



Pella Corporation

Locations: Iowa (HQ)
Industries: Materials

RISK LEVEL:



Medium Risk

DESCRIPTION:

Pella Corporation is Medium Risk. The company 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. The company 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. Lower Risk

Pella Corporation has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

Pella Corporation will not match employee donations to, "Religious organizations whose primary purpose is teaching or promoting any religious belief(s) with the exception of approved House of Worship Building Projects (1)(2).

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

Pella Corporation 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

Pella Corporation's CEO, W. Timothy Yaggi, 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 (1)(2). Otherwise, there are no publicly known cases of the

company using its reputation to advance ideological causes or policies (3).

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

Pella sponsored the Bucks-Mont Pride Festival in 2025 (1). Otherwise, Pella Corporation has not used corporate funds to advance ideological causes, organizations, or policies (2).

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

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

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