



Strive Asset Management

Locations: Ohio (HQ)

Industries: Diversified Financials

RISK LEVEL:



Lower Risk

DESCRIPTION:

Strive Asset Management is an asset management firm founded in 2022 to, in its own words, "offer everyday Americans a way to invest in the stock market without mixing business with politics." Strive has not publicly terminated business relationships based on views or beliefs. Strive does not publish viewpoint nondiscrimination protections, but has criticized other organizations for ideologically-focused hiring practices. Strive has not used its reputation or corporate funds for ideological purposes. The company has implored large corporations to begin deemphasizing ESG practices. For these reasons, Strive Asset Management receives a Lower 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. Lower Risk

Strive Asset Management has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs ([12](#)).

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

Strive Asset Management does not publish charitable giving guidelines.

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

Strive Asset Management does not publish a nondiscrimination policy ([1](#)). However, the firm has criticized other companies for hiring based on "politics" and other identities rather than "merit" ([2](#)).

Corporate Governance and Public Policy

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

Strive has not supported ideological causes or policies ([1](#)). In fact, Strive has committed itself to opposing ESG practices, and the firm has written multiple open letters to large companies criticizing their ESG policies ([2](#))([3](#)).

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

Strive has not used corporate funds to advance ideological causes, organizations, or policies [1](#)[2](#).

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

N/A

Strive Asset Management does not operate a PAC at this time [1](#)[2](#).

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