

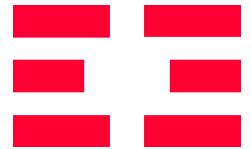


# American Family Insurance (AmFam) RISK LEVEL:

Subsidiaries: Connect Insurance

Locations: Wisconsin (HQ)

Industries: Insurance



High Risk

## DESCRIPTION:

By complying with Human Rights Campaign's controversial demands, American Family Insurance 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. American Family Insurance uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company pledged \$105 million to BLM and related causes. AmFam is a corporate partner of the National LGBT Chamber of Commerce. For these reasons, AmFam 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

American Family Insurance received a score of 90 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). American Family Insurance has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

American Family Insurance's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). American Family Insurance's foundation will not donate to houses of worship through its corporate grants (3).

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

American Family Insurance's HRC 2023 CEI rating indicates the company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). American Family Insurance 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

American Family Insurance'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 (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. The company spoke out in support of the Supreme Court's 2020 ruling incorporating sexual identity into federal nondiscrimination employment laws (3). AmFam is a part of CEO Action for Diversity & Inclusion (4). CEO Bill Westrate is a member of the Business Roundtable (5). The company has also posted blog posts that highlight support for LGBT causes (6).

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

American Family Insurance'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. American Family Insurance has pledged \$105 million to the Black Lives Matter movement and related causes (3)(4). The company is a corporate partner of the National LGBT Chamber of Commerce (5).

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

American Family Insurance's HRC 2023 CEI rating 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.

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