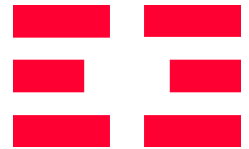




## Intuit

Subsidiaries: Quickbooks, TurboTax, Mailchimp, Credit Karma, TSheets,  
Locations: California (HQ)  
Industries: Accounting Payroll & HR Services, Diversified Financials,  
Software and Services

### RISK LEVEL:



High Risk

### DESCRIPTION:

By complying with Human Rights Campaign's controversial demands, Intuit increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Intuit forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Intuit provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. Its affiliate, Mailchimp, temporarily suspended The Babylon Bee account, which it called a "mistake." The company donated \$1 million to BLM and related causes and has funded Planned Parenthood. Intuit regularly advocates for and funds LGBTQ causes and organizations. Up until September 2023, Intuit Quickbooks would not do business with gun manufacturers or sellers. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. Intuit is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race. For these reasons, Intuit receives a High Risk rating.

### Corporate Weaponization

**Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries.** **Medium Risk**

*Intuit received a score of 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). Intuit Quickbooks changed its policy that prevented gun manufacturers and others in the firearms industry from using its services after an investigation from Senator Ted Cruz (R-TX) exposed its past discrimination and cancellation of customers (4)(5).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** **High Risk**

*Intuit's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).*

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.**

**High Risk**

*Intuit indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Intuit does not provide viewpoint protections for its employees (3).*

## Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk**

*Intuit was part of the Freedom for All Americans coalition, which advocated for federal legislation that would overrule state laws designed to protect girls' sports and similar laws (1). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (2). CEO Sasan Goodarzi is a member of the Business Roundtable but has not supported ideological initiatives (3). Credit Karma a subsidiary of Intuit marched with 200 employees in the San Francisco Pride Parade along with senior executives (4). The company has also advocated for LGBT causes on its website (56). The company indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (7)(8). By doing so, the company risks dividing employees, alienating customers and harming shareholders.*

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk**

*Intuit provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4). The company indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (5)(6). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company has funded Planned Parenthood (7)(8). has donated \$1 million to the Black Lives Matter movement and related causes (9)(10). Intuit also funded the Boise Pride event, which featured drag shows with children as young as 11 years old included (11). Intuit is a Bronze sponsor of Out and Equal and is a corporate partner of the National LGBT Chamber of Commerce (12)(13). Intuit subsidiary Credit Karma sponsored a brand team to travel to LA for its Pride celebration (14). The company is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (15)(16).*

**Uses corporate political contributions for ideological, non-business purposes.**

**High Risk**

*Intuit indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Intuit (3)(4)(5)(6).*

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