



Hallmark Cards

Locations: Missouri (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

Hallmark Cards vets vendors according to LGBTQ policies and does not provide its employees with protections against viewpoint discrimination, though the company has not publicly terminated business relationships based on views or beliefs. The company covers the cost of "medically necessary transition-related care" for its employees and their children. Hallmark has run advertisements featuring same-sex couples and is a corporate partner of the National LGBT Chamber of Commerce. The company has asked for pro-Trump senators to return company donations. For these reasons, Hallmark Cards receives a Medium 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 100 on the Corporate Equality Index from the Human Rights Campaign (1). Among other requirements, this means Hallmark Cards vets suppliers according to LGBTQ policies. However, the company has not publicly terminated business relationships due to views or beliefs.

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

Hallmark Cards will donate to religious organizations that engage in community work under a separate 501(c)(3) status (1).

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

Hallmark Cards does not provide protections against viewpoint discrimination (1).

Corporate Governance and Public Policy

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

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 (1)(2).

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

1). Hallmark Cards has a perfect score on the HRC's 2022 Corporate Equality Index. This score indicates the company covers the cost of "medically necessary transition-related care" for its employees and their children (2)(3).

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

Lower Risk

Hallmark Cards has contributed to political candidates in a bipartisan manner consistent with business interests (1).

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