



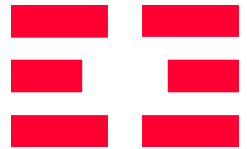
Brooks Sports

Subsidiaries: Brooks Running

Locations: Washington (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

DESCRIPTION:

Brooks Sports scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Brooks Sports (Brooks) 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. Brooks forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Brooks has promoted LGBTQ athletes and promoted equity causes. The company's CEO signed the CEO Action for Diversity and Inclusion pledge. Brooks partnered with Front Runners to sponsor LGBTQ+ athletes. For these reasons, Brooks Running receives a High 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 HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

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

Brooks HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Brooks CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (3)(4). Brooks protects its employees against viewpoint discrimination (5)(6)

Corporate Governance and Public Policy

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

Brooksng indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. The company has continued its commitment to the Camber Outdoors CEO Outdoor Equity Pledge (3)

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

Brooks 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 (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders(3). 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 (4)(5). In 2020, Brooks Running joined a partnership with the Running Industry Diversity Coalition (RIDC) (6). The company partnered with International Front Runners, to create the Run Proud collection, an LGBTQ campaign (7).

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

High Risk

Brooks 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. Brooks does not operate a PAC or engage in lobbying at this time (3)(4)(5).

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