



Winnebago Industries

Locations: Iowa (HQ)

Industries: Automobiles and Components

RISK LEVEL:



Medium Risk

DESCRIPTION:

Winnebago Industries often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Winnebago Industries 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

Winnebago Industries 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. High Risk

Winnebago Industries likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (1)(2)(3).

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

Winnebago Industries does not provide viewpoint protections to its employees (1).

Corporate Governance and Public Policy

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

Winnebago Industries created programs to encourage gender diversity (1)(2). The company's CEO, Michael Happe, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (3)(4).

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

Winnebago Industries partners with multiple ideological organizations including LGBT+ Outdoors, the Minnesota Business Coalition for Racial Equity, the Philanthropic Collective to Combat Anti-Blackness and Realize Racial Justice, and the National Minority Supplier Development Council (1)(2). The company is a Brass sponsor of Out & Equal (3). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (4).

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

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

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