberty (59%) compared to members with a positive record on the same (6%).
- 5. Lobbying and litigating against First Amendment freedoms**
 - 51% of companies use their brands and dollars to support legislation that would roll back free speech and religious freedom protections.
 - 21% of companies have taken direct aim at the First Amendment by supporting litigation stances against it, through amicus briefs or otherwise. These stances almost all lost at the U.S. Supreme Court or the relevant state supreme court.

Executive Summary

Signs of Progress:

The 2025 results revealed many reasons for optimism.

Twenty-four of the 82 returning companies improved their score, including a double-digit gain by Paychex (12 percentage points). Seventeen companies improved their scores in Market, 32 in Workplace, and 37 in Public Square.

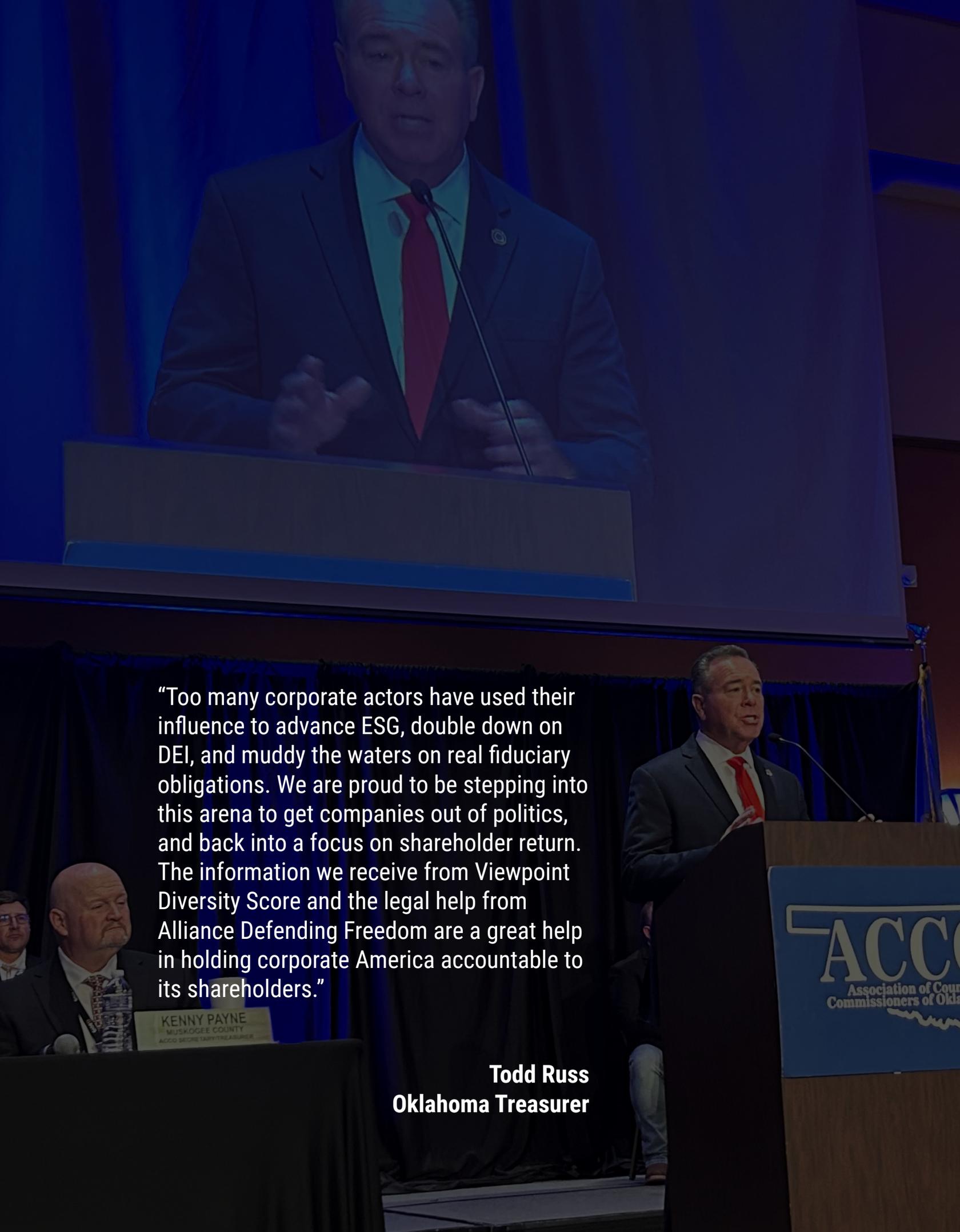
The three companies with the highest scores each participated in the Index. Participating in the Index builds trust with customers, vendors, employees, and shareholders. Each company scored is invited to complete the survey portion of our Business Index every year to help us gauge whether their policies and practices respect viewpoint diversity across the different aspects of their business.

 **Inspirety** 62%

PAYCHEX 46%

 **Webster**
Financial Corporation 30%

¹Bowyer Research, [Corporate Political Activism and Shareholder Value: The Examples of Bud Light, Disney, and Target](#) (last visited May 13, 2024).



“Too many corporate actors have used their influence to advance ESG, double down on DEI, and muddy the waters on real fiduciary obligations. We are proud to be stepping into this arena to get companies out of politics, and back into a focus on shareholder return. The information we receive from Viewpoint Diversity Score and the legal help from Alliance Defending Freedom are a great help in holding corporate America accountable to its shareholders.”

Todd Russ
Oklahoma Treasurer

KENNY PAYNE
MUSKOGEE COUNTY
ACCO SCORE PARTNER

ACCO
Association of County
Commissioners of Oklahoma

Methodology

Companies were scored based on 46 performance indicators that assess how companies' commitments, policies, and practices in the market, workplace, and public square impact civil liberties.

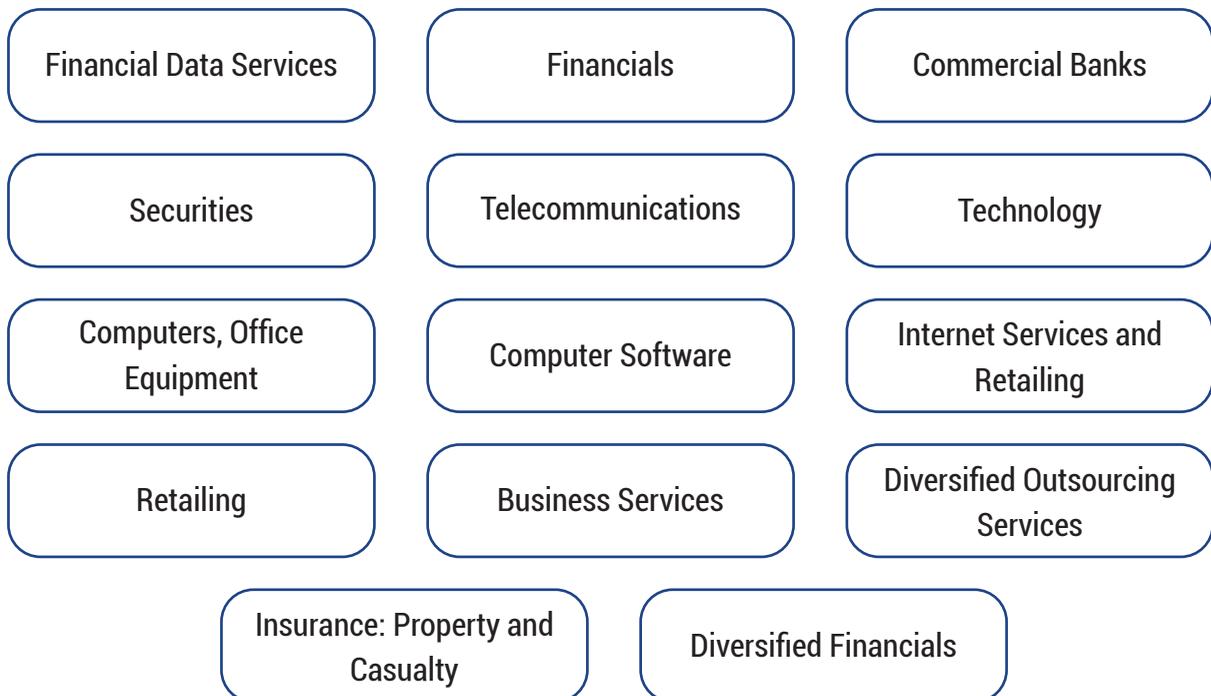
Our analysis leans heavily on written policies, procedures, and similar materials because they inform how companies think about and approach important decisions.

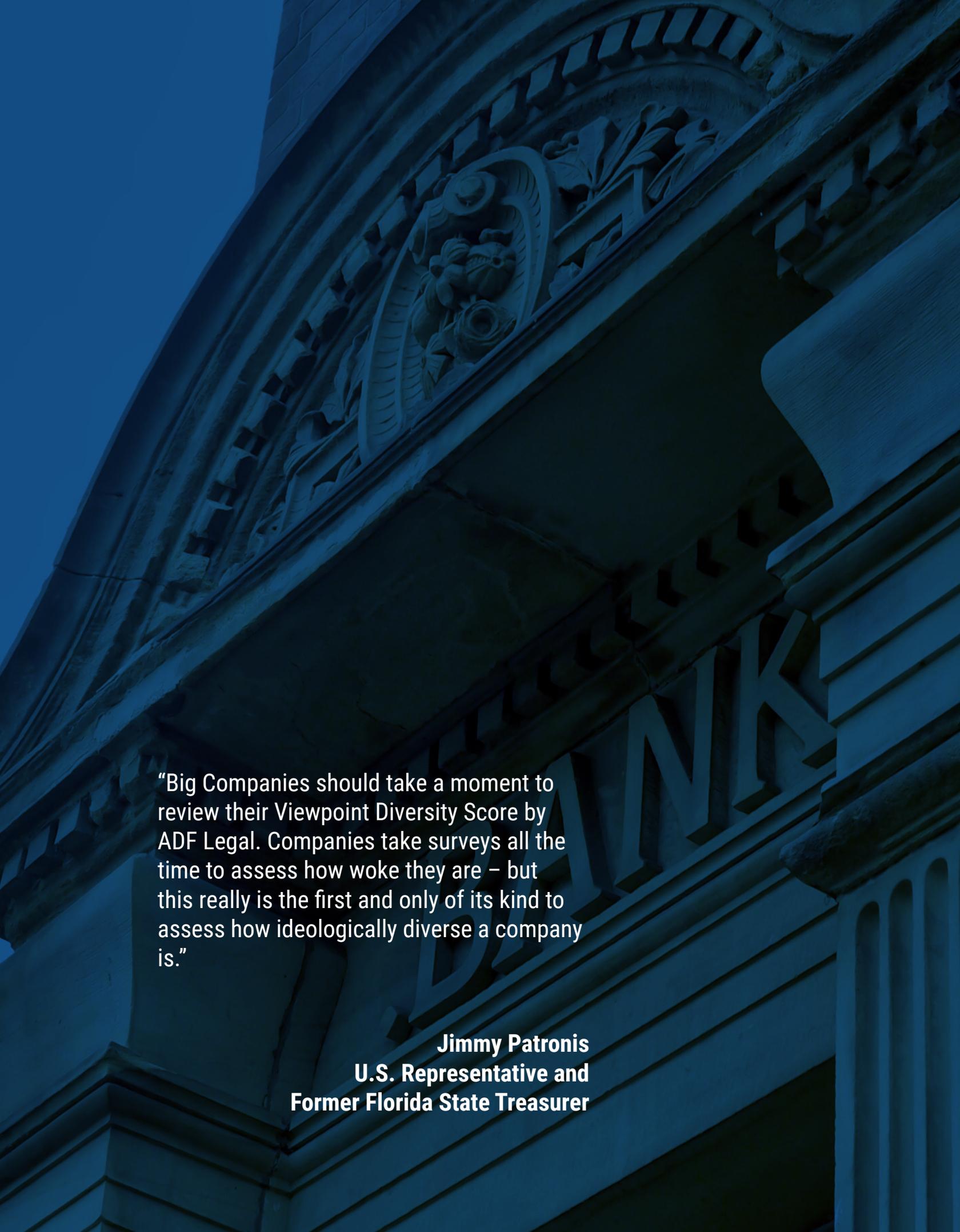
Data Collection:

We acquire data through two primary sources. First, some companies made voluntary disclosures by responding to the 2025 Viewpoint Diversity Survey—a set of questions we send each company that we scored this year. Second, we search information made available to the public, including company reports, filings, press releases, terms of service, community standards, general use policies, and third-party statements.

How Companies Were Selected:

While respecting viewpoint diversity is important for every company, the Business Index focuses on industries that have the greatest potential to impact individuals' or institutions' freedom of speech and free exercise of religion. This means we score the largest financial service providers, social media platforms, providers of cloud services, and other companies providing essential digital services. These companies comprise Fortune 1000 companies from the following industries:





“Big Companies should take a moment to review their Viewpoint Diversity Score by ADF Legal. Companies take surveys all the time to assess how woke they are – but this really is the first and only of its kind to assess how ideologically diverse a company is.”

Jimmy Patronis
U.S. Representative and
Former Florida State Treasurer

Market

Customers and Vendors

The 100 scored companies control access to essential digital, financial, and insurance services without which it is impossible to operate in today's marketplace. Unfortunately, many in the private and government sectors have been leveraging this power to cancel those with certain political and religious views. While previously there were few consequences to this behavior, that is no longer true. In the last few years, states have passed laws barring politicized deplatforming and the new presidential administration is targeting deplatforming and debanking. Meanwhile, the Supreme Court ruled on two cases about online censorship and one on debanking just last summer, and shareholders relying on this Index brought 24 proposals at 23 different companies addressing deplatforming, debanking, and other forms of censorship.

The root cause of deplatforming and debanking is vague and subjective terms of service that allow, encourage, or sometimes require political and religious discrimination against users, customers, and vendors. A whopping 68% of scored companies prohibit alleged "hate" speech, "intolerance," "misinformation," and similar terms. This includes 6 of the top 10 largest commercial banks, 54% of all scored financial institutions, and 100% of all digital service providers. And 51% of scored companies impose legally fraught DEI requirements on their vendors, though that number is likely decreasing.

Although some companies have revised their policies, there is still much to be done. Companies need to stop these practices or risk further legislative and political backlash, litigation, and damage to their reputation.

KEY ISSUE 1:

Prevent Viewpoint Discrimination Against Users and Customers

Financial institutions and digital service providers set the stage for debanking and deplatforming when they adopt policies that prohibit “hate,” “misinformation,” “intolerance,” “reputational risk,” or expressly target certain content or views.

These policies have proven to chill speech when the government adopts them. Large tech and finance companies can create the same chill because of their immense economic power over services that Americans need to participate in the marketplace.

Did You Know?

The top 10 banks hold almost half of all deposits in the country¹ and the top 4 social media platforms have over 75% of their market.²

In addition to, or maybe because of, this immense market power, there is also the threat of governments working with or even coercing these companies to engage in religious or political discrimination. In 2024, the Supreme Court issued a 9-0 decision protecting against exactly this kind of censorship in *NRA v. Vullo*. There, New York’s Department of Financial Services pressured major insurance agencies and banks to stop doing business with the NRA because, in the state’s view, its political advocacy presented a reputational risk to those institutions. The Court unanimously sided with the NRA, holding that the government cannot “directly or indirectly coerce a private party to punish or suppress disfavored speech on her behalf.”

Case Spotlight: Indigenous Advance

In April 2023, Bank of America canceled the longstanding accounts of Memphis-based Christian charity Indigenous Advance, which supports impoverished widows, orphans, and youth in Uganda. The bank sent letters stating that the ministry was “operating in a business type we have chosen not to service” and “no longer aligns with the bank’s risk tolerance.”



Read more about Steve’s story and see more de-banking victims in our resource:



[Instances of Viewpoint-Based De-Banking](#)



[Steve’s Story](#)

Market

States are also beginning to pass laws to directly prohibit debanking. In 2024 and 2025, Tennessee and Idaho, respectively, passed ADF-backed laws that prohibit large banks and payment processors from discriminating against customers for their political or religious speech.

Some companies, like JPMorgan Chase, have responded by adopting policy changes that protect customers from discriminatory debanking. Working directly with ADF attorneys this year, Chase opted to update its code of conduct to prohibit any political or religious viewpoint discrimination against customers, vendors, employees, and other contractors. ADF also worked this year with three other national banks that have agreed to include statements committing to viewpoint neutrality in the provision of services in their reports.

Despite this, many financial institutions still have “hate speech” and overly broad reputation risk policies.

The effort to combat social media censorship has progressed at a slower pace by comparison. In 2024, the Supreme Court passed up two chances to make significant rulings that would have protected speech online. In the first, *Murthy v. Missouri*, the Court held that the plaintiffs lacked standing to challenge the Biden administration’s alleged efforts to pressure social media companies to censor content critical of their COVID-19 policies. Despite the technical nature of the ruling, it leaves little recourse for social media users. In the second, *Moody v. NetChoice*, the Court held that state laws prohibiting social media platforms from discriminating against users based on viewpoint likely infringe on the platforms’ editorial discretion. Taken together, these cases leave the door open for social media companies and opportunistic government officials to leverage online platforms to achieve their censorship goals.

Social media censorship has spillover effects on tech service providers and ecommerce generally. From Amazon to Zoom, 100% of scored digital service providers maintain similarly problematic policies, which often include censorious “acceptable use policies” and, for ecommerce platforms, content- and viewpoint-based restrictions on ads.

92%

92% of scored digital service providers have acceptable use policies that censor “hate” speech, “intolerance,” or use similarly problematic terms.

Still, there have been significant wins to curb social media censorship. With the shift in administration, Meta recently agreed to roll back some of its problematic content moderation standards. Then, after ADF attorneys intervened, Meta reinstated the wrongly suspended accounts of LifeNews, Abby Covington, and the Romanian Tribune. Read more about their stories below:



[ADF to Facebook:
Practice what you preach,
allow free speech](#)

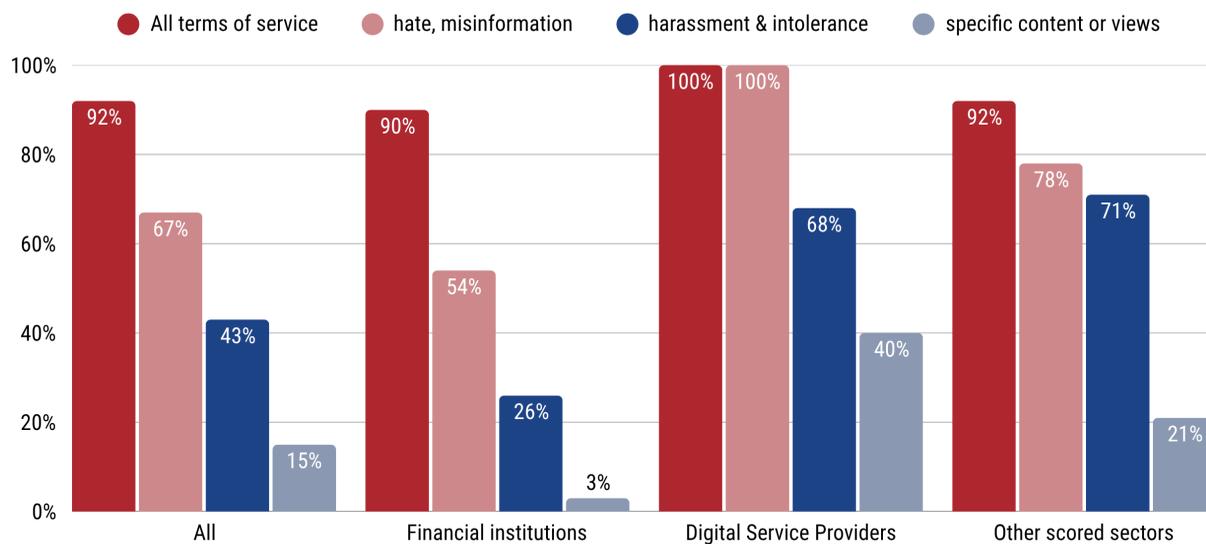


[Meta moves quickly
to reinstate Romanian
Tribune account
following contact with
ADF attorneys](#)

Market

ADF and allied shareholders also worked this year with household brands like PepsiCo, Johnson & Johnson, Mastercard, IBM, and Comcast to secure policies promising viewpoint neutrality in advertising. This was necessary in the wake of the most powerful companies in the world joining the now-defunct Global Alliance for Responsible Media and colluding to use their advertising buying power to coerce social media into censoring disfavored political and religious speakers under the guise of “hate speech” and “misinformation.”

Problematic Terms of Service by Business Sector:



Types of Harmful Policies

1. Hate Speech and Misinformation

When companies use inherently subjective terms in their policies, they place customer expression at risk. These policies are susceptible to multiple interpretations, defy any objective definition or principled approach, and enable companies to evaluate and discriminate against customers based on political and religious views.

→ Go Deeper

For a closer look at how these policies chill speech, see our [amicus brief](#) to the Supreme Court in *Murthy v. Missouri*.



Market

Example



“Apps should not include content that is offensive, insensitive, upsetting, intended to disgust, in exceptionally poor taste, or just plain creepy.”

“We will reject apps for any content or behavior that we believe is over the line. What line, you ask? Well, as a Supreme Court Justice once said, ‘I’ll know it when I see it.’ And we think that you will also know it when you cross it.”

Uses subjective and vague criteria and allows company unlimited discretion to punish viewpoints.

Example



GoDaddy

“We are often asked to take action on content that others find objectionable. . . . [W]e will refrain from taking action unless the content falls into a few important categories. . . . If content goes beyond . . . expression and crosses over to inciting violence, we will take appropriate action.”

Provides affirmative protections for speech and more objective guidelines for when the company will or will not censor speech.

“Misinformation” is also malleable and susceptible to subjective biases. What is “true” in terms of public debate is often open to interpretation and can swiftly change. In 2020 and 2021, for example, the government declared the view that COVID-19 leaked from a lab in Wuhan to be dangerous misinformation and a conspiracy theory that needed to be suppressed. Time has shown that this was not just a reasonable belief but was the most likely cause of the pandemic.³

Example

Uber

“Advertisers, advertisements, and creative content is prohibited if it is inconsistent with Uber’s values or involves, facilitates, advocates, promotes, or links to . . . culturally insensitive or inappropriate content in any region to which it is directed . . . misinformation, including claims which are likely to be debunked by third party fact checkers.”

Punishes speech just because some may find it offensive or think it is untrue.

Steps in the Right Direction



Meta made national news for taking steps to amend its hate speech and misinformation prohibitions in January, 2025. This included ending special restrictions on content like immigration and gender identity as well as eliminating dependence on third-party fact-checkers.

Go Deeper

See our Market Resource: [Risks of Unclear or Imprecise Terms in Product or Service Policies.](#)



2. Reputational Risk

“Reputational risk” and similar “risk” policies epitomize concerns about unbridled discretion. Though not limited to banks, every bank has “reputational risk” policies because banking regulators focus on it as part of a “risk-focused” regulatory approach.⁴

Reputational risk has been extended in recent years to cover not only the bank’s own conduct, but also a customer’s conduct, on the theory that any negative publicity about a customer could harm the bank’s own reputation. This rationale can readily be used to deny service to customers just because they have peaceable political or religious views to which some may object.

Even worse, some financial institutions maintain problematic “social risk” policies that identify specific customer viewpoints or advocacy on political and social issues as a “risk” that justifies service denial.

Example

Morgan Stanley

“Morgan Stanley’s reputation for integrity and excellence is essential to the Firm’s success. Franchise risk arises when a transaction, business practice, client or counterparty could damage Morgan Stanley’s reputation. Examples of issues that may give rise to franchise risk include . . . a transaction or client that raises significant human rights, environmental, health and safety or social responsibility issues.”

Requires evaluation of customer’s views and advocacy on political, social, and potentially religious issues.

Case Spotlight:

JPMorganChase

In 2021, JPMorgan Chase denied payment processing to the mainstream GOP-affiliated group Defense of Liberty under its [“social risk” policy](#), which prohibited “hate, violence, racial intolerance, terrorism, the financial exploitation of a crime.” After ADF engaged with support from state treasurers and attorneys general, Chase removed this policy.

3. Harassment or Intolerance

Other policies restrict harmful behavior like bullying and harassment. These policies include restrictions on “intolerance,” “bigotry” or “hateful” or “derogatory” speech based on one’s protected characteristics.

While perhaps well-meaning, these terms go beyond harassment and bullying and penalize speech just because some may find it offensive. They also usually pertain only to certain groups. This results in singling out specific views on particular subjects for disfavored treatment.

Case Spotlight:

THE DAILY SCEPTIC

In 2022, PayPal disabled the accounts of the Free Speech Union and Daily Sceptic for “incit[ing] hatred or discrimination of protected groups,” among other reasons.⁵

Example

“Airbnb users may not use language that calls for exclusion, segregation of, violence towards, demeans, insults, stereotypes, or seeks to convey a person’s inferiority because of a protected characteristic. This includes usage of slurs, negative associations, referring to a transgender individual by their pre-transition name (i.e., deadnaming), misgendering, microaggressions, and all other forms of hateful speech.”

Go Deeper

See our Market Resource: [Prohibiting Harmful Activity Without Limiting Speech.](#)

**4. Explicit Restrictions on Content or Viewpoint**

Some companies go even further by explicitly restricting certain content or views on particular social or political topics. These “cause” or “issue-based” restrictions effectively bar certain views from reaching audiences through digital media and greatly chill speech.

Example

“Your Store must not contain . . . [c]ontent that encourages or promotes . . . anti-social behavior . . . [c]ontent that implies or claims to diagnose, treat, or question gender identity or sexual orientation . . . [o]r religious advocacy, whether advocating or demeaning a religion.”

Example

“Advertising cannot exploit sensitive political issues for commercial gain or promote extreme political agendas or any known associations with hate, criminal or terrorist activities.”

Market

Sometimes these policies apply broadly to content across a platform or service, such as Etsy or Amazon. But more often, these policies are aimed at restricting advertisers seeking to advocate for certain social or political positions.

Thankfully, ADF and our allies are making an impact in this space. This year, five household brands worked with ADF to ensure their advertising policies prevent religious and political viewpoint discrimination.

36% of digital service providers impose viewpoint- or content-based restrictions on ad-placements or access to services:



Alphabet

amazon



COMCAST

GoDaddy



Pinterest

Snap Inc.

Read more about some of our engagement on advertising here:



[PepsiCo puts out 'viewpoint neutral' media-buying and content policy on website](#)



[Kudos to Comcast For Making Meaningful Changes In Response to National Center Proposal](#)

→ **Go Deeper**

See our Market Resource: [Preventing Viewpoint-Based Discrimination in Products or Services.](#)



5. Customer Anti-Viewpoint Discrimination Policy

Companies should also affirmatively state that they will not discriminate against customers based on their religious or political views. Few have anti-discrimination policies covering religion, and even fewer protect political views or ideology.

Only 27% of companies have a clear policy publicly banning discrimination against customers based on **religion or ideology**.

But we are seeing improvements in this area, particularly from financial institutions in response to ADF shareholders and ADF-backed state laws prohibiting debanking.

JPMorganChase

"We do not tolerate discrimination, harassment, or inappropriate or abusive conduct by or against employees, customers, suppliers, contractors, or any other individuals who conduct business or seek to do business with our firm based on race, color, ethnicity, religion, religious affiliation, or religious views, national origin or ancestry, gender, military status, disability, marital or familial status, political opinions, speech or affiliations, age, or any status protected under applicable law."

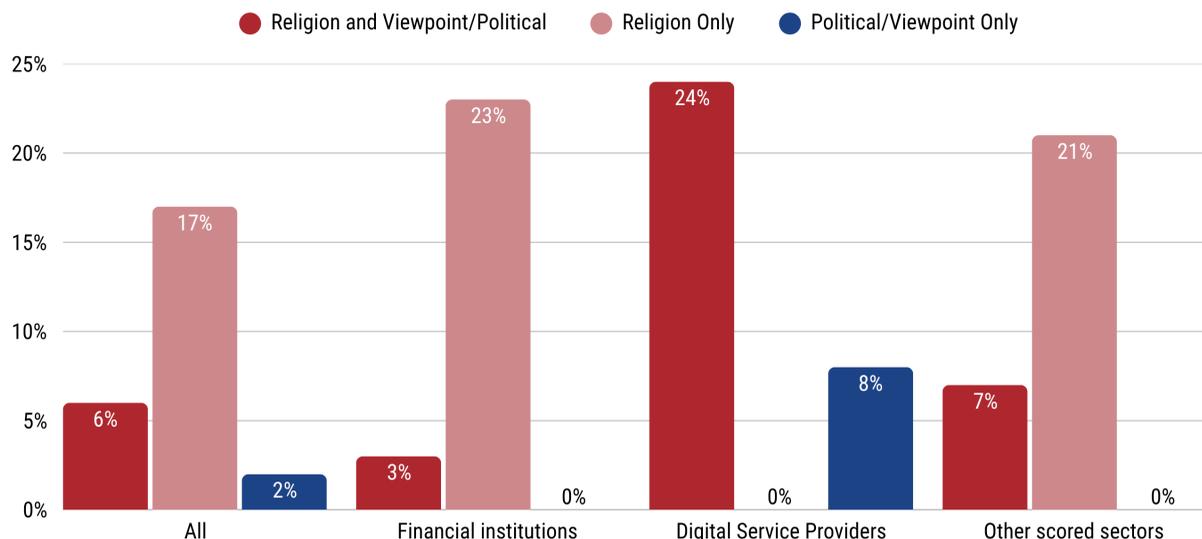
Read more about Chase's policy below:



[JPMorgan Chase makes moves to prevent religious, political 'debanking'](#)

In 2025, ADF worked with Chase, the biggest bank in the nation, to amend its code of conduct to prohibit political or religious viewpoint discrimination against any of its customers, employees, contractors, and others who do business with Chase. ADF also worked with three other large banks, including Charles Schwab, to secure reporting disclosures stating that the banks provide services to their customers regardless of political or religious viewpoints.

Breakdown of Viewpoint Anti-Discrimination by Business Sector:



"The (Viewpoint Diversity Score) index is designed as a mirror image of other such surveys—conducted by ratings firms or research universities, which typically show how extensively an institution is committed to environmental, social and governance-based investing, or ESG, which has become shorthand for a broad array of causes, whether climate or social issues, that are often championed by progressives."



Jathon Sapsford
Wall Street Journal

KEY ISSUE 2:

Respect Free Speech & Religious Freedom in Supplier Codes

Most companies scored on the Index use their supplier codes to pressure smaller companies to adopt harmful DEI policies or interfere with the ability of faith-based organizations to make employment decisions consistent with their beliefs. This propagates harmful practices and interferes with a business's ability to operate consistent with its values and mission.

51%

Companies require or expect suppliers to adopt DEI or related practices

78%

Companies do not prohibit religious or political discrimination against suppliers

99%

Companies do not have or disclose supplier workforce freedom policies

DEI Mandates & Related Practices

Discriminatory DEI programs have raised intense controversy, particularly in light of recent Supreme Court rulings that leave these practices legally suspect and executive orders designed to root out DEI from the federal government, federal contractors, and the private sector. DEI programs replace equal opportunity and the uniqueness of each individual with a focus on race- and sex-based quotas and ideologies that label individuals as “oppressed” or “oppressors” based on their group identity.

While some companies are starting to change, 51% of scored companies still have public policies pressuring their vendors to implement divisive and legally suspect DEI practices as a requirement of participating in contracts. That includes companies like **Citigroup**, **AT&T**, **Bank of America**, and **Zoom**. Another 12% have policies encouraging but not requiring companies to adopt these same practices.

Spotlight



“Supplier will . . . make good faith efforts to spend not less than fifteen percent (15%) of the amount Supplier is spending with respect to its Subcontractors towards goods and services sourced from Diverse Suppliers. Supplier will provide Citi with information relating to Supplier’s expenditures, either direct or indirect, with Diverse Suppliers by completing a ‘Diversity Profile Tier 2 Form.’”

Spotlight



“We expect our Suppliers to . . . foster a diverse and inclusive workplace. In addition, we expect that our Suppliers will not allow, promote, or facilitate any hate-related or violent speech or materials, whether in the workplace or through electronic communications or transmission of data.”

Political or Religious Discrimination Against Suppliers

While most companies impose DEI on suppliers, only 22 of the 100 companies scored disclose a commitment to not discriminate against contractors based on their religious or ideological commitments. This is a major shortcoming in companies’ stated commitment to non-discrimination.

Leading by Example

DELL Technologies

Dell prohibits its employees from engaging in “discrimination or unlawful harassment” based on “religion or belief, creed . . . , [or] political viewpoint” against any of its “independent contractors, vendors or other strategic partners.”

Vendor Freedom in Employment

Businesses have the right to make employment decisions consistent with their religious or ideological beliefs. Title VII and other anti-discrimination laws, for example, recognize specific carveouts for religious organizations for these purposes. But many scored companies impose DEI commitments and similar expectations for vendors that are out of step with these protections.

This fails to respect the freedom of vendors to make determinations about their own hiring and employment policies consistent with their mission, values, and other applicable laws. Companies need to adopt affirmative policies recognizing these rights.

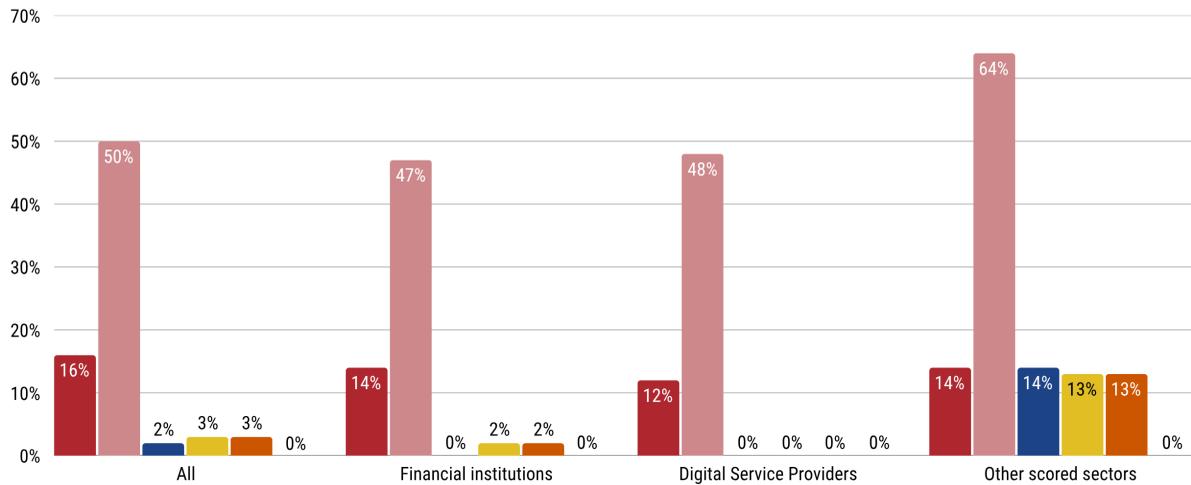
→ Go Deeper

See our Market Resource: [Third-Party Workforce Freedom Policy](#).



Other Index Market Data

- includes free speech or religious liberty in CSR reporting
- Has fair "high risk" assessments for industry and business activity
- provides notice of service or content restriction
- Avoids blacklisting organizations in reliance on non-profits hostile to speech
- discloses all criteria for restricting service or content
- Discloses NGO or gov't requests for cancellation blacklists



Market

¹ FDIC, [Deposit Market Share Report](#).

² Dream Grow, [Top 10 Social Networking Sites by Market Share Statistics \[2025\]](#) (Jan. 1, 2025).

³ Michael R. Gordon and Warren P. Strobel, [Lab Leak Most Likely Origin of Covid-19 Pandemic, Energy Department Now Says](#), *The Wall Street Journal* (Feb. 26, 2023).

⁴ Julie Hill, *Regulating Bank Reputation Risk*, 54 *Ga. L. Rev.* 523, 544-46 (2020).

⁵ Aaron Terr, [Did PayPal reverse course on proposed speech-chilling policies?](#), *Fire* (Oct. 10, 2022).

Workplace

Employees

The scored companies employ millions of Americans and are leaders in corporate culture. But instead of promoting merit and equal opportunity, most subscribe to divisive training, hiring, and workplace culture practices under the banner of so-called diversity, equity, and inclusion (DEI). In fact, 90% of scored companies still promote it in their workforce, whether under DEI or some pseudonym.

This is especially concerning given the shifting legal landscape and sustained political and cultural backlash against DEI, most notably from the Trump administration through recent executive orders and administrative action. Still, there have been significant gains as companies reduce their DEI commitments, including at 15 companies where ADF has directly engaged through shareholder proposals.

Companies can also do much more to foster viewpoint diversity and religious freedom by taking positive steps like protecting employee speech in workplace handbooks, treating faith-based employee resource groups equally with other ERGs, and allowing employees to direct gift match to religious charities—a surprising shortcoming in many company's gift match programs. But some companies, like Morgan Stanley and Verizon, are improving these policies thanks to shareholder engagement from ADF and our allies.

KEY ISSUE 1:

Move Away from Divisive Diversity, Equity, and Inclusion

"Over the last two years, ADF-backed shareholders have filed DEI proposals at 20 companies--15 of which have curtailed their DEI policies as a result:



This stands in contrast to the more modest movement in corporate America at large. Recent research has found that about 80% of employers were not scaling back DEI efforts just before the election.¹ And even after President Trump's executive orders, 45% of companies are still not making any changes, according to one labor and employment law firm.²

Companies need to understand the broader cultural backlash against DEI. While advocates claim DEI promotes belonging and unity, while fighting injustice, many Americans are waking up to the fact that DEI does not deliver on these promises. Executive orders, shareholder pushback, consumer campaigns, and the shifting legal landscape are spurring many companies to rethink their commitments to DEI. Now is the time to set a new vision that prioritizes equal opportunity and respects the inherent dignity and uniqueness of each individual.

The downfall of DEI is also extending to college campuses. As The New York Times reported in October 2024, a 10-year investment of \$250 million to promote and engrain DEI has backfired so completely that "[University of Michigan's own data suggests that in striving to become more diverse and equitable, the school has also become less inclusive."



[The University of Michigan Doubled Down on D.E.I. What Went Wrong?](#)

The Trump administration wasted no time with a series of executive orders from day one that, among other things, bar federal contractors from adopting illegal DEI practices and encourage civil investigations for companies that insist on treating some employees worse than others based on legally protected characteristics like race, sex, and religion.

Workplace

In March, the EEOC and DOJ released [joint guidance](#) educating the public about unlawful discrimination related to DEI in the workplace. The guidance states that a wide range of DEI-inspired activities may be illegal under Title VII, including diverse candidate slates, and race- or sex-restricted mentoring, sponsorship, and networking opportunities, and employee resource groups.

The new Acting Chair of the Equal Employment Opportunity Commission, Andrea Lucas, investigated and secured settlement agreements from four large law firms promising to end unlawful DEI practices and commit to merit-based employment practices.³ This and the EEOC's more recent guidance on what DEI practices are unlawful are just the start of fulfilling Lucas' promise to "root[] out unlawful DEI-motivated race and sex discrimination."⁴

Good Business™

The recently launched Good for Business Coalition, which includes ADF, business leaders, and other thought leaders, has published the first comprehensive guide on how to dismantle corporate DEI programs.



[Dismantling DEI and Embracing Equal Opportunity](#)

The last year also saw new studies showing that common DEI practices actually induce hostility, increase authoritarian tendencies, and foster agreement with extreme rhetoric, the exact opposite of what DEI proponents promise.⁵ This echoes another study that undermined foundational McKinsey studies on the alleged benefits of DEI and the above University of Michigan study showing its 10-year, \$250 million DEI program resulted in the school become less inclusive.⁶

1. Workforce Training

DEI is synonymous with coercive trainings on divisive concepts such as "unconscious bias," "microaggressions," and re-education programs. Instead of focusing on "oppressed" or "oppressors" and dividing employees based on sex, religion, or skin color, companies should emphasize diversity that extends holistically to a person's background and talents, while promoting a workplace culture that respects diverse viewpoints on political and social issues.

Leading by Example



Insperity disclosed that it instructs employees on respecting religious and political differences.

While some companies are leading by example, others have particularly divisive policies.

Spotlight



Airbnb says its employees must understand their "social privilege, or a special, unearned advantage or entitlement" based on "ethnic or racial category, gender, gender identity, sexual orientation, religion, ability, age, and/or social class." It also encourages them to actively "dismantle the structures of privilege."

Spotlight



Citizens encourages employees to take trainings on "LGBTQ+ issues, including understanding gender identity and relevant definitions, supporting transitioning at work, releasing unconscious biases and sharing strategies for being a better ally."

→ Go Deeper

See our resources, [Avoiding Divisive Concepts in Workplace Training](#), and [Viewpoint Diversity Policy](#), and services offered by groups like [Real Unity Training Solutions](#).



[Avoiding Divisive Concepts
in Workplace Training](#)



[Viewpoint Diversity Policy](#)

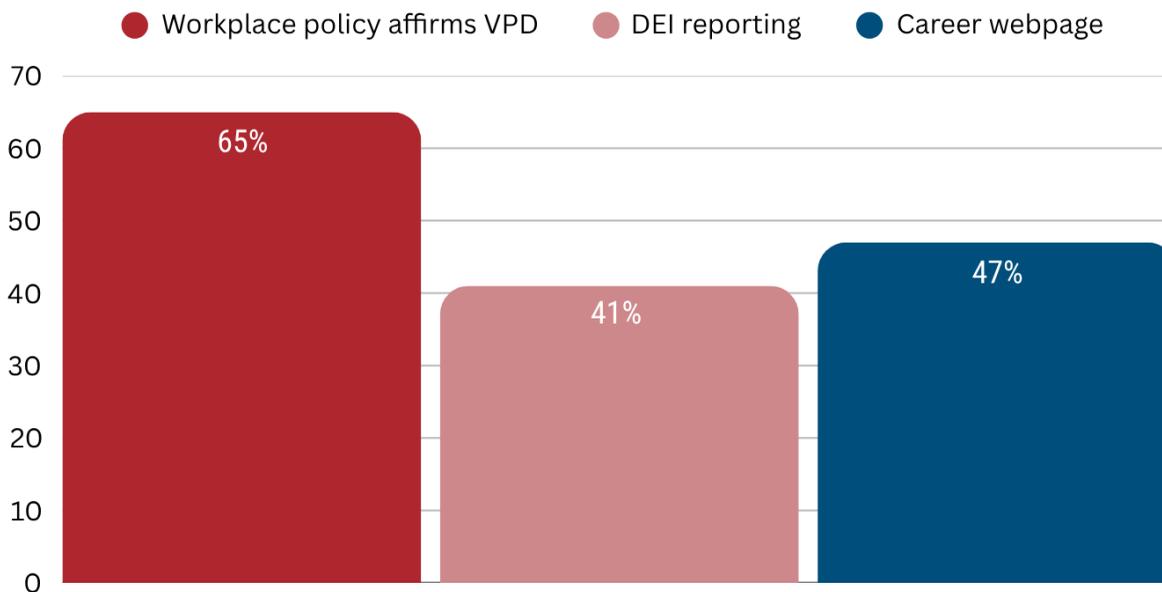


[Real Unity Training Solutions](#)

2. Other Ways to Move Away from DEI

Another way to move beyond DEI is to shift the focus from protected classes to diversity of thought, especially in recruiting, reporting, and workplace policies.

Percentage of scored companies promoting viewpoint diversity in other ways:



Leading by Example



"At Webster, we strive to create a workplace that reflects the communities we serve and where every colleague feels empowered to bring their true authentic selves to work each and every day. When colleagues feel free to share their experiences, perspectives, and backgrounds we create a stronger and more creative work environment where everyone's point of view is valued and respected. This diversity of thought enables us to better help our clients and the communities we serve achieve their financial goals."

KEY ISSUE 2:

Protect Religious Freedom

It's essential that every company treat employees of faith equally in the workplace. This is especially pertinent in light of two recent Supreme Court cases—one, *Muldrow v. City of St. Louis*, which requires equal treatment beyond hiring and firing, and another, *Groff v. DeJoy*, which bolsters religious accommodations. But many companies do not currently provide the protections reaffirmed in these important court cases. Companies should have clear written policies for religious accommodations, provide equal treatment for religious employee resource groups, and ensure that employee match programs include religious charities.

1. Prevent Religious Discrimination

While almost every scored company (96%) publicly affirms that it does not discriminate based on religion, which is illegal under Title VII and other laws, only a few disclosed the existence of a religious accommodation policy or training.

Steps in the Right Direction



Webster and Insperity disclosed that trainings for new hires and supervisors provide at least an intermediate level of guidance on religious discrimination and accommodation practices.

2. Treat Faith-Based Employee Resource Groups Equally

Employee Resource Groups (ERGs) are one way that most companies promote diversity and community for employees. ERGs provide a place within the company where different groups of employees can connect with colleagues based on shared interests and backgrounds. They also

give employees a place to seek professional development and speak to corporate leadership on issues that impact the wider workforce.

90%

90% of Fortune 500 companies have ERGs.⁷

12.4%

But only 12.4% of Fortune 500 companies have faith-based ERGs.⁸

Nearly all the companies scored on the Index recognize ERGs formed around race, sexual orientation, or veteran

status. But most of these companies fail to provide similar opportunities for employees of faith, even though America's workforce overwhelmingly identifies as religious.

Workplace

Companies that allow for ERGs should allow for faith-based ERGs and give them equal treatment. Companies should take five steps to address this inconsistency:

1. Allow ERGs specific to each faith, not just a single interfaith ERG,
2. Disclose a clear process to form ERGs,
3. Assign an executive sponsor to each ERG,
4. Disclose a list of ERGs on the company's website, and
5. Promise equal treatment for faith-based ERGs. This means having equal visibility, equal access to company resources, and not being penalized for their religious status or beliefs.

→ Go Deeper

For more on this, see the [Good for Business resource on faith-based ERGs](#).



3. Protect Employee Giving to Religious Charities

Over 26 million employees donate over \$2.8 billion each year through employee gift match programs.⁹ But companies often bar employees from giving to their preferred causes because of the charity's religious status or advocacy. This tells employees their faith is not welcome at work and it denies critical funding to religious charities, which do some of the most important humanitarian work for virtually every vulnerable population both domestically and abroad.

Did You Know?

A survey from America's Charities found that nearly 60% of employees say it is imperative or very important to work where the culture is supportive of giving and volunteering. But 30% of employees say they do not give through their workplace because the causes they care about aren't available in the program.



[What Employees Think about Workplace Giving, Volunteering, and CSR](#)

Companies often exclude religious charities from these programs in two ways:

a. The charity's religious status or practices.

Some policies outright ban religious organizations, disqualifying otherwise eligible charities because of their faith-based employment practices, or prohibiting these organizations because they operate their programs according to their religious beliefs. This often takes the form of requiring religious charities to serve a "secular" or "nonsectarian" purpose.

58% of companies exclude or threaten to exclude religious organizations from their employee-match programs for their religious status or advocacy.

b. The charity's advocacy on issues of public concern.

Other policies ban religious organizations that advocate from specific viewpoints on marriage, human sexuality, abortion, or other important social issues. These policies are often couched as non-discrimination requirements or prohibitions on "hate" speech or "intolerance," like those in customer terms of service. And they are just as problematic.

Spotlight



Restricts giving to religious charities.

"We do not provide general funding to any organization whose purpose is to promote or to discourage the observance or proselytization of religious beliefs. . . . We do not provide funding to any organization that discriminates based on . . . religion . . . sex, sexual orientation, gender identity . . . or espouses hate."

Steps in the Right Direction

verizon✓

This year, Verizon [removed](#) its religious status exclusion for its employee gift match program and Morgan Stanley disclosed its religion-friendly gift-match policy after ADF-backed shareholder proposals sparked discussions on the issue.



→ Go Deeper

See our workplace resource: [Donation Policy for Religious Charities \(Employee\)](#) and the Good for Business resource: [Ensuring Charitable Choice for Employees](#).



[Donation Policy for Religious Charities \(Employee\)](#)



[Ensuring Charitable Choice for Employees](#)

NEW YORK POST

“For those of us who’ve had the fiscal rug pulled out from under us, Chase’s new commitments mark a crucial milestone in the fight against politicized debanking.”



Ambassador Sam Brownback
New York Post

KEY ISSUE 3:

Protect Off-Duty Employee Speech

Employees shouldn't have to choose between their job and civic engagement. Unfortunately, employers will often penalize workers for expressing certain views that depart from entrenched political narratives. Employees need to know that they have the freedom to express their views and participate in the democratic process without fear that doing so will cost them their jobs.

54%

54% of employees are concerned that sharing political content on social media could result in negative consequences in the workplace.

Source: 2023 Freedom at Work Survey.

Companies often impose restrictions on “hate,” “intolerance,” “bigotry,” and similar terms on employee speech, even while off-duty. These terms are inherently subjective and are often used to punish certain political or religious views. And a subjective policy weaponized against one set of beliefs can easily be used to silence others when the political winds shift.

Steps in the Right Direction



Insperty and Paychex confirmed that they do not restrict off-duty employee speech using problematic terms.

Spotlight

DELL Technologies

Dell's social media policy for employees “has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech. ‘Hate speech’ includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. This can include race, ethnicity, nationality, religion, sexuality, caste, gender, or disability. Hateful, violent, racist, or bigoted concepts may be hidden in messaging.”

→ Go Deeper

See our Workplace Resource: Off-Duty Civil Rights Policy and the Good for Business resource: Honoring Employees' Off-Duty Civil Rights.



[Off-Duty Civil Rights Policy](#)



[Honoring Employees' Off-Duty Civil Rights](#)

Workplace

- ¹ Subha V. Barry, [Corporate DEI Still Matters: The Proof is in the Data](#), Seramount (Oct. 1, 2024).
- ² Littler Mendelson P.C., [The Littler Annual Employee Survey Report](#) (May 2025).
- ³ Press Release, [In EEOC Settlement, Four 'BigLaw' Firms Disavow DEI and Affirm Their Commitment to Merit-Based Employment Practices](#), U.S. Equal Employment Opportunity Commission (Apr. 11, 2025).
- ⁴ U.S. Equal Employment Opportunity Commission, [Andrea R. Lucas, Acting Chair](#) (last visited June 2, 2025).
- ⁵ Ankita Jagdeep et al., [Instructing Animosity: How DEI Pedagogy Produces the Hostile Attribution Bias](#), Network Contagion Research Institute.
- ⁶ Jeremiah Green and John R.M. Hand, [McKinsey's Diversity Matters/Delivers/Wins Results Revisited](#), 21 Econ J. Watch 5 (Mar. 2024).
- ⁷ Toki Toguri, [15+ Game-Changing ERG Statistics – 2025 Research Updates for ERGs and DEI](#), MentorcliQ (Jan. 29, 2025).
- ⁸ Religious Freedom & Business Foundation, [REDI Index 2024](#) (last visited June 2, 2025).
- ⁹ Double the Donation, [Corporate Giving and Matching Gift Statistics \[Updated 2025\]](#) (last visited June 2, 2025).

Public Square

Civil Society

Corporations often engage in charitable giving and routinely use their platforms to voice support for humanitarian causes and human rights. Unfortunately, many of these companies are supporting groups that undermine free speech and religious freedom. These groups include hyper-partisan organizations like the Human Rights Campaign and the widely discredited Southern Poverty Law Center. Many companies also support politicians, laws, and even lawsuits that directly undermine free speech and religious freedom protections. This alienates wide swathes of their constituents by telling them that their beliefs are not welcome at a company.

Companies can do better. Whether they are using their dollars or their voice, they should avoid taking divisive positions on contentious social and political issues. Instead, companies should align their charitable efforts with their diverse shareholders, customers, and employees. This benefits the companies and supports foundational freedoms that help our society flourish.

KEY ISSUE 1:

Support Diverse and Freedom-Loving Charities

Corporations often provide grants or funding to support a wide variety of charitable causes. Unfortunately, the majority of scored companies restrict faith-based organizations from accessing grants, funding, and discounted services because of what they believe or advocate. Even worse, most scored companies support organizations like the so-called Global Disinformation Index, which actively and aggressively push others to censor their political opponents.

53%

53% of companies exclude or threaten to exclude charities based on their religious status, practice, or advocacy.

64%

64% of companies support organizations that are actively working to restrict freedom.

1. Stop Supporting Fringe Groups that Undermine Core Freedoms.

A majority of scored companies (64%) support non-profits that are actively attacking free speech and religious freedom. Many companies are providing money to, partnering with, or giving other substantial support to the Human Rights Campaign, Global Disinformation Index, or other highly partisan groups. These groups have a history of working behind closed doors with governments and corporations to promote radical political agendas that include overt attempts to censor speech and exclude their political opponents from funding and essential financial services.

Did You Know?

The Human Rights Campaign's so-called Corporate Equality Index requires companies to provide "puberty blockers for youth" in their healthcare plans to get its coveted "Best Place to work for LGBTQ Equality" title even though 68% of Americans oppose the practice for children ages 10-14, 58% oppose it for minors ages 15-17, 25 states have adopted laws protecting minors from these practices, and 5 European countries including the UK have adopted similar protections.



[Human Rights Campaign Foundation's 2023 Corporate Equality Index](#)

→ Go Deeper

For a list of scored organizations, see **Appendix D**.

2. Remove Exclusions for Religious Charities

Religious institutions are the largest recipient of charitable giving, make up the largest category of charities, and do some of the most critical work to serve vulnerable populations domestically and globally. But many companies disqualify religious charities from their charitable giving simply because of their religious status, practice, or advocacy.

Companies should review their policies—or the policies of their third-party program manager—to identify and eliminate two common types of restrictions on corporate charitable giving.

a. The charity's religious status or practices.

This includes policies that outright ban religious organizations or that have nondiscrimination requirements that may disqualify religious organizations based on their legally protected faith-based employment practices or administration of programming in accordance with their religious beliefs. Fifty-three percent of scored companies exclude or threaten to exclude religious charities based on status or practice.

b. The charity's advocacy on issues of public concern.

This includes policies that ban alleged “hate speech” or “intolerance” like those found in many terms of service policies. This can be weaponized to disqualify a religious organization that advocates for religious views on marriage, human sexuality, abortion, or other important social issues. If the company permits donations to charities that engage in advocacy work, it should not discriminate based on the religious nature of the advocacy.

Spotlight

TRUIST 

Truist restricts giving on religious status, practice, and advocacy. It forbids grants to “churches,” “religious, veteran, or fraternal organizations, unless it's a secular program or project benefitting the general community,” “organizations that have a policy of discrimination based on . . . sexual orientation, gender identity,” and organizations “that attack or malign individuals or groups of individuals based on their demographic or other immutable characteristics or act based on other prejudices . . .”

→ Go Deeper

See our model policy, [Donation Policy for Religious Charities \(Company\)](#).



KEY ISSUE 2:

Use Corporate Speech to Support Free Speech and Religious Freedom

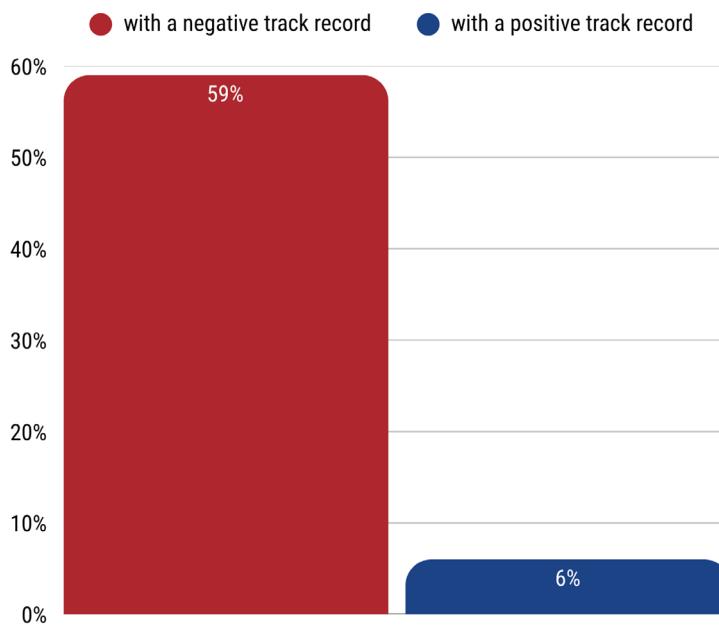
A business's core purpose is to create economic value through excellence in the provision of goods and services. But many companies are engaging in political and social activism. This introduces a whole new set of risks, not the least of which is potentially alienating shareholders, customers, and employees who disagree with positions corporations take on contentious political issues. This calls for caution. Companies should also ensure that they are making positive contributions to a culture of free speech and religious freedom that benefits everyone regardless of what they believe.

1. Political Contributions

As the data shows, companies have a long way to go in providing equal support for political candidates. Nearly ten times as many scored companies provide substantial support for candidates with negative track records on free speech and religious liberty as opposed to candidates with positive track records.

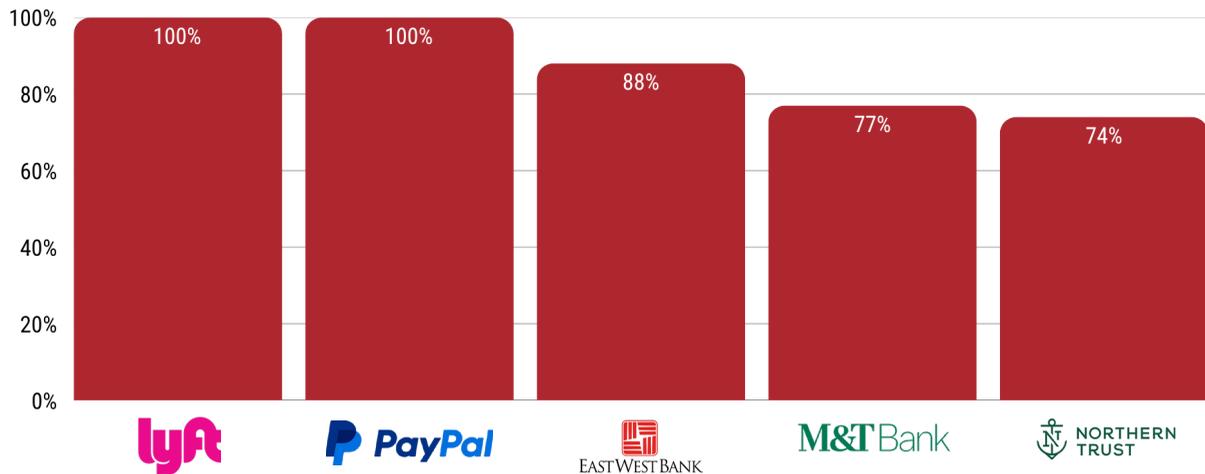
All of these companies are publicly traded, meaning that corporations are weaponizing Americans' hard-earned investment dollars against their constitutionally protected freedoms of speech and religious exercise.

Substantial (at least 33% of political contributions) Support for Political Candidates



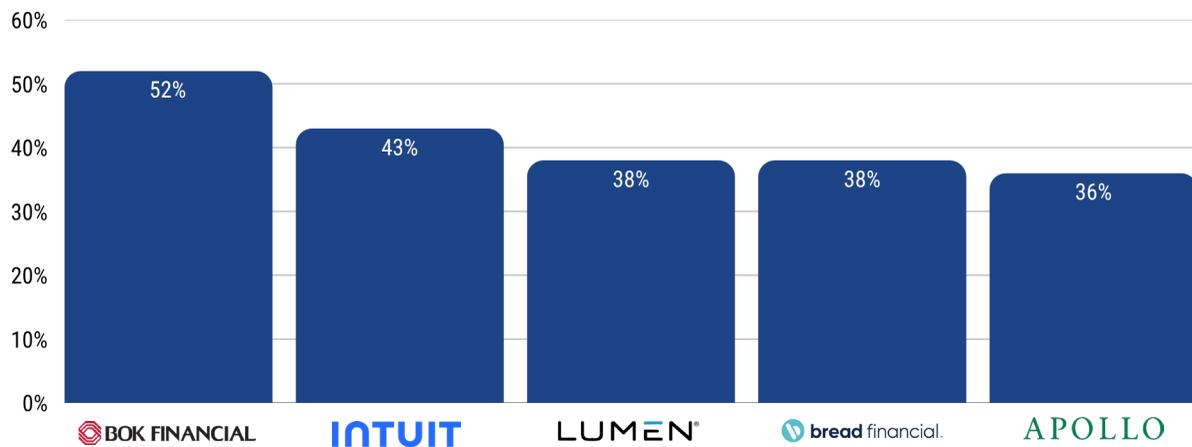
Public Square

Top Donations to Politicians with a Negative Track Record (out of total political donations)



Other companies, though in the minority, have strong records of supporting candidates who promote freedom.

Top Donations to Politicians with a Positive Track Record (out of total political donations)



→ Go Deeper

For more information, see our [Methodology](#).



2. Legislation

Many companies also support harmful legislation like the so-called “Equality Act,” which would compel uniformity of government-approved speech on marriage, gender identity, and sexual orientation.

Read more about how the Equality Act threatens your freedom



51% of scored companies support legislation that undermines First Amendment freedoms.

→ Go Deeper

For a list of scored legislation, see **Appendix C**.

3. Litigation

Some companies have gone a step further than supporting politicians or legislation and have taken direct aim against parties advocating for their First Amendment freedoms. While only 21% of scored companies have done so within the last 10 years, this includes many major companies and is one of the most aggressive ways to attack constitutional freedoms.

Spotlight

Alphabet   

Alphabet, Apple, Airbnb, and PayPal sided with a government-attempt to prevent a faith-based foster care agency from serving children in need as part of Philadelphia’s foster care program. The United States Supreme Court ruled unanimously that the government’s actions violated their right to free exercise of religion under the First Amendment in *Fulton v. City of Philadelphia*.

Spotlight

 Adobe  AIG 

 Etsy  Meta  Pinterest  Twilio

Adobe, AIG, Dell, Etsy, Meta, Pinterest, and Twilio all supported discriminatory DEI-based admissions policies, which the Supreme Court ruled were unconstitutional, in *Students for Fair Admissions, Inc. v. President and Fellows of Harvard College* in 2023.

→ Go Deeper

For a list of scored litigation, see **Appendix C**.

4. Publicly Support Free Speech and Religious Freedom

Companies should also make public statements supporting our freedoms. Unfortunately, some see this as taking sides on political and social issues. But supporting free speech and religious freedom benefits everyone. Easy ways to engage include making oral or written statements or sponsoring events that promote these freedoms.

→ Go Deeper

See our model corporate policy, [Pledge to Respect Freedom of Expression and Belief Through Corporate Advocacy and Political Engagement](#).



5. Support Shareholder Action for Viewpoint Diversity

In October 2024, *The Daily Signal* featured the Viewpoint Diversity Score's research on Verizon, which promoted the Southern Poverty Law Center curriculum on "Teaching Tolerance," a program for grade-school students that promoted critical race theory and transgenderism.



[Verizon Denies Relationship With Leftist Group Despite Promoting Its Education Program](#)

Companies have not only foisted divisive DEI concepts on their employees and suppliers. They also have a troubling track record of pushing these concepts to public audiences, including small businesses and even teachers and students. Fifty-eight percent of scored companies have promoted divisive concepts using terms like "unconscious bias," "privilege," "hate speech," and "microaggressions" in their public education efforts, recommendations, and messaging.

→ Go Deeper

For a list of divisive concepts and terms, see **Appendix E**.

KEY ISSUE 3:

Participate in the Index

Companies often tout their commitment to transparency related to a number of matters, including environmentalism and DEI, and participate in surveys like HRC's divisive Corporate Equality Index. Companies should practice equal transparency by answering how their policies and practices impact the free speech and religious freedom of their customers, employees, and shareholders.

We invite each company scored on our Index to complete our survey to help us make this evaluation. Companies that participate will boost their score, since some of our criteria rely on these disclosures. Participants also automatically receive points based on how much of our survey they complete.

Did You Know?

Over 1,400 companies, including 376 of the Fortune 500, participate in the HRC's highly partisan Corporate Equality Index, which commits companies to some of the most extreme political goals of LGBTQ-plus activists. This year, 765 of these companies earned 100 points.¹

Each of the top 3 scoring companies participated in the index:



¹Human Rights Campaign, [HRC Foundation Announces Record Participation in Upcoming 2025 Corporate Equality Index, Docks Scores of Seven Companies in Current Ranking Following Their Pullback From Workplace Inclusion](#) (Sept. 12, 2024).

Acknowledgements

We want to extend a special thanks to the many collaborators and colleagues who have supported the Index and our work. Robert Netzly, Tim Schwarzenberger, and the entire team at Inspire Insight have been indispensable partners since day one and have continually engaged with companies to improve their policies and participate in the survey component of the Business Index. Jerry and Susan Bowyer and Isaac Willour at Bowyer Research are also critical partners and have partnered with us for many of our engagements. Others, including Bill Flaig at Conservative Value ETFs, Will Lofland at GuideStone, and Pia de Solenni with IWP Capital, LLC have both urged companies to take steps to be transparent and accountable.

None of this would be possible without the dedication of our corporate engagement team. A special thanks to Madeleine Kennedy, Georgia Cline-Miller, Courtney Day, and Jordan Day for being the backbone of this project. Their research prowess and skill in managing and shaping the data collection and scoring has reached new highs this year.

We are also grateful to our colleague Jay Hobbs for his ability to make everything we say stronger and more persuasive, for spearheading our public relations efforts, and help in shepherding the many tasks related to this report, and to Marina Moreira for her unflinching service to our allies, invaluable strategic input, the many late nights on our shareholder engagement, and unfailing assistance to us on every other imaginable matter.

Project Leads:

Jeremy Tedesco
Senior Counsel & Senior
Vice President of Corporate
Engagement

Michael Ross
Legal Counsel for Corporate
Engagement

Contributors:

Madeleine Kennedy
Lead Research Analyst

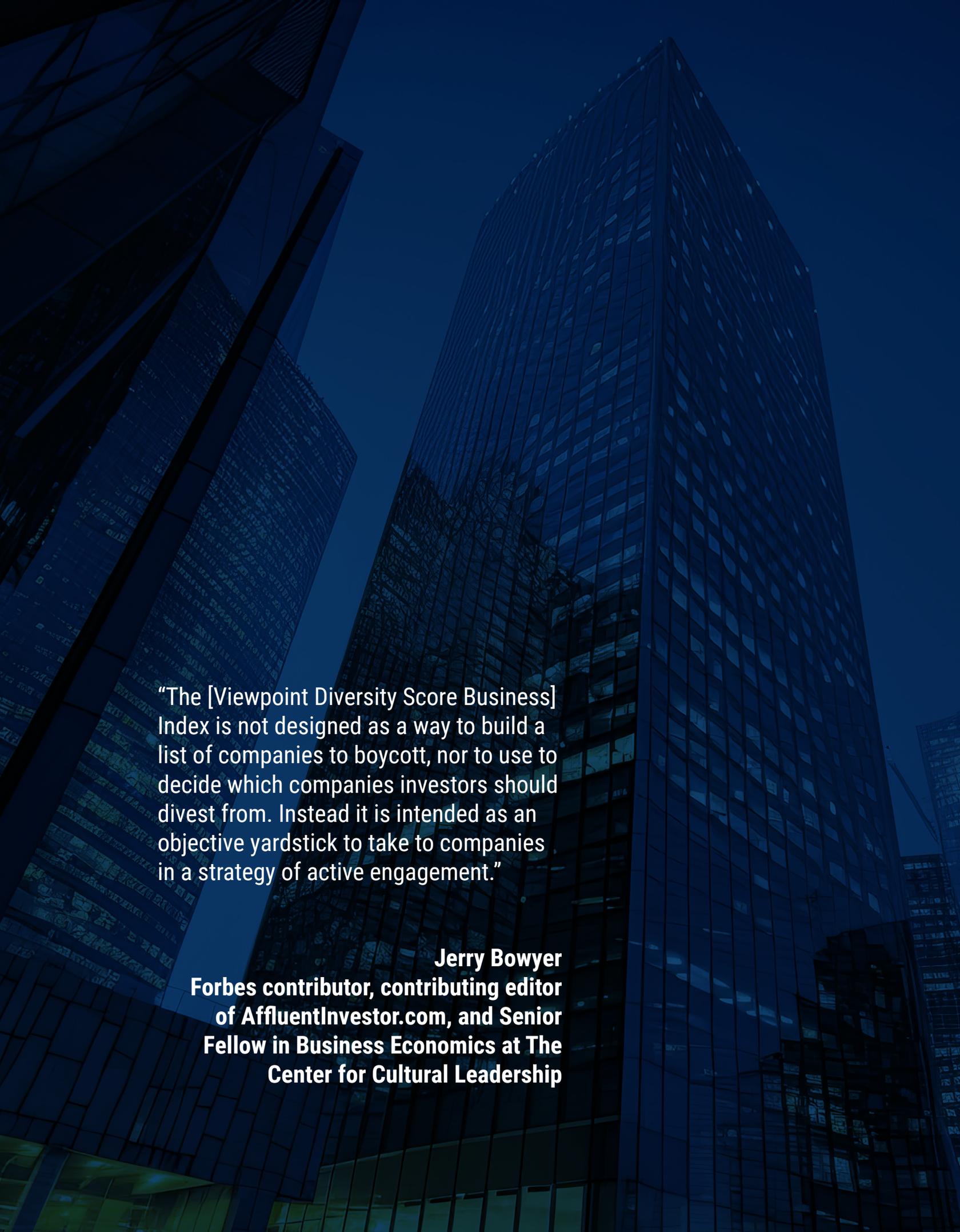
Georgia Cline-Miller
Research Analyst

Courtney Day
Research Analyst

Jordan Day
Research Analyst

Jay Hobbs
Director of Communications
and Coalitions for Corporate
Engagement

Marina Moreira
Corporate Engagement Program
Administrator



“The [Viewpoint Diversity Score Business] Index is not designed as a way to build a list of companies to boycott, nor to use to decide which companies investors should divest from. Instead it is intended as an objective yardstick to take to companies in a strategy of active engagement.”

Jerry Bowyer
Forbes contributor, contributing editor
of AffluentInvestor.com, and Senior
Fellow in Business Economics at The
Center for Cultural Leadership

Appendix A | Scores

Diversified Outsourcing Services

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
ASGN	4%	9%	13%	8%	▼	-2%
Insperty	67%	48%	79%	62%	▲	4%
Paychex	31%	29%	90%	46%	▲	12%
Average	34%	29%	61%	39%	▲	5%

Financial Data Services

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Block, Inc.	0%	10%	6%	6%	▼	-1%
Bread Financial	9%	10%	22%	13%	▼	-3%
Corpay	7%	0%	23%	7%	Not Scored in 2024	
Euronet Worldwide	7%	5%	23%	10%	—	
Fidelity National Information Services	11%	13%	24%	15%	▼	-1%
Fiserv	8%	12%	16%	12%	▼	-2%
Global Payments Inc.	2%	13%	14%	10%	▼	-5%
Mastercard	6%	10%	5%	7%	▼	-7%
Moody's	14%	10%	16%	13%	▲	2%
PayPal Holdings	2%	8%	8%	6%	—	
Toast	9%	15%	13%	13%	Not Scored in 2024	
Visa	4%	13%	11%	10%	▲	2%
Western Union	7%	7%	23%	10%	—	
Average	7%	10%	16%	10%	▼	-2%

Diversified Financials

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Ally Financial	7%	15%	8%	11%	Not Scored in 2024	
American Express	2%	22%	5%	11%	▼	-1%
Ameriprise Financial	8%	15%	19%	14%	▲	2%
Marsh & McLennan	4%	8%	11%	7%	Not Scored in 2024	
StoneX Group	4%	0%	23%	7%	—	
Synchrony Financial	4%	18%	16%	13%	▲	1%
Average	5%	13%	14%	11%	—	

Commercial Banks

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Bank of America	7%	18%	10%	12%	▼	-1%
Bank of New York Mellon	7%	7%	13%	8%	▼	-5%
BOK Financial	10%	20%	24%	18%	—	
Capital One Financial	7%	10%	10%	9%	▼	-1%

Appendix A | Scores

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Citigroup	13%	18%	13%	15%	▲	1%
Citizens Financial Group	4%	5%	22%	9%	▼	-2%
Columbia Banking Systems	4%	10%	23%	11%	Not Scored in 2024	
Comerica	4%	12%	27%	13%	▼	-4%
East West Bancorp	7%	5%	11%	7%	▼	-2%
Fifth Third Bancorp	7%	11%	14%	10%	▼	-1%
First Citizens BancShares	10%	10%	12%	10%	—	
First Horizon Corp.	18%	10%	30%	18%	▼	-6%
Goldman Sachs	6%	5%	11%	7%	▼	-3%
Huntington Bancshares	16%	13%	24%	17%	—	
JPMorgan Chase	13%	12%	10%	10%	▲	3%
KeyCorp	4%	8%	11%	8%	▼	-3%
M&T Bank	13%	13%	19%	15%	▼	-3%
Morgan Stanley	4%	10%	8%	8%	▼	-3%
Flagstar Financial, Inc.	7%	13%	22%	13%	Not Scored in 2024	
Northern Trust	11%	12%	19%	13%	▼	-2%
PNC Financial Services Group	7%	7%	14%	8%	▼	-3%
Popular	13%	10%	13%	12%	▼	-2%
Regions Financial	4%	18%	15%	13%	▲	1%
State Street	7%	17%	11%	12%	▲	2%
Synovus Financial	2%	18%	24%	15%	Not Scored in 2024	
Truist Financial	4%	7%	8%	6%	▼	-3%
U.S. Bancorp	7%	12%	19%	12%	▲	1%
Valley National Bancorp	7%	5%	23%	10%	Not Scored in 2024	
Webster Financial	31%	30%	29%	30%	▼	-1%
Wells Fargo	7%	8%	15%	10%	▲	2%
Western Alliance Bancorp	7%	8%	20%	11%	▲	2%
Wintrust Financial	9%	7%	13%	9%	Not Scored in 2024	
Zions Bancorp.	4%	20%	23%	16%	▲	1%
Average	9%	12%	17%	12%	▼	-1%

Securities

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Apollo Global Management	4%	5%	19%	8%	▼	-3%
BlackRock	6%	12%	18%	11%	▲	1%
Charles Schwab	7%	15%	21%	14%	—	
Average	6%	11%	19%	11%	▼	-1%

Appendix A | Scores

Computer Software

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Adobe	0%	12%	0%	5%	▼	-3%
DocuSign	11%	5%	23%	11%	▼	-2%
Dropbox, Inc.	2%	10%	8%	7%	Not Scored in 2024	
Intuit	2%	15%	19%	12%	▼	-5%
Microsoft	7%	8%	5%	7%	▼	-3%
Oracle	4%	8%	11%	8%	—	
Salesforce	2%	10%	0%	5%	▼	-1%
ServiceNow	4%	12%	13%	10%	Not Scored in 2024	
Zoom Video Communications	16%	10%	13%	13%	▲	1%
Average	5%	10%	10%	9%	▼	-2%

Computers, Office Equipment

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Apple	2%	5%	0%	3%	▼	-2%
Dell Technologies	16%	8%	5%	10%	▼	-5%
Hewlett Packard Enterprise	13%	12%	19%	14%	—	
HP	11%	13%	0%	10%	▲	1%
Average	11%	10%	6%	9%	▼	-2%

Internet Services and Retailing

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Airbnb	4%	10%	5%	7%	▲	3%
Akamai Technologies	3%	12%	6%	8%	▼	-3%
Alphabet	0%	10%	5%	6%	—	
Amazon.com	2%	10%	5%	6%	—	
DoorDash	7%	7%	11%	8%	Not Scored in 2024	
eBay	8%	10%	19%	12%	▲	7%
Etsy	4%	10%	0%	6%	—	
GoDaddy	9%	12%	10%	10%	▲	1%
Lyft	4%	5%	0%	4%	▼	-1%
Maplebear [dba Instacart]	7%	5%	6%	6%	Not Scored in 2024	
Meta	4%	13%	8%	9%	▼	-6%
Pinterest	0%	5%	9%	4%	▼	-1%
Rackspace	13%	13%	13%	13%	▼	-3%
Snap Inc.	0%	10%	23%	10%	▲	3%
Snowflake Inc.	5%	10%	13%	9%	Not Scored in 2024	
Twilio	7%	12%	16%	11%	—	
Uber Technologies	7%	12%	0%	7%	▼	-2%
Average	5%	8%	6%	6%	▼	-2%

Appendix A | Scores

Telecommunications

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
Altice USA	0%	8%	8%	6%	Not Scored in 2024	
AT&T	16%	15%	10%	14%	▲	3%
Charter Communications	4%	7%	22%	10%	—	
Comcast Corporation	4%	7%	10%	7%	—	
Lumen Technologies	3%	12%	27%	13%	▼	-2%
Verizon Communications	11%	12%	10%	11%	▲	1%
Average	6%	10%	15%	10%	▼	-1%

Insurance: Property and Casualty

Company Name	Market	Workplace	Public Square	Overall	Change from 2024	
AIG	11%	18%	16%	15%	▲	2%
Allstate	3%	12%	14%	10%	▼	-1%
Berkshire Hathaway	6%	1%	24%	8%	▼	-1%
Hartford Financial Services Group	11%	10%	16%	12%	Not Scored in 2024	
Progressive Corp	7%	13%	23%	13%	Not Scored in 2024	
The Travelers Companies Inc.	9%	10%	16%	11%	Not Scored in 2024	
Average	8%	11%	18%	12%	▲	1%

Appendix B | Scored Legislation

The “scored” legislation is a collection of bills and laws that companies can earn points for supporting or lose points for opposing depending on the nature of the bill or law. Support or opposition can be direct (e.g., supporting the bill or law with public statements or signed petitions) or indirectly (e.g., donating money to congressmembers who sponsored or co-sponsored the bills or laws in question). These bills and laws are broken out into three lists: legislation harming free speech and religious freedom, which companies can lose points for supporting; legislation protecting it, which companies can gain points for supporting; and state laws protecting it, which companies can gain points for supporting.

F1: Legislation Harming Free Speech or Religious Freedom

Do No Harm Act, S.1206 and H.R.2725, 118th Congress (2021–2022); S. 593 and H.R. 1450, 116th Congress (2019–2020): The Do No Harm Act would strip certain people of faith of the protections that the Religious Freedom Restoration Act provides for people of all faiths. It handpicks certain religious beliefs and practices—specifically those related to abortion, marriage, and human sexuality—and deprives them of the protection of federal law.

Equality Act, S.5 and H.R.15, 118th Congress (2023–2024); S.393 and H.R.5, 117th Congress (2021–2022); S.788 and H.R.5, 116th Congress (2019–2020): This legislation poses serious threats to religious freedom, free speech, and the progress women have made toward equality in law and culture. Among other things, the law would do the following:

1. harm the over-400,000 children in our nation’s foster care system by closing down faith-based adoption and foster care providers who believe children thrive best in a home with a married mother and father.
2. threaten the many faith-based social service organizations that receive federal grants to enable them to better serve the most vulnerable among us every day. These organizations would be prohibited from living out their beliefs about marriage or human sexuality as a condition of continuing to receive federal funding.
3. deny federal financial aid to students at faith-based colleges and universities unless those schools abandon policies and practices reflecting their sincerely held beliefs about marriage and sexuality.
4. nullify many of the opportunities previously guaranteed by Title IX, which provides women equal access to education opportunities on the same basis as men. It could mandate that men who identify as women be allowed to compete for spots on female sports teams, women’s scholarships, and other academic and sports-related opportunities designed specifically for women.
5. violate the privacy and safety of women and force them to share sex-separated spaces, such as showers, locker rooms, and other private areas, with men.

Freedom to Vote Act, S.1 and H.R.11, 118th Congress (2023–2024); formerly For the People Act, S.1 and H.R.1, 117th Congress (2021–2022): The Act imposes unworkable and invasive regulations on the ability of individual Americans and groups of citizens to discuss vital policy issues with elected officials or the public and to exercise constitutionally protected freedoms of speech, association, and religion. The bill also intrudes upon private financial decisions made by everyday citizens, subjecting them to harassment and intimidation simply for giving to causes they believe in.

Fairness for All Act, H.R.1440, 117th Congress (2021–2022); H.R.5331, 116th Congress (2019–2020): The Fairness for All Act poses the same threats to religious freedom, free speech, and women and girls as the Equality Act. However, it proposes narrow exemptions for some religious organizations. These “exemptions” do not fully protect these institutions, and strip fundamental rights from everyone else.

Respect for Marriage Act, S.4556 and H.R.8404, 117th Congress (2021–2022): The Respect for Marriage Act would require the federal government to “recognize without limit any marriage definitions that a state

Appendix B | Scored Legislation

adopts,” opening citizens and faith-based non-profits who make business or administrative decisions based on their religious beliefs to legal attack.

Right to Contraception Act, S.1999 and H.R.4121, 118th Congress (2023–2024); S.4557 and H.R. 8373, 117th Congress (2021–2022): The Right to Contraception Act would give the Food and Drug Administration sole authority to redefine “contraceptives” to include abortifacients, require health care providers to offer abortifacients and information related to them alongside contraceptives despite state or federal laws like the Religious Freedom Act of 1993 (RFRA).

See our [F1 Congress Members](#) resource for a detailed list of federal congress members who sponsored and/or cosponsored these harmful bills and laws.

F2: Legislation Protecting Free Speech or Religious Freedom.

Child Welfare Provider Inclusion Act, H.R.6485 and S.3344, 118th Congress (2023–2024); H.R.1750 and S.656, 117th Congress (2021–2022); H.R.897 and S.274, 116th Congress (2019–2020): This legislation would prevent federal agencies and state governments from discriminating against child welfare providers on the basis of their religious beliefs or moral convictions.

Conscience Protection Act, S.401, 117th Congress (2021–2022): This legislation would protect healthcare professionals who refuse to perform, refer for, pay for, or otherwise participate in abortion.

Free Speech Fairness Act, H.R.837, 117th Congress (2021–2022); H.R.949 and S.330, 116th Congress (2019–2020): This legislation would allow non-profit organizations to speak freely in the ordinary course of their business on all matters of life, including elections and candidates, if they choose to do so.

See our [F2 Congress Members](#) resource for a detailed list of federal congress members who sponsored and/or cosponsored these helpful bills and laws.

F3: State Laws Protecting Free Speech and Religious Freedom.

1. Arkansas Religious Freedom Restoration Act, SB975 (2015)
2. Georgia Religious Freedom Restoration Act, HB757 (2016), vetoed by Governor Nathan Deal
3. Indiana Religious Freedom Restoration Act, SB101 (2015)
4. Act relating to the exercise of religion, SF2095 (Iowa, 2024)
5. An Act relating to restoring religious liberty, HB47 (Kentucky, 2024)
6. Mississippi Religious Freedom Restoration Act, HB1523 (2016)
7. Missouri Religious Freedom Restoration Act, SJR39 (2016), defeated in a House committee vote
8. Montana Religious Freedom Act, SB215 (2021)
9. First Freedom Act, LB43 (Nebraska, 2024)
10. North Dakota Religious Freedom Restoration Act, HB1136 (2023)
11. An Act to provide protections for the exercise of religious freedom, SB124 (South Dakota, 2021)
12. Exercise of Religion Amendments, SB150 (Utah, 2024)
13. West Virginia Religious Freedom Restoration Act, HB2474 (2023)
14. Social credit; discrimination; financial services, SB1167 (Arizona, 2024): did not proceed to a House vote
15. An Act relating to discrimination in the provision of financial services, SSB3094 (Iowa, 2024): defeated in Senate Committee vote
16. Financial Institutions: Provides relative to practices of financial institutions to provide or deny services, HB914 (Louisiana, 2024): defeated in Committee vote
17. Equality in Financial Services Act, HB2100 (Tennessee, 2024)

Appendix C | Scored Litigation

Masterpiece Cakeshop, Ltd. v. Colorado Civil Rights Commission: Penalty for supporting the respondents. In 2018, the Supreme Court ruled 7-2 that the Colorado Civil Rights Commission violated the free exercise clause of the First Amendment in assessing a cakeshop owner's reasons for declining to make a cake for a same-sex couple's wedding celebration.

Scardina v. Masterpiece Cakeshop: Penalty for supporting Scardina. The case is currently active in the Colorado Supreme Court and stems from an additional discrimination complaint brought on the day that the Supreme Court ruled in the cake artist's favor in *Masterpiece Cakeshop, Ltd. v. Colorado Civil Rights Commission*. At issue is whether a cake artist can be forced to create expression that violates his beliefs.

Fulton v. City of Philadelphia: Penalty for supporting the respondents. In 2021, the Supreme Court ruled unanimously that Philadelphia violated the First Amendment by conditioning a religious agency's ability to participate in the foster care system on taking actions and making statements that directly contradict the agency's religious beliefs.

State of Washington v. Arlene's Flowers: Penalty for supporting the respondents. At issue was whether the state violated a floral designer's First Amendment rights to free exercise and free speech by forcing her to take part in and create custom floral art celebrating same-sex weddings or by acting based on hostility toward her religious beliefs. After lengthy litigation at the Washington Supreme Court and U.S. Supreme Court, the parties settled the case in 2021.

303 Creative LLC v. Elenis: Penalty for supporting the respondents. In 2023, the Supreme Court ruled 6-3 that Colorado violated the free speech clause of the First Amendment by applying a public-accommodation law to compel a web designer to create speech inconsistent with her beliefs.

Burwell v. Hobby Lobby Stores; Conestoga Wood Specialties v. Burwell: Penalty for supporting the petitioner. In 2014, the Supreme Court ruled that the government's application of the contraceptive-coverage Mandate of the Affordable Care Act violated the religious rights of the religious owners of a family business and their closely held, for-profit corporation.

Brush & Nib Studio v. City of Phoenix: Penalty for supporting the respondent. In 2019, the Arizona Supreme Court ruled that Phoenix violated Arizona's free speech and religious freedom protections when it forced artists to create custom artwork conveying messages about marriage that violates their religious beliefs.

Groff v. DeJoy: Penalty for supporting the respondent. In 2024, the Supreme Court ruled unanimously that Title VII requires employers to grant religious accommodations in the absence of substantial additional costs in relation to the business. The decision corrected many lower courts that held that Title VII required the employer to show only a de minimis burden on the company to deny a religious accommodation request.

Students for Fair Admissions v. Harvard. Penalty for supporting the respondents. In 2023, the Supreme Court ruled that Harvard and the University of North Carolina's race-based admissions practices violated the Equal Protection Clause of the Fourteenth Amendment. The ruling has cast serious doubt and opened the door for litigation against similar DEI programs from corporations under Title VII.

Appendix D | Scored Causes/Organizations

What is it?

The “scored” causes and organizations are entities with a track record of pressuring Index-relevant companies to take measures that harm the freedoms of speech and religion, and of supporting legislation that harms the same.

Causes/Organizations:

1. **Accountable Tech.** Pressures big tech and social media companies by authoring and joining petitions holding them accountable for election misinformation and hate speech, and by supporting the Change the Terms model policy that restricts or censors speech online in a discriminatory, ill-defined, or arbitrary fashion. Pressured X Corp’s advertisers to threaten to pull advertising spending if X Corp failed to enforce its Civic Integrity Policy and Hateful Conduct Policy.
2. **Amalgamated Foundation (ACF/Amalgamated Charitable Foundation).** Through its Hate is Not Charitable campaign, the Amalgamated Foundation pressures banks and philanthropic institutions to use the Southern Poverty Law Center’s Hate Map as a pretext to exclude individuals and organizations from the market and public square because of their viewpoints.
3. **Center for American Progress (CAP).** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy.
4. **Center for Countering Digital Hate (CCDH).** Pressures big tech and social media companies through public square and advertiser advocacy to restrict service to advertisers and other user groups that CCDH determines promote hate or misinformation. Pressures companies to adopt standards /model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through publicly supporting the Change the Terms model policy.
5. **Change the Terms.** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy.
6. **Color of Change.** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy.
7. **Common Cause.** Pressures big tech and social media companies by authoring and joining petitions pushing companies to suppress electoral disinformation, hate speech, and discrimination, and by supporting the Change the Terms model policy that restricts or censors speech online in a discriminatory, ill-defined, or arbitrary fashion. Monitors political disinformation on social media platforms during elections, including in candidate advertising, to hold companies accountable for users’ speech online. Advocates the weakening of free speech and religious freedom protections in law by supporting the For the People Act.
8. **Free Press.** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy.
9. **Global Alliance for Responsible Media (GARM).** Advised allied markets, media agencies, media platforms, industry associations, and advertising technology solutions providers to strip First Amendment freedoms from advertisers by “reducing the availability and monetization of harmful content online.” Directed advertising funds to so-called “legitimate new” websites and away from “disinformation sites” in partnership with the Global Disinformation Index.

Appendix D | Scored Causes/Organizations

- 10. GLAAD.** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through publicly supporting the Change the Terms model policy. Pressures social media companies to censor hate speech and disinformation through organized petitions.
- 11. Global Disinformation Index (GDI).** Pressures advertisers to stop funding disinformation by ceasing advertising on media platforms who disseminate false information according to the Index's standards and definitions. Utilizes the Southern Poverty Law Center's Hate Map to define "hate groups" and advocate for companies to adopt a terms of service policy excluding such "hate groups" from using their services.
- 12. Human Rights Campaign (HRC).** Advocates for the weakening of free speech and religious freedom protections in law through support of the Equality Act.
- 13. Institute for Strategic Dialogue (ISD).** Pressures tech and social media companies by joining petitions holding companies accountable for stopping election disinformation on their platforms. Advocates stripping First Amendment freedoms from "hate-groups" identified as such by their political and religious viewpoints in partnership with the Global Disinformation Index.
- 14. Lawyers' Committee for Civil Rights Under Law (LCCRUL).** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy.
- 15. National Hispanic Media Coalition (NHMC).** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy.
- 16. Southern Poverty Law Center (SPLC).** Pressures companies to adopt standards/model policies that restrict or censor speech online in a discriminatory, ill-defined, or arbitrary fashion through co-authoring the Change the Terms model policy. Promulgated an arbitrary, discriminatory, and politically-motivated "Hate Map" as a pretext to exclude individuals and organizations from the market and public square because of their viewpoints.
- 17. Stop Hate for Profit.** Pressures tech and social media companies through Stop Hate for Profit to restrict or deny services and/or censor content promoting "hate, bigotry, racism, antisemitism, and disinformation." To this end, Stop Hate for Profit partners with other scored organizations such as Color of Change, Free Press, and the National Hispanic Media Coalition.
- 18. The Leadership Conference on Civil and Human Rights (LCCHR/Leadership Conference).** Pressures big tech and social media companies by authoring and joining petitions holding companies accountable for election misinformation and discriminatory advertising on their platforms and publicly calls out platforms for users' hate speech, harassment, and misinformation. Advocates the weakening of free speech and religious freedom protections in law by supporting the For the People Act, Respect for Marriage Act, and Equality Act, and opposing the Fairness for All Act.

Appendix E | Avoiding Divisive Concepts in Public Messaging

Avoiding Divisive Concepts in Public Messaging.

To identify and mitigate risk, use the examples below to audit all public communication and resources for public square training, programming, and resources to ensure they avoid divisive concepts. Remove resources, speakers, and training facilitators that advocate these concepts, as well as recommendations or supportive references to the same.

What are they?

"Divisive concepts" refers to ideas that denigrate a person or group because of their religion, race, ideology, or sex. Here "denigrate" means "disparaging or classifying a person or group as superior, inferior, oppressor, or oppressed." Companies that publish employee education materials, invite speakers, or recommend materials espousing any of these eleven ideas are advocating divisive concepts:

1. A person is either "oppressor" or "oppressed" based on self-asserted racial, sexual, or other identity.
2. One sex or race is superior or inferior.
3. An individual is inherently consciously or unconsciously racist or sexist by virtue of their race or sex.
4. A person should be discriminated against or adversely treated because of their race or sex.
5. A person's moral character is determined by their race or sex.
6. A person's race or sex makes them responsible for past transgressions of that race or sex.
7. A person should feel discomfort, guilt, anguish, or any other form of psychological distress on account of his or her race or sex.
8. Hard work ethic and the nuclear family structure are inherently racist, sexist, or otherwise oppressive.
9. A person is "hateful," "bigoted," or otherwise "discriminatory" because of their sincere religious beliefs about family and sexuality.
10. "Unconscious/internal/implicit bias" is typically associated with divisive concepts as defined here. It assumes a larger Critical Theory-based approach to human social relations that divides people based on their personal characteristics, and places disagreements about the prevalence and nature of actual or perceived "discrimination" outside the purview of objective, rational inquiry.
11. "Privilege" is typically associated with divisive concepts as defined here. It is used to designate unearned power that is given to a specific class or group by society's formal and informal institutions, and that is not perceived by the possessor class or group.

Touchpoint Terms

1. allyship
2. privilege
3. unconscious/internal/implicit bias
4. intersectionality
5. white fragility
6. white complicity
7. antiracism
8. cisnormativity
9. heteronormativity
10. critical consciousness
11. power
12. oppression
13. systemic/institutional racism
14. cultural appropriation
15. hate speech
16. internalized dominance
17. internalized oppression
18. internalized racism

In public messaging and related literature, these ideas are usually referred to by touchpoint terms like "power," "allyship," "white complicity," and others.



**VIEWPOINT
DIVERSITY
SCORE**