



VF Corporation

Subsidiaries: Vans, The North Face, Supreme, Timberland, Dickies, Jansport, Smartwool, Kipling, Lee, Nautica, Icebreaker

Locations: Colorado (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

DESCRIPTION:

VF Corporation is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. VF 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

North Face, which is directly owned by VF, denied a jacket order for the Innovex Downhole Solutions oil and gas company in 2020 (1). The company dismissed a board member after an Axios leak of a year-old email revealed her disagreements with BLM (2). VF officers physically barred a conservative investor and National Center for Public Policy Research member, from a shareholder's convention in 2018, despite the fact that he displayed the appropriate credentials for entry (3). The company has also fired employees who did not receive a COVID-19 vaccine (4). VF received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC). 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 (5)(6).

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

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

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

VF's HRC 2025 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 gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). VF provides unconscious bias training for its employees. The company appears to prioritize diversity over merit in its business structure through participating in Diversity Lab's inaugural Mansfield Rule for Law Departments which requires VF "to consider 50% underrepresented individuals... when hiring, promoting or providing high visibility opportunities within our Legal Department" (3)(4)(5). However, VF does not provide viewpoint protections for its employees (6).

Corporate Governance and Public Policy

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

VF's HRC 2025 CEI rating indicates the company 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). VF joined the Color of Change-led #StopHateForProfit boycott of Facebook and its subsidiary platforms in 2020, halting its advertisements on social media sites in protest of an unspecified "bigotry" (3). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (4). In 2024, The North Face launched its Allyship in the Outdoors Initiative, an online course aimed at educating organizations and individuals on allyship and racial inclusion. Students are told that white privilege grants access to the outdoors and warns that others are excluded from the outdoors because of racism (5)(6)(7). VF signed an open letter in support of the Equality Act, a controversial bill (8). The company's former CEO, Steve Rendle, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (9)(10). VF also developed an Inclusion & Diversity (I&D) team (11).

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

VF 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). VF'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. Additionally, the company has 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 (3)(4). JanSport, a subsidiary of VF, is a Silver Tier corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (5)(6)(7)(8)(9). The North Face donated \$50,000 of corporate funds to the American Civil Liberties Union (ACLU) in 2020 (10). VF also fully owns Vans, which gave \$50,000 of corporate funds to Color of Change (11). Supreme donated \$500,000 to a variety of racial justice organizations, including ideological groups such as BLM (12). The North Face donated \$70,000 to Brave Trails, an LGBTQ summer camp (13). The North Face sponsored LGBT overnight camps for 12-year-olds where children performed in drag (14). Nautica collaborated with the The Trevor Project (15). Otherwise, there are no publicly known cases of VF Corporation using corporate funds to advance ideological causes, organizations, or policies (16).

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

VF's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). VF does not operate a PAC at this time but has not lobbied for ideological purposes (3)(4)(5).

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