

Why are we doing this?

Moving forward, we want to honor our anti-racism pledge by only working with companies whose anti-racism values align with ours.

In order to do this, we have set criteria to help us determine whether or not a company shares these values.

What portions of our anti-racism pledge does this specifically support?

Outcome

Steward our business resources towards companies whose anti-racist values align with ours.

Actions

- Develop a set of criteria by which to assess a company's anti-racism. *Within the next month.*
- Divest all advertising dollars from Facebook and Instagram. *Immediately.*
- Explore opportunities to support Black-owned businesses or individuals as an ongoing part of our business (via advertising spend, or other business needs). *Immediate and ongoing.*

What criteria do we look for first when choosing a new vendor or partner?

When choosing a vendor or partner, we want to ensure that we are working with people and companies that support our company values. When choosing vendors or partners, we start by searching for companies that fit these criteria:

- Remote-first,
- BIPOC owned,
- Women-owned, and
- Small business.

Ideally, we'd like the company to have at least 3 of these criteria but if we find companies that fit all of these criteria GREAT!

The next set of criteria that we consider:

- Who are we enriching by supporting this company?
 - Jeff Bezos and friends? [Eww!](#)
 - Companies that support prison labor. [Nope.](#)

- Companies that give back to their communities (and encourage their employees to do the same). [Yes](#) and [yes](#).
- Companies that support causes that we don't believe in.
- Companies that allow hate speech on their platform and refuse to take a stand against it:
 - For example, Facebook and Twitter both have hate speech on their platform by the nature of user-generated content. However, Twitter suppresses or removes hate speech more frequently whereas Zuckerberg touts "free speech" as a reason why Facebook does not remove as much content.

Other components we consider. Companies that:

- Support underrepresented people,
- Have diverse teams,
- Have different employment structures,
 - ie employee-owned companies,
 - Have unions,
- Have remote, flexible, or similar employee benefits.

We also choose smaller companies over larger companies when possible.

[WIP]What criteria excludes a vendor or partner?

We recognize that there is a lot of gray area when it comes to deciding whether a company is good or bad but there are a few hard stops.

In the future, we'd like to add companies and causes to this list of people that we don't support but there we are still forming our criteria around this category.