



GreenPath, Inc.

Subsidiaries: GreenPath Financial Wellness

Locations: Michigan (HQ)

Industries: Diversified Financials

RISK LEVEL:



Medium Risk

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DESCRIPTION:

GreenPath often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. GreenPath occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled 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

GreenPath received a score of 45 on the 2025 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). GreenPath has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. N/A

GreenPath does not publish charitable giving guidelines (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

GreenPath does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Medium Risk

GreenPath's CEO Kristen Holt released a letter after the death of George Floyd condemning structural racism (1). GreenPath educates other organizations on how they can best incorporate Inclusion, Diversity, Equity, and Access practices in their business structure (2)(3). GreenPath scored a 45 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (4)(5).

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

High Risk

GreenPath's HRC 2025 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). The company encouraged its customers to give to LGBTQ+ organizations (3). Otherwise, there are no publicly known cases of GreenPath using corporate funds to advance ideological causes, organizations, or policies (4).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

N/A

GreenPath does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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