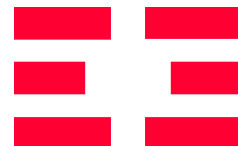




Nike

Subsidiaries: Converse
 Locations: Oregon (HQ)
 Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

DESCRIPTION:

Nike is High Risk. The company 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. Nike embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. 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. High Risk

Nike's received a score of 100 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). Nike fired an employee due to his COVID-19 vaccination status, even though the employee requested an exemption from this vaccination requirement because of his religious beliefs (3)(4). Nike laid off other employees due to their noncompliance with Nike's vaccination policy as well (5). The company was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (6)(7)(8).

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

Nike's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Nike does not appear to discriminate against charitable organizations based on views or beliefs (3)(4).

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

Nike'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). Nike does not provide viewpoint protections for its employees (3). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Nike over discriminatory practices in hiring (4)(5).

Corporate Governance and Public Policy

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

Nike's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Nike and its subsidiary, Converse signed an open letter in support of the Equality Act, a controversial bill (3) The companies opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (4)(5). Nike opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (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). Nike CEO John Donahoe is a member of the Business Roundtable and is a Ceres Network Member, committed to net zero carbon emissions by 2040 (8)(9). Converse supports BLM and publicly opposes alleged police brutality (10). Converse has released PRIDE collections (11). The company signed an amicus brief in opposition to the 2016 North Carolina bathroom bill HB2, which required people to use the bathroom of their biological sex (12).

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

Nike and Converse provides a benefits package for employees that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2)(3)(4)(5)(6)(7). The company's HRC 2025 CEI rating 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (8)(9). The company stated, "No matter where our teammates are on their family planning journey – from contraception and abortion coverage, to pregnancy and family-building support through fertility, surrogacy and adoption benefits – we are here to support their decisions." (10). Nike is a Gold sponsor of the HRC and a corporate partner of the NGLCC (11)(12). The company has donated to the SPLC and pledged over \$40 million to the Black Lives Matter movement and related causes (13)(14)(15). Nike sponsored a transgender biological male for its female clothing line and its subsidiary Converse has donated nearly \$2.5 million to LGBTQ organizations (16)(17)(18). Converse combats racial injustice by partnering with ACLU of MA and The Theater Offensive (19). Nike is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (20)(21). Nike sponsors Pride Month advertisements and campaigns for the LGBTQIA community, including its "BETRUE" campaign (22)(23). The company was a member of the Global Alliance for Responsible Media and is a partner of the HRC's Foundation (24)(25)(26)(27). Nike is a coalition member of OneTen, appearing to prioritize diversity over merit in its hiring (28)(29)(30).

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

Nike's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Nike donated to the Equality PAC but has not lobbied for ideological purposes (3)(4)(5).

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