



Thrive Market

Locations: California (HQ)
Industries: Food and Staples Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

Thrive Market is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Thrive Market does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects 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

Thrive Market 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. Lower Risk

Thrive Market does not discriminate against charitable organizations based on views or beliefs (1)(2).

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

Thrive Market protects its employees against viewpoint discrimination. Thrive Market is an Equal Opportunity Employer and "prohibits discrimination of any kind" (1).

Corporate Governance and Public Policy

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

Thrive Market released a statement in support of BLM in its Impact Report (1). Otherwise, there are no publicly known cases of the company using its reputation to advance ideological causes or policies (2).

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

The Thrive Market co-founders pledged to donate \$50,000 to the BLM fund. Thrive Market also started an employee matching donation program where it matched employees' donations 2 to 1 to BLM (1). Otherwise, there are no publicly known cases of the company using 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

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

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