



Rapp Worldwide

Locations: New York (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Rapp Worldwide, a creative marketing agency, does not provide viewpoint protections for its employees. However, it has not publicly terminated business relationships based on views or beliefs. Rapp Worldwide has corporately advocated for the Equality Act, and it has used its reputation to advance LGBT causes. The company has also used its corporate funds to advance ideological organizations. For these reasons, Rapp Worldwide receives a Medium 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. Lower Risk

Rapp Worldwide has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Rapp Worldwide does not publish charitable giving guidelines (1).

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

Rapp Worldwide does not provide viewpoint protections for its employees (1).

Corporate Governance and Public Policy

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

Rapp Worldwide has corporately advocated for the Equality Act (1). The company has partnered with Unlearn to participate in Diversity, Equity, and Inclusion training (2). To celebrate Pride Month, Rapp Worldwide hosted a panel of drag queens (3).

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

Rapp Worldwide has partnered with Open Pride, Out and Equal, and the Pride TV Summit (1). It has also given to GLADD which is one of the largest LGBT advocacy groups in the US (2).

Uses corporate political contributions for ideological, non-business purposes.**N/A**

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

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