

TOMS

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Locations: California (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

DESCRIPTION:

TOMS 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. TOMS 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. Lower Risk

TOMS has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

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

TOMS does not appear to discriminate against charitable organizations based on views or beliefs (1)(2).

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

TOMS does not provide viewpoint protections for its employees (1). TOMS staff is trained and potential hires are evaluated by the DEIA chair, and all employees are required to attend a two-day Anti-Racist learning (2).

Corporate Governance and Public Policy

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

TOMS has a Unity Collection that celebrates the LGBTQ+ community (1). The company's CEO is signatory to CEOs for Gun Safety (2).

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

TOMS is a Bronze Tier corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (1)(2)(3)(4)(5). TOMS created and sponsored, Brave Trails, an LGBTQ+ Leadership camp for youth (6). The company donates to the Los Angeles LGBT Center, Colors, and ProjectQ (7)(8). Additionally, in 2022, 19% of TOMS funds were donated to "ending gun violence" (9). In 2020, TOMS pledged a donation to Black Lives Matter and partners with multiple LGBTQ+ groups including AFFIRM and Colors (10)(11)(12). Otherwise, there are no publicly known cases of TOMS using corporate funds to advance ideological causes, organizations, or policies (13).

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

TOMS does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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