

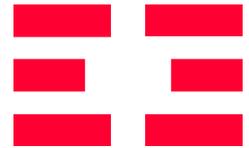


Hallmark Cards

Locations: Missouri (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

DESCRIPTION:

Hallmark Cards scored an 85 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign's controversial demands, Hallmark Cards increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Hallmark Cards uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Hallmark Cards does not provide viewpoint protections for its employees. However, Hallmark Cards has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs. Hallmark has run advertisements featuring same-sex couples and is a corporate partner of the National LGBT Chamber of Commerce. The company also asked for pro-Trump Senators to return company donations and is a bronze partner of PFLAG. Hallmark is a Corporate Member of the Mid-America LGBT Chamber of Commerce. For these reasons, Hallmark Cards receives a High Risk rating.

Corporate Weaponization

Has denied service to 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**

Hallmark Cards received a score of 85 on the 2023 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 (1)(2). However, Hallmark Cards has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Hallmark Cards' (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Hallmark Cards' HRC 2023 CEI rating indicates the company provides gender transition guidelines for its employees (1)(2). Hallmark Cards does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. Medium Risk

Hallmark Cards' HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. In 2019, Hallmark subsidiary Crown Media decided to pull an advertisement featuring a same-sex couple's wedding from the Hallmark Channel after receiving pressure from conservative groups. However, the company later apologized for pulling the advertisement, and Crown Media's CEO stepped down due to the controversy (3)(4).

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

Hallmark Cards' HRC 2023 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 (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Hallmark Cards is a corporate partner of the National LGBT Chamber of Commerce (3)(45)(6)(7). Hallmark is a Corporate Member of the Mid-America LGBT Chamber of Commerce (8)(9).

Uses corporate political contributions for ideological, non-business purposes. High Risk

Hallmark Cards' HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Hallmark Cards has not used its PAC donations or lobbying for ideological purposes (3)(4)(5)(6).

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