



AS YOU SOW

Creating a safe, just, and sustainable world in which protecting the environment and human rights is central to corporate decision making.

SEEDS *of* CHANGE

Summer 2023

RACIAL JUSTICE

In May 2020, George Floyd was murdered by police for the alleged crime of using a counterfeit \$20 bill.

Civil society erupted in sustained protest. By summer, corporations were making public statements of solidarity with the Black Lives Matter movement.

Public statements of support are easy. Ensuring that people of color are hired, paid, promoted, and retained equitably is less so.

We launched our Racial Justice Initiative to monitor these corporate responses and to make sure those statements translated to concrete actions that truly promote equity. With a 30+ year track record of success in holding corporations accountable, this was the contribution we could make to the movement.

Ending corporate complicity in systemic racism starts with knowing where we are today. We built a Racial Justice Scorecard, which now



grades the 1,000 largest public companies in the U.S. on 27 key performance indicators specific to racial justice and environmental racism. That Scorecard complements our Workplace Diversity

Scorecard, ranking the same 1,000 companies on 34 KPIs specific to workplace equity, assessing diversity, equity, and inclusion (DEI) disclosures including detailed hiring, retention, and promotion rates by gender, race, and ethnicity.

We're also engaging some of these companies as shareholders. **Take a look inside to see some of the results.**

For over 30 years, our theory of change has focused the power of finance and shareholders to compel corporations to create a sustainable future for all stakeholders, people, and the planet.

Our collective power comes from people like you, who care about our future and feel good about protecting our planet. Your support enables this critical work. Your partnership is crucial to As You Sow®'s impact.

Thank you for standing with us!












By the Numbers

We are emphasizing in every corporate engagement that environmental justice is part and parcel of racial justice and must be explicitly addressed. Last season, we secured voluntary agreements from

- 28 of the 33 companies we engaged on **racial justice policies**
- 24 of the 35 companies we engaged on **disclosing DEI (diversity, equity, inclusion) data**

We continue to engage with all these companies, working toward either an initial agreement, an expanded commitment, or simply to monitor progress.

RACIAL JUSTICE LEADERS TOP 10	RACIAL JUSTICE LEADERS BOTTOM 10
	
VICTORIA'S SECRET	
	
	
	
	
	
	
	
	

YOUR GIFT POWERS THE PROGRESS. OVER 90%* OF YOUR DONATION



Bringing Shareholder Power to Climate Justice

The residents of Dutchtown, on the Mississippi River in St. Louis, have long been plagued by adverse health effects from a nearby Kinder Morgan facility. Community representatives had been unable to get a meeting with the company, despite constant efforts over several years.

Kinder Morgan is the largest pipeline company in the U.S. and scores nearly at the bottom of our Racial Justice Scorecard. When we reached out as shareholders, the company ignored us. When we filed a shareholder resolution, it responded.



After months of discussions, we negotiated a withdrawal. Kinder Morgan agreed to hold ongoing meetings with Dutchtown South and to create a webpage with accessible and direct community resources. It now has met with local community groups, the mayor of St. Louis, Congresswoman Cori Bush, and one of Missouri's State Senators. The community connected Kinder Morgan with St. Louis' Green Schoolyards initiative. Kinder Morgan donated \$10,000, allowing the initiative to reach its fundraising goal to construct its first green schoolyard, at a school serving the local neighborhood.



By filing the Climate Justice shareholder resolution, *As You Sow's* Racial Justice team brought Dutchtown's story into the light and connected shareholder advocacy to local communities. The withdrawal terms opened a channel of communication between community groups, elected representatives, and Kinder Morgan.

As shareholder advocates, we can amplify frontline voices and motivate companies to move toward an environmentally just business model. *As You Sow* is leading the discussion on the importance of including environmental justice when addressing racial equity in the corporate world.

GOES DIRECTLY TO PROGRAM WORK. THANK YOU! (*2021 AUDITED FINANCIALS)



EEO-1: The Powerful Report You've Never Heard Of

The federal government requires employers with 100+ employees to file an annual EEO-1 report, showing workforce data by race/ethnicity, sex, and job categories.

It's a treasure trove of information, but the companies don't have to make their EEO-1 public. And they hadn't – until *As You Sow* and other shareholders started asking. From August 2020 to October 2022, the number of S&P 100 companies posting their reports publicly more than quadrupled.

In November we analyzed all 277 public reports then available, correlating the data to 14 key financial performance indicators. One of the main takeaways is that higher representation of Black, Indigenous, and people of color (BIPOC) employees in management has a positive association with **higher cash flow, net profit, three and five-year revenue, five-year return on equity, and stock performance.**

Since then, scores of companies have released their EEO-1 reports. Through a Freedom of Information Act request, we now have 19,000 reports spanning 2016 to 2020!

Imagine if there was an interactive, public tool that matched every company's DEI data against its financial performance! That would enable a real assessment of human capital and DEI programs, and apples-to-apples comparisons among companies.

That's our goal. We know we can do it – we just don't have the funding. *Will you help?*

Ending corporate complicity in systemic racism starts with knowing where we are today. With your help, we can gather, analyze, and publish that data, turning it into actionable knowledge. **You make it possible.**



Yes. I want to help end systemic racism!

I WANT TO HOLD CORPORATIONS ACCOUNTABLE.

Give online today: asousow.org/donate

As You Sow gets big companies to make big changes, to benefit people, planet, and profit. Because the corporations creating the problems have got to be part of the solution.

