

**DESCRIPTION:**

By complying with the HRC's controversial demands, JCPenney, which is an American retail company, increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. JCPenney uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. JCPenney has not publicly terminated business relationships based on views or beliefs, despite its pledge to vet vendors for LGBTQ policies. JCPenney openly opposes various state laws designed to protect girls' sports, among other things. JCPenney does not protect its employees from viewpoint discrimination, signed the CEO Action for Diversity & Inclusion pledge, and promotes its "Pride Shop." JCPenney covers the cost of "medically necessary transition-related care" for its employees and their children and has made financial contributions to The Point and The Trevor Project. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. For these reasons, JCPenney 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

[1](#)/[2](#). JCPenney has not publicly fired customers, suppliers, or vendors based on views or beliefs.

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

High Risk

[1](#)/[2](#)/[3](#)/[4](#).

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

High Risk

JCPenney does not protect its employees from viewpoint discrimination ([1](#)). JCPenney provides gender transition guidelines for its employees ([2](#))/([3](#)).

Corporate Governance and Public Policy

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

JCPenney signed the CEO Action for Diversity & Inclusion pledge (1). JCPenney openly opposes state legislation designed to protect female sports that it deems “anti-LGBTQ” (2). JCPenney promotes its “Pride Shop” with LGBTQ-related merchandise (34). JCPenney’s HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (5)(6). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

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

JCPenney donated \$400,000 to ideological organizations including The Point Foundation, an LGBTQ organization (1). JCPenney partners with and has made financial contributions to The Trevor Project (2). JCPenney’s HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (3)(4). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

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

JCPenney’s HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. JCPenney’s PAC has not been active since 2018 (3).

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