



Target

Locations: Minnesota (HQ)

Industries: Food and Staples Retailing, Retailing

RISK LEVEL:



High Risk

DESCRIPTION:

Target has removed certain books from its shelves due to ideological differences, including books questioning transgender ideology. By complying with Human Rights Campaign's controversial demands, Target 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. Target 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. The company provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. The company sells tuck-friendly and LGBTQ kids apparel that was designed by a Satanist. As a result of this advocacy, Target is currently facing a shareholder lawsuit for the large share value loss that ensued from its transgender advocacy. Target regularly uses its reputation and corporate dollars to support LGBTQ causes and organizations. Target is a platinum partner of the Human Rights Campaign (HRC), and has donated over \$2.1 million to the Gay, Lesbian and Straight Education Network (GLSEN). Target is a signatory of the Business Roundtable's 2019 Statement on the Purpose of Corporation, which promotes stakeholder capitalism, and is committed to carbon neutrality by 2040. The company denounced various states' legislative efforts to protect election integrity and security. Target is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race. For these reasons, Target receives a High Risk rating.

Corporate Weaponization

Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. **High Risk**

Target pulled two books off its shelves that upset one Twitter user because of the books' critical stances towards transgender ideology (1). This book banning included Irreversible Damage by Abigail Shrier (2). Target also abruptly stopped selling Matt Walsh's previously best-selling children's book (3). Target is currently facing a shareholder lawsuit for the \$12 billion share value loss that ensued from its transgender advocacy (4)(5). Target received a score of 95/2023 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 (6)(7)

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

TargetRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Target does not have an employee matching program, but it donates to a wide variety of different causes corporately. These organizations cannot be “religious organizations for religious purposes,” though the company does not have a written policy prohibiting donations to religious organizations that engage in nonsectarian community work (3).

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

Target 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). Target does not provide viewpoint protections for its employees (3)(4).

Corporate Governance and Public Policy

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

Target 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. Target advocated against the Georgia voting integrity bill (3). Target has supported the Equality Act and led the fight on “gender-inclusive” restrooms until a boycott caused the company to install private stalls (4)(5)(6). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (7). CEO Brian Cornell is a member of the Business Roundtable and signed its 2019 Statement on the Purpose of Corporation, which promotes stakeholder capitalism over traditional obligations to shareholders and customers (8)(9). Target is a Ceres Network Member, committed to net zero carbon emissions by 2040 (10)(11). To celebrate LGBTQ Pride month in 2023, Target sold compression tops and binders sized for preteens and baby-sized “tuck-friendly” swimsuits (12)(13). CEO Brian Cornell suggested that conservative customers boycotting the company due to sales of transgender-themed merchandise were more dangerous than rioters from the 2020 George Floyd protests (14). Despite intense backlash, Target doubled down on its LGBTQ Pride advocacy in November by releasing LGBTQ holiday ornaments (15)(16).

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

Target provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5)(6). Target 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 (7)(8). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Target sells LGBTQ youth apparel, including apparel designed to promote Satanism, abortion, and transgenderism by a proclaimed Satanist designer (9)(10)(11). The company pledged \$110 million toward racial justice, though it is unclear how much is going toward ideological groups (12)(13). Target is a Platinum Sponsor of the HRC and donates to the Gay, Lesbian and Straight Education Network (GLSEN) (14)(15). (16). The company has also donated to the National Urban League (17)(18). Target funded the Boise Pride event, featuring drag shows with children as young as 11 years old (19). The company is a Bronze sponsor of Out and Equal and a corporate partner of the National LGBT Chamber of Commerce (20)(21). Target is a member of the

MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (22)(23).

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

High Risk

Target 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. has donated to the Equality PAC (3)(4).

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