



Mattel

Locations: California (HQ)

Industries: Consumer Durables and Apparel, Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Mattel, a toy company, has used its corporate reputation and funds to support the LGBTQ movement. It created many ideological products including a Democrat Barbie, Republican Ken, the first gender-neutral doll, and a transgender Barbie. It advocates for the Equality Act and transgender sports. Mattel fails to protect employees from viewpoint discrimination and vets vendors for their LGBTQ policies. Mattel has not published its charitable giving policy but it does donate to religious organizations like Habitat for Humanity. For these reasons, Mattel 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

Mattel received a score of 100 on the Corporate Equality Index (CEI) from the Human Rights Campaign. Among other requirements, this means the company has pledged to vet vendors based on LGBTQ policies (1). There are no known instances of Mattel terminating business relationships because of political or religious beliefs.

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

Mattel has not published its charitable giving policy. The Mattel Children's Foundation's mission is to "help organizations overcome barriers to play and provide unforgettable memories for kids in need" (1). Mattel donates to religious organizations including Habitat for Humanity (2).

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

Mattel does not protect its employees against viewpoint discrimination (1).

Corporate Governance and Public Policy

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

In 2016, Mattel created a Democrat Barbie and Republican Ken, both packaged with both be packaged with a 4-year calendar and a pen for marking off the days until the next election (12). Mattel created its first-ever trans-Barbie in tribute to Laverne Cox, an LGBTQ activist (3)(4). Mattel also advocates for the Equality Act and transgender participation in youth sports (5)(6). During the Black Lives Matter movement, Mattel published a statement and started the Play Fair initiative in support of the movement (7)(8)(9). CEO Ynon Kreiz is a member of the Business Roundtable, but has not supported ideological initiatives (10).

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

Mattel donated \$50,000 to It Gets Better an LGBTQ organization during Pride Month (1).

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

Lower Risk

Mattel has not used its PAC donations for ideological purposes (1).

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