

proflowers

proflowers

Subsidiaries: RedEnvelope, Sincerely
 Locations: Illinois (HQ)
 Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

proflowers 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. proflowers 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. Medium Risk

proflowers integrates ESG into its business practices: "ProFlowers demands that its suppliers be certified by established third-party organizations that certify labor and/or environmental standards. These organizations include, but are not limited to, Veriflora, FlorVerde, Fair Flowers, Fairtrade, GlobalGap, Rainforest Alliance, Isocertified, Ethicaltrade, BASC, and Asocoflores" (1). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (2).

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

proflowers does not appear to discriminate against charitable organizations based on views or beliefs (1).

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

proflowers does not provide viewpoint protections for its employees (1)(2).

Corporate Governance and Public Policy

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

proflowers has not supported ideological causes or policies (1).

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

proflowers was a Bronze 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 (1)(2)(3)(4)(5). Otherwise, there are no publicly known cases of *proflowers* using corporate funds to advance ideological causes, organizations, or policies (6).

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

proflowers does not operate a PAC or engage in lobbying at this time (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