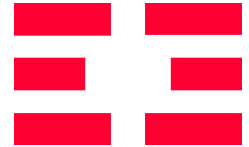




Nike

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

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/nike/>

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 High Risk corporately boycotts, divests, or sanctions regions, people groups, or industries.

Nike received a score of 100 on the 2026 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

[\(1\)](#)[\(2\)](#)[\(3\)](#).

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 [\(4\)](#)[\(5\)](#). 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 [\(6\)](#)[\(7\)](#). Nike laid off other employees due to their noncompliance with Nike's vaccination policy as well [\(8\)](#). 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 [\(9\)](#)[\(10\)](#)[\(11\)](#). In 2025 Nike began tying executive compensation to ESG targets [\(12\)](#).

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

Nike's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies [\(1\)](#)[\(2\)](#)[\(3\)](#). Nike's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies [\(4\)](#)[\(5\)](#). The company 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 (6)(7)(8).

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

High Risk

Nike's HRC 2026 CEI rating indicates the company forces employees to attend at least one, controversial training 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)(3). 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 (4)(5). In January 2024, America First Legal filed a letter with the EEOC requesting a civil rights investigation into Nike over discriminatory practices in hiring (6)(7). In February 2026, the EEOC "filed an action in federal court to compel NIKE, Inc. to produce information related to allegations that the company discriminated against white workers, including as a result of NIKE's Diversity, Equity, and Inclusion-related 2025 Targets and other DEI-related objectives" (8)(9)(10). The company does not provide viewpoint protections for its employees (11).

Corporate Governance and Public Policy

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

High Risk

Nike's HRC 2026 CEI rating indicates the company potentially 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)(3). 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 (4)(5). Nike and its subsidiary, Converse signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (6). The companies opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (7)(8). Nike opposed legislation in Iowa intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (9). 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 (10). Nike CEO John Donahoe is a member of the Business Roundtable and is a Ceres Network Member, committed to carbon neutrality by 2040 (11)(12)(13)(14). Converse supports BLM and publicly opposes alleged police brutality (15). Converse has released PRIDE collections (16). 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 (17).

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). Nike's HRC 2026 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, lab monitoring, and mental health benefits. The

company also covers at least five of the following services: reconstructive hair removal, cosmetic hair removal, tracheal shave or reduction, facial surgeries, voice modification surgery, voice modification therapy, lipoplasty or filling for body masculinization or feminization, and travel and lodging expenses. Additionally, the company has potentially 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)(10)(11). 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 (12)(13). 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" (14). The company is a Gold sponsor of the HRC and a corporate partner of the NGLCC (15)(16). Nike was a Champion 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 (17)(18)(19)(20)(21). The company has donated to the SPLC and pledged over \$40 million to the Black Lives Matter movement and related causes (22)(23)(24). Nike sponsored a transgender biological male for its female clothing line and its subsidiary Converse has donated nearly \$2.5 million to LGBTQ organizations (25)(26)(27). Converse combats racial injustice by partnering with ACLU of MA and The Theater Offensive (28). Nike is a member of the MCCA, indicating its focus on recruiting, retaining, and promoting employees based on race (29)(30). It sponsors Pride Month advertisements and campaigns for the LGBTQIA community, including its "BETRUE" campaign (31)(32). The company was a member of the Global Alliance for Responsible Media and is a partner of the HRC's Foundation (33)(34)(35)(36). The company is a coalition member of OneTen, appearing to prioritize diversity over merit in its hiring (37)(38)(39). Nike is a partner of the HRC's Foundation (40)(41). Nike sponsored the The 5th Annual Memphis Pride Festival & Parade (42). Nike sponsored The 50th Annual Memphis Pride Festival & Parade in 2025 (43). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (44).

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). The company donated to the Equality PAC and has not reported on its lobbying (3)(4)(5).

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