



Brightwheel

Locations: California (HQ)

Industries: Software and Services

RISK LEVEL:



Lower Risk

DESCRIPTION:

Brightwheel does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Brightwheel does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

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

Lower Risk

Brightwheel does not discriminate against charitable organizations based on views or beliefs (1).

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

Medium Risk

Brightwheel does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

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

High Risk

Brightwheel has published anti-bias curriculum suggestions for young children. This curriculum is intended to instruct children not to treat one another unfairly based gender identity and sexual orientation (1). The goals of this training center around identity, diversity, justice, and activism. Brightwheel has also written blog posts about promoting DEI and addressing unconscious bias within childhood education (2)(3). Brightwheel also promotes celebrating LGBTQ Pride Month with children through teaching them the history of the LGBTQ movement and engaging in Pride Month activities like reading LGBTQ children's books and "celebrating their own uniqueness" (4).

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

Brightwheel has not used corporate funds to advance ideological causes, organizations, or policies [\(1\)](#).

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

Brightwheel does not operate a PAC or engage in lobbying at this time [\(1\)](#)[\(2\)](#)[\(3\)](#).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023