



Ally Financial

Locations: Michigan (HQ)

Industries: Banks, Diversified Financials

RISK LEVEL:



High Risk

DESCRIPTION:

Ally Financial 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. Ally Financial 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. Medium Risk

Ally Financial's received a score of 100 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. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Ally Financial has not canceled business relationships 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. High Risk

Ally Financial's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Ally Financial will not donate to, "Faith-based or religious organizations that do not have a separate 501c3 designation and do not serve the broader public regardless of religious beliefs" (3).

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

In June 2024, Ally Financial was sued by America First Legal for "Anti-White, Anti-Male Discrimination" (1). A settlement was reached in April 2025, and Ally Financial "openly admitted to illegal race- and sex-based 'balancing' and rewarding executive leaders for prioritizing a 'specific focus on representation and diversity trends within the workforce'" (2). Ally Financial'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 (3)(4). Ally Financial does not provide viewpoint protections for its employees (5).

Corporate Governance and Public Policy

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

High Risk

Ally Financial'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). Ally released a statement following the death of George Floyd calling for "not only racial equality but racial equity" (3). The company also 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). Ally Financial opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (5)(6). The company opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (7). Ally Financial opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (8). The company's former CEO, Jeffrey Brown, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace, strategize on DEI programs/initiatives with other signatories, and engage boards of directors when developing and evaluating DEI strategies (9)(10). Ally Financial had a history of "race- and sex-based employment practices". However, in April 2025, the company removed "all race- and gender-balancing requirements and every mention of DEI policies from its SEC filings" (11)(12). However, Ally Financial still supports DEI within its business practices, employing a Diversity Officer and reporting on the percentage of women and minorities in various areas of the business (13).

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

High Risk

Ally Financial'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 (1)(2). Ally Financial will match donations to Planned Parenthood and has partnered with the Gay and Lesbian Alliance Against Defamation (GLAAD) to promote LGBTQ businesses (3)(4). The company was 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 company has pledged over \$5 million to the Black Lives Matter movement and related causes (10)(11). Otherwise, there are no publicly known cases of Ally Financial using corporate funds to advance ideological causes, organizations, or policies (12).

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

High Risk

Ally Financial'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). Ally Financial donated to the Equality PAC but has not lobbied for ideological purposes (3)(4)(5).

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