



# Brooks Running

Locations: Washington (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

## DESCRIPTION:

Brooks Running vets vendors for LGBTQ policies and uses its corporate reputation and funds to advance ideological causes hostile to freedom of expression. The company covers the cost of "medically necessary transition-related care" for its employees and their children. Brooks has promoted LGBTQ athletes and promoted equity causes. However, Brooks Running does provide protections for its employees against viewpoint discrimination. There are no publicly known cases of Brooks Running terminating business relationships due to views or beliefs. For these reasons, Brooks Running receives a Medium Risk rating.

## Corporate Weaponization

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

*Brooks Running requires that all organizations must align with its non-discrimination policy (1). Due to this requirement, it is likely some religious organizations would not be eligible.*

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

*Brooks Running provides protections against viewpoint discrimination (1)(2).*

## Corporate Governance and Public Policy

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

*1). In 2020, Brooks Running joined a partnership with the Running Industry Diversity Coalition (RIDC) (2). Brooks Running partnered with International Front Runners, to create the Run Proud collection, an LGBTQ campaign (3).*

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

*Brooks Running partnered with Front Runners to sponsor LGBTQ+ athletes (1). The company sponsored "Mikah Meyer's Run Across*

Mississippi” campaign for LGBTQ+ outdoor equality and in June 2021 sponsored the “Black Girls Run!” second annual eRACE Racism virtual challenge (2)(34)(5).

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

**N/A**

*Brooks Running does not operate a PAC at this time.*

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