

DEI does not ensure certain groups have preferential treatment,  
but rather that none do.

Diversity, equity, and inclusion (DEI) have become central to corporate culture in recent years, with many major U.S. companies implementing initiatives aimed at fostering a more inclusive workforce. "Diversity" refers to the variety of communities a business or organization is able to engage or work with, whether they be comprised of different races, genders, abilities, ages, religions, or veteran statuses. "Equity" refers to fairness, such as ensuring equal pay for equal roles. "Inclusion" often refers to workplace culture, ensuring that employees and other contributors feel as if they are involved in company or organization decisions. Please support the companies in the "YES" column as they have held on to their DEI initiatives that create a more just and equitable world for ALL people of ALL ages, races, and walks of life.

WHAT ARE SOME EXAMPLES? "Diversity" measures could include working with small businesses over large corporations or suppliers. "Equity" measures could involve ensuring facilities are accessible to wheelchair users, those with vision impairments, or those who are hard of hearing. "Inclusion" measures could be as simple as inviting lower-level workers to management meetings so they can voice their perspectives.



**TARGET, META, AMAZON, MCDONALDS,  
WALMART, FORD, LOWES, JOHN DEERE  
HARLEY DAVIDSON, JACK DANIELS,  
GOOGLE, ALDIS, COORS, NISSAN, PBS,  
PEPSI, CHIPOTLE, GENERAL MOTORS, 3M,  
AMTRACK, THE SMITHSONIAN INSTITUTE,**



**COSTCO, NFL, KROGER, ULTA, BEN &  
JERRYS, APPLE, DOLLAR TREE, TJ MAX,  
OLD NAVY, MEIJER, NORDSTOMS**