

Detailed Methodology and Grading Process

Companies are evaluated for risk of canceling business contracts using six criteria:

1. Canceling or de-platforming customers/suppliers/employees because of their viewpoints
2. Using ideologically discriminatory charitable giving policies
3. Failing to protect freedom of religious/political beliefs in internal policies
4. Funding ideological groups or causes with corporate funds
5. Supporting ideological agendas with corporate brand/reputation
6. Using political contributions for ideological purposes

Companies receive ratings on each criterion of “Lower, Medium, or High,” risk as demonstrated by the green, yellow, or red logos, respectively, and receive an overall rating from the same scale.

Overall Rating

Scoring a High Risk on criterion one (i.e., canceling a vendor, client, or employee due to viewpoints) merits an automatic High Risk overall rating. Other companies’ overall ratings are determined based on their cumulative score from the six criteria. Each rating of Lower Risk counts as zero points. Each rating of Medium Risk counts as one point. Each rating of High Risk counts as two points.

0-4 total points = Lower Risk

5-9 total points = Medium Risk

10+ total points = High Risk

“High Risk” companies have generally canceled business relationships based on viewpoint disagreements and/or have been weaponized to discriminate against people and businesses who do not share their views.

“Medium Risk” companies have generally demonstrated willingness to advance ideological agendas and lack policies preventing corporate discrimination against those who disagree.

“Lower Risk” companies have not terminated business relationships because of ideological disputes and generally respect or allow differing viewpoints, despite some potential limited advocacy efforts and problematic policy.

Breakdown by criterion

- 1. Canceling or de-platforming customers/suppliers/employees because of their viewpoints**
 - A. Any cancellation or similar behavior earns a High Risk rating.
 - B. Companies that are not known to have canceled business relationships but have discriminatory policies, like requiring suppliers or customers to agree with the company's views on cultural/religious/social issues, earn a Medium Risk rating. In some rare instances, companies may have canceled a contract for varying and ambiguous reasons; these will receive Medium Risk ratings.
 - C. Companies that have not publicly canceled business relationships due to views or beliefs receive a Lower Risk rating.
- 2. Using ideologically discriminatory charitable giving policies**
 - A. Discriminatory policies that do not match employee donations to religious charities or impose unilateral unfair restrictions on faith-based charities earn a High Risk rating. Exception: excluding religious organizations, among other disqualifiers, as part of an issue-specific, targeted charitable campaign would not earn a High Risk rating. For example, if the company runs a charitable giving campaign to match employee donations to a specific cause or charity (e. g., an education campaign to raise money for schools).
 - B. Discriminating against IRS-registered charities for their beliefs earns a High Risk rating. *Note: One High Risk element earns a High Risk rating for this criterion, even if some parts of the charitable giving are not discriminatory.
 - C. Denying corporate donations (separate from employee matches) or grants to churches or similar faith-based ministries that would otherwise advance the company's charitable mission earns a Medium Risk rating.
 - D. Companies that match employee donations without prejudice and also do not unfairly discriminate against specific types of charities in corporate giving as outlined above receive a Lower Risk rating.
 - E. Companies without any charitable donations will receive an N/A rating.
- 3. Failing to protect freedom of religious/ideological beliefs in internal policies**
 - A. Companies that do not explicitly protect against *both* viewpoint *and* religious discrimination receive a High Risk rating.
 - B. Companies that do not publicly state a nondiscrimination policy but pledge to hire/fire only based on merit earn a Medium Risk rating.

C. Companies that explicitly protect against both viewpoint (ideological affiliation) and religious discrimination receive a Lower Risk rating.

4. Supporting ideological agendas with corporate brand/reputation

A. Multiple signs of advocacy on sociopolitical or cultural issues or similar behavior from executives on behalf of the company earns a High Risk rating.

B. Some minor forms of non-business-related advocacy limited to one or two issues earns a company a Medium Risk rating.

C. Companies that have not publicly used their corporate reputation to advance agendas or take sides on sociopolitical or cultural issues receive a Lower Risk rating. Companies with some internal campaigns, such as LGBTQ or racism-awareness campaigns, may receive Lower Risk ratings if those campaigns are limited to internal, optional discussions and not leveraged for external advocacy.

5. Funding ideological groups or causes with corporate funds (i.e., organizations advancing controversial/radical political agendas, and cancel culture)

A. Donating to multiple ideological groups, especially those with negative relationships towards freedom of speech/religion, earns a High Risk rating.

B. Donating to one ideological group or several groups with questionable views towards freedom of speech/religion earns a Medium Risk rating.

C. Companies that have not publicly donated to ideological groups or used funds to advance specific agendas receive a Lower Risk rating.

6. Using political contributions for ideological purposes

A. Any donation to an explicitly and strictly ideological PAC earns a High Risk rating.

B. Refusing to donate to certain politicians simply based on non-business-related, ideological criteria earns a High Risk rating.

C. Companies that stopped making political contributions after January 6, 2021 and have not resumed donations receive a Medium Risk rating until they resume donations without ideological prejudice.

D. Companies that do not donate with ideological agendas receive a Lower Risk rating. Similarly, companies that make no political contributions and have rules against ideological donations receive a Lower Risk rating.

E. Companies without PACs or any form of political donations receive an N/A.

USER AGREEMENT: Company reports are intended only for the private educational use of the registered user. Republishing and distributing this report is strictly prohibited. By downloading this report, the user accepts these conditions.