



Masco Corporation

Locations: Michigan (HQ)
Industries: Materials

RISK LEVEL:



Medium Risk

DESCRIPTION:

Masco Corporation often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Masco occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled 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

Masco's received a score of 65 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). However, Masco has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

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

Masco Corporation's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company does not discriminate against charitable organizations based on views or beliefs. Masco's charitable giving focus areas are "housing, community development, and DEI" (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Masco Corporation's HRC 2025 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). Masco does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

Medium Risk

Masco Corporation's CEO, Keith J. Allman, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (1)(2).

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

High Risk

Masco Corporation's HRC 2025 CEI rating indicates the company provides a benefits package for employees which includes some transgender medical benefits for covered employees and dependents, including children. This may include 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Masco donated \$5,000 to B.L.O.C.K Youth and Teen Center's Transpire Nights Program, which is an LGBTQ organization for youth (3). The company also funds the LGBT Elder Initiative and is a Copper sponsor of Out & Equal (4)(5).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

Lower Risk

Masco Corporation has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).

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