



Kohl's

Locations: Wisconsin (HQ)

Industries: Retailing

RISK LEVEL:



High Risk

DESCRIPTION:

Kohl's, a department store, fired an employee after they opposed a "racial equity" clothing line. By complying with Human Rights Campaign's controversial demands, Kohl's 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. Kohl's 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. Kohl's does not provide viewpoint protections for its employees. Kohl's pledged \$1 million to BLM and related causes and requires all employees attend unconscious bias training. The company is a copper sponsor of Out & Equal and a corporate partner of the National LGBT Chamber of Commerce (NGLCC). Kohl's requires unconscious bias training for all its employees and promised to fight racial injustice. The company funds multiple LGBT organizations. For these reasons, Kohl's 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. **High Risk**

A Kohl's supervisor was allegedly fired as retaliation for opposing a "racial equity" line of merchandise that included logos and slogans similar to those used by Black Lives Matter (1). Kohl's received a score of 95 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 (2)(3).

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

Kohl's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3).

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

Kohl's does not provide viewpoint protections for its employees (1). Kohl's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial

ideology. The company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (2)(3).

Corporate Governance and Public Policy

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

Kohl's had all of its recruiters attend an "Unconscious Bias, Influencing, Diversity Sourcing, and Diversity 101 training" (1). Additionally, all employees had to attend "unconscious bias" training as of 2020 (2). Kohl's regularly supports LGBTQ Pride and promised to fight racial injustice (3)(4)(5). The company also has a "racial equity" line of clothing, with logos similar to those commonly used by Black Lives Matter (6). Kohl's HRC 2023 CEI rating 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

Kohl's HRC 2023 CEI rating 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 (1)(2). 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 pledged \$1 million to the Black Lives Matter movement and related causes, including the National Urban League (3)(4). Kohl's is a copper sponsor of Out & Equal and a corporate partner of the National LGBT Chamber of Commerce (NGLCC) (5)(6). The company pledged \$100,000 to The Trevor Project in 2019 and 2022 (7)(8).

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

(1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (3)(4)(5).

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