



# Patagonia

Locations: California (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

## DESCRIPTION:

Patagonia is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. Patagonia embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. 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. High Risk**

*Patagonia canceled a contract with a client due to the client hosting a GOP fundraiser involving Representative Jim Jordan (OH-04) and then-Representative Mark Meadows (1). Patagonia received a score of 95 on the 2026 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)(4). The company received a score of 70 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. Patagonia 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 (5)(6).*

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

*Patagonia's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). Patagonia's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (4)(5). Patagonia does not discriminate against charitable organizations based on views or beliefs (6)(7).*

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

*Patagonia's HRC 2026 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2)(3). The company does not provide viewpoint protections for its employees (4).*

## Corporate Governance and Public Policy

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

Patagonia's HRC 2026 CEI rating indicates the company potentially agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2)(3). Patagonia signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (4). The company also signed a letter in opposition of Anti-LGBTQ legislation and a letter endorsed by the American Civil Liberties Union opposing abortion restrictions in Texas (5)(6). Patagonia created a documentary called "They/Them" to promote a transgender climber and denounced Georgia's election law (7)(8). The company is recognized for its strong political stance; in 2018, it endorsed several Democratic Senate candidates and even went so far as to sue Donald Trump (9)(10)(11). Patagonia opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (12). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (13)(14). Patagonia opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (15). The company is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (16). Patagonia's CEO, Ryan Gellert, denounced various states' legislative efforts to protect election integrity and security (17).

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

Patagonia provides a benefits package for employees that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5)(6). Patagonia's HRC 2026 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, lab monitoring, and mental health benefits. The company also covers at least five of the following services: reconstructive hair removal, cosmetic hair removal, tracheal shave or reduction, facial surgeries, voice modification surgery, voice modification therapy, lipoplasty or filling for body masculinization or feminization, and travel and lodging expenses. Additionally, the company has potentially pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (7)(8)(9)(10). The company'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, Patagonia increases health care costs and risks dividing employees, alienating customers and harming shareholders (11)(12). The company stated, "Caring for employees extends beyond basic health insurance, so we take a more holistic approach to coverage and support overall wellness to which every human has a right. That means offering employees the dignity of access to reproductive health care. It means supporting employees' choices around if or when they have a child. It means giving parents the resources they need to work and raise children" (13). Patagonia has donated to Planned Parenthood (14)(15). The company preemptively pledged to pay bail for its employees arrested protesting the overturning of Roe v. Wade (16). The company pledged \$5 million to the Black Lives Matter movement and related causes (17)(18)(19). Otherwise, there are no publicly known cases of Patagonia using corporate funds to advance ideological causes, organizations, or policies (20).

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

Patagonia has not used its PAC donations for ideological purposes and has not reported on its lobbying (1)(2)(3).

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