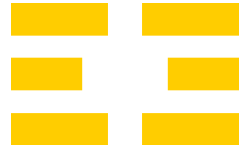




Deckers Brands

Subsidiaries: Teva, UGG, HOKA, Sanuk
Locations: California (HQ)
Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Deckers Brands is Medium Risk. The company often 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 Decker Brands 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

Deckers Brands 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

Deckers Brands' charitable giving guidelines require that organizations abide by its nondiscrimination policy, including on the basis of sexual orientation and gender identity, thereby excluding some religious charities [\(1\)](#). The company likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations [\(2\)](#)[\(3\)](#)[\(4\)](#).

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

Deckers Brands implemented mandatory anti-racism and implicit bias training in 2021 [\(1\)](#). The company does not provide viewpoint protections for its employees [\(2\)](#).

Corporate Governance and Public Policy

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

In 2021, subsidiary Teva launched an LGBTQ-inspired line of footwear that was paired with a donation to the HRC (1). UGG a subsidiary of Deckers co-led an International Women's Day campaign with Planned Parenthood in 2022 and a six-hour "virtual dance party" with BLM co-founder Patrisse Cullors in Los Angeles (2)(3). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (4). The company opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (5). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (6).

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

Deckers Brands and its subsidiaries pledged \$1 million to Black Lives Matter and related causes (1)(2)(3). The company's subsidiary UGG also launched a donation campaign to Planned Parenthood in 2022 (4). UGG 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. Teva, a subsidiary of Deckers, was a Bronze Tier corporate sponsor of the Trevor Project (5)(6)(7)(8)(9)(10). Its subsidiary brand Teva made a \$35,000 donation to the HRC in 2021 (11). UGG is a Gold partner of PFLAG, an LGBTQ+ activist group that promotes books for children with sexually explicit and gender fluid content and advocates against laws that inform parents of their child's gender dysphoria or prevent unapproved transgender medical treatments for minors (12)(13)(14). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (15).

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

Deckers Brands does not operate a PAC at this time and has not reported on its lobbying (1)(2)(3).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023