



SUPPORTING THOSE WHO ARE SUPPORTING DEI:

A Comprehensive Guide to the
Companies That Support DEI



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Dedication

To those that came before us and to those that will benefit after us. We say your names with reverence now and send loving energy to those who will join us later.

P.S. Love you mommy (Joyce Ann Smith)

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PART 1

WHY DIVERSITY, EQUITY, AND INCLUSION (DEI) MATTER

Chapter 1: What is DEI?

I opened my laptop to type in Black History Month within the Google search bar and was surprised then sadden to find out what they did.

Diversity, Equity, and Inclusion (DEI) are important ideas that help make the world a fairer place. But what do these words mean?

- Diversity means that people are different in many ways, such as their race, gender, culture, or abilities. Imagine a garden with various kinds of flowers. Each one is unique and beautiful.
- Equity means giving everyone what they need to be successful. Some people may need extra help to reach the same goal. Thinking of a bicycle race, some riders may need a different kind of bike to ride just as fast as others.
- Inclusion means making sure everyone feels welcome and valued. It's like being invited to a party and being asked to dance!

Why It Matters

Per Newsweek, Diversity, Equity and Inclusion (DEI) initiatives are created to promote fair treatment and full participation of all individuals, particularly those from historically underrepresented or marginalized groups. Ex. Minorities, Women, Differently Abled, LGBTQ+, etc.

In other words, DEI ensures that qualified people who have previously been excluded get consideration vs. giving unqualified people advantages.

DEI helps people feel safe and respected. It also makes schools, jobs, and communities stronger because everyone can share their ideas and talents.

[Learn More About DEI](#)

Chapter 2: The History of DEI

DEI may seem like a new idea, but people have fought for fairness for many years. These movements helped to make sure everyone has an equal chance to succeed.

- **Civil Rights Movement (1950s-1960s):** Brave people like Dr. Martin Luther King Jr. fought for equal rights, so everyone would be treated fairly, no matter what their skin color.
- **Women's Rights Movement:** Women worked hard to have the same rights as men, like the right to vote and work in any job.
- **Disability Rights Movement:** People with disabilities fought for laws that make buildings and schools easier to use for everyone.

Each of these movements helped create laws that protect people from unfair treatment.

Chapter 3: DEI Today & Historical Boycotts

With the current 2025 White House Administration instilling a mandatory removal of DEI policies throughout the US, I have decided to take a page from my ancestors and choose to spend my well-earned monies with those companies/businesses/people that support me and my existence in this world. History has repeatedly shown that movements are taken more seriously when profits/capital/investments are involved.

Historically, people have used boycotts to stand up against unfair treatment. These actions have led to significant changes:

- **Montgomery Bus Boycott (1955-1956):** Sparked by Rosa Parks' arrest, this year-long protest against segregated buses in Montgomery, Alabama, led to a Supreme Court ruling that segregation on public buses was unconstitutional.
- **The Indian Salt March (1930):** Led by Mahatma Gandhi, this nonviolent protest against British salt taxes in India was a crucial step toward India's independence.
- **The Grape Boycott (1965-1970s):** Organized by César Chávez and the United Farm Workers, this boycott led to improved working conditions and wages for farmworkers.
- **The Anti-Apartheid Boycott (1960s-1990s):** International boycotts of South African goods helped pressure the government to end apartheid.

- The Boston Tea Party (1773): American colonists protested British taxation by dumping tea into Boston Harbor, fueling the revolutionary movement.

These boycotts show how people working together can create real change.

How We Can Help

- Respect Others: Listen and learn from people who are different from you.
- Speak Up: If you see someone being unfairly treated, say something.
- Celebrate Differences: Learn about different cultures and traditions
- You Have Choices: Choose wisely about where and with whom you want to spend your dollars. Support those who WANT to support you.

This is why as a proud African American businesswoman ([Your ClarityQueen.com](https://www.YourClarityQueen.com)) with LGBTQ+ family members and friends, I have made an effort to ease my decision-making process by doing the necessary research to know which companies are currently supporting DEI policies and practices. I am publicly sharing what I have gathered within my research.

When we support DEI, we make the world a better place for everyone!

[Discover Ways to Support DEI](#)

PART 2

LET THE LIST BEGIN

Chapter 4: Companies Supporting DEI Policies

Airlines/Travel

Alaska

Delta

JetBlue

Southwest

United *

Virgin Atlantic

Enterprise

Automobiles

Auto Zone

Napa Auto Parts

O'Reilly

Banking/Investments

American Express

Deutsche Bank

Discover Financial Services

Mastercard

Nasdaq

PayPal

US Bank

Visa

Wells Fargo

Beauty/Shopping

Abercrombie and Fitch
Burlington Coat Factory
CVS
DSW
Dollar Tree
E.L.F. Beauty
Francesca's
Gap
Johnson & Johnson
Kohls
Macys
Marshall's
Nike
Nordstrom
Old Navy
Patagonia
Ross
Sephora
Tiffany & Co
T.J. Maxx
Ulta
Walgreens

Cable/Internet/Streaming/Phones

DuckDuckGo
Mozilla Firefox
Netflix
Paramount
Peacock/NBC Universal (threats of investigation by FCC)
Spectrum
Spotify
Verizon

Computers/Electronics/Hardware/Tech

Ace Hardware

Adobe

Logitech

Best Buy

Cisco

Food/Drinks/Grocery

Ben & Jerry's

Costco

Coca-Cola

Giant

GoTo Foods: Moe's Southwest Grill, McAlister's Deli, Auntie Anne's, Jamba Juice, and Cinnabon

Grocery Outlet

Jewel Osco

Kroger: includes Dillions, Ralphs, Smith's Food and Drug, Owen's, Jay C, Fry's, Fred Meyer, King Soopers, Pay Less Super Markets, Pick n Save, QFC, Mariano's, etc.

Meijer

Molson Coors (Beer)

Publix ***

Ralphs

Restaurant Brands International: Tim Hortons, Burger King, Popeyes, and Firehouse Subs

Sprouts

Trader Joes

Wegmans

YUM! Brands: KFC, Taco Bell, Pizza Hut, The Habit Burger Grill

Hotels

Hilton: Waldorf Astoria Hotel & Resorts, LXR Hotels & Resorts, Conrad Hotels & Resorts, Signia by Hilton, NoMad, Canopy by Hilton, Graduate by Hilton, Tempo by Hilton, Motto by Hilton, DoubleTree, Curio Collection, Tapestry Collection, Embassy Suites, Homewood Suites, Home2 Suites, LivSmart Studios, Garden Inn, Hampton, Tru, Spark, Hilton Grand Vacations, Small Luxury Hotels of the World, AutoCamp

IHG: Intercontinental, Crowne Plaza, Six Senses, Regent, Vignette Collection, Kimpton, Hotel Indigo, Voco, Hualuxe, Even, Iberostar, Holiday Inn, Holiday Inn Express, Holiday Inn Club Vacations, Garner, avid, Atwell Suites, Staybridge Suites, Candlewood Suites

Marriott International: AC Hotels by Marriott, Aloft Hotels, Apartments by Marriott Bonvoy, Autograph Collection, Bvlgari Hotels & Resorts*, City Express by Marriott, Courtyard by Marriott, Delta Hotels, Design Hotels, EDITION Hotels, Element by Westin, Fairfield by Marriott, Four Points by Sheraton, Four Points Express by Sheraton, Gaylord Hotels, Homes & Villas by Marriott International, JW Marriott Hotels, Le Méridien, Marriott Executive Apartments, Marriott Hotels & Resorts, Marriott Vacation Club, the MGM Collection, Moxy Hotels, Protea Hotels by Marriott, Renaissance Hotels, Residence Inn by Marriott, Sheraton Hotels and Resorts, SpringHill Suites, St. Regis Hotels & Resorts, StudioRes, The Luxury Collection, The Ritz-Carlton, The Ritz-Carlton Reserve, TownePlace Suites, Tribute Portfolio, W Hotels, and Westin Hotels.

MGM Resorts: Bellagio, ARIA, Vdara at ARIA, Cosmopolitan of Las Vegas, MGM Grand, The Signature at MGM Grand, Mandalay Bay, W Las Vegas, Four Seasons, Park MGM, NoMad Las Vegas, New York-New York, Luxor, Excalibur

Wyndham Brands: Registry Collection Hotels, Dolce, Esplendor, Dazzler, Vienna House, Tryp, Trademark, Wyndham Alltra, Wyndham Garden, LaQuinta, Wingate, Hawthorn, AmericInn, Baymont, Ramada, Microtel, Days Inn, Super 8, Howard Johnson, Travelodge, Waterwalk, Worldmark, Shell Vacations Club, Margaritaville Vacation Club, Cottages.com, Vacasa, Caesars, Eldorado, Harrahs, Horseshoe, Tropicana, Flamingo, The Cromwell, The Linq, Paris, Planet Hollywood, Harveys, Circus Circus, Sliver Legacy, Isle Casino, Nobu Hotel

Insurance

Geico

Liberty Mutual

Progressive

Social Media

Bluesky

LinkedIn

Mastodon

Pinterest

Snapchat

TikTok

Tumblr (ordered to terminate policies by CDC)

Quora

Other Companies

Alliance Health

Ancestry

Cigna

Match Group

MassMutual

McKinsey & Company

Mitre

National Football League (NFL)

Salesforce

Wilson Sonsini Goodrich & Rosati

Chapter 5: Companies Using Deceptive Practices

***Rewording of policies with belonging, together, human rights, etc. and/or have gone quiet about the subject on their website/annual reports.** (Keeping a close eye on them):

Aldi

Allstate

CBS

Citigroup

Comcast (threats of investigation by FCC)

Discord

Hulu

Intel

JP Morgan Chase

Philip Morris

PepsiCo

Redditt

Skechers

Starbucks

Yahoo

YouTube (owned by Google)

Dunkin Donuts

3 M

*****Deceptive:**

Cut programs, reduced programs but publicly defended DEI, removed some or all references of DEI on websites/annual reports, and/or is financially supporting the same administration that rolled back DEI policies.

Accenture

Amazon: Whole Foods, Amazon Prime, Zappos, Amazon Robotics (Kiva Systems), PillPack, Twitch, Metro-Goldwyn-Mayer (MGM) Holdings, Inc., Audible, Goodreads, IMDb, Ring, Lab 126 (Kindle, Echo, Fire TV), Amazon Fresh, AbeBooks, Woot, Bookpages, Telebook, Junglee, PlanetAll, LiveBid.com, Accept.com, Alexa Internet, e-Niche Incorporated, Convergence Corporation, Tool Crib of the North, Back to Basics Tops, Leep Technology Inc., MindCorps Incorporated, Egghead Software, OurHouse.com, Joyo.com, BookSurge, Mobipocket, CustomFlix, smallparts.com, Shopbop, TextPayMe, Digital Photography Review, Brilliance Audio, Withoutabox, Fabric.com, Shelfari, Reflexive Entertainment, Box Office Mojo, Lexcycle, SnapTell, Touchco, Amie Street, BuyVIP, Quidsi, Toby Press, LoveFilm, The Book Depository, Pushbutton, Yap, Double Helix Games, Teachstreet, Evi, Avalon Books, UpNext, IVONA Software, Liquavista, TenMarks Education, Inc., ComiXology, Amiato, Rooftop Media, GoodGame, Annapurna Labs, 2lemetry, Shoefitr, ClusterK, AppThwack, Elemental Technologies, Safaba Translation Systems, Biba Systems, Orbeus, Colis Prive, NICE, Emvantage Payments, Cloud9 IDE, Curse, Inc., Westland, Partpic, harvest.ai, Thinkbox Software, Do.com, Souq.com, GameSparks, Wing.ae, Body Labs, Goo Technologies, Dispatch, Blink Home, Sqrll, Tapzo, CloudEndure, TSO Logic, Eero, Canvas Technology, Sizmek Ad Server and Sizmek Dynamic, Bebo, E8 Storage, IGDB, INLT, Zoox, Wondery, Umbra 3D, Art19, Wickr, Veeqo, Strio.AI, GlowRoad, One Medical, Cloostermans, Spirit.ai, Fig

Amtrak

Apple

Caterpillar

Chik-Fil-A

Chipotle

Deloitte

Disney

Goldman Sachs

Home Goods

Lockheed Martin

Microsoft (laid off DEI workers/donated to Admin)

My Pillow

PayPal

PBS (ordered by way of lawsuits)

Publix (owned by MAGA supporter)

RTX

Sam's Club (owned by Walmart)

Whole Foods (owned by Amazon)

Tesla (owned by Musk)

Chapter 6: Companies That Removed All DEI Policies

Amazon

American Airlines

Amtrak

Boeing

Brown-Forman (Jack Daniels)

Disney

Ford

FBI

General Motors (GM)

Google: Android, Android Auto, Android TV, Calendar, Cars with Google built-in, Chrome, Chrome Enterprise, Chromebook, Chromecast, Contacts, Docs, Drawings, Drive Earth, Expeditions, Family Link, Files, Finance, Flights, Forms, Gboard, Gemini, Gmail, Google Alerts, Google Arts & Culture, Google Assistant, Google Authenticator, Google Cast, Google Chat, Google Classroom, Google Fi Wireless, Google Fit, Google Fonts, Google Health Studies, Google Home, Google Input Tools, Google Maps, Google Meet, Google One, Google Pay, Google Photos, Google Play, Google Play Books, Google Play Games, Google Shopping, Google Store, Google TV, Google Wallet, Google Workspace, Groups, Keep, Lens, Messages, Nest, Nest Wifi, News, Pixel, Pixel Buds, Pixelbook Go, Play Protect, Scholar, Search, Sheets, Sites, Slides, Translate, Travel, Voice, Waze, Wear OS by Google, YouTube, YouTube Kids, YouTube Music, YouTube TV

Harley Davidson

Hobby Lobby

Indian Motorcycle

John Deere

Lowe's

McDonald's

Meta: Facebook, Instagram, Messenger, WhatsApp

Polaris Automotive
Smithsonian Institution
Target
Toyota
Tractor Supply
Walmart
X (previously Twitter)
Zoom

Chapter 7: Conclusion

When I opened my laptop to type in Black History Month within the Google search bar, I was surprised then sadden to learn that Google will no longer provide recognition of Black History Month pioneers within their Google animated Icon or calendar. They will also no longer support Women's History Month, Hispanic Heritage Month, Pride Month, Indigenous People Month, etc.

DEI is about making sure everyone is recognized, treated fairly and given the same chances in life. By learning from history and working together today, we can create a future where everyone belongs.

It takes a village to build community and solidarity and if you would like to suggest a company to be added to any part of this list, please send me an email with the name of the company and the supporting link that confirms their current stance on their DEI policies at info@yourclarityqueen.com with the Subject Line: DEI Policy. I usually do not discuss politics or watch the news, yet my ancestors made sure I heard the call to action and every bit of help from the community will be well received.

Go to my website: www.yourclarityqueen.com for additional free gifts and information as there will be much more to come.

Connect with Me:

- YouTube: <https://www.youtube.com/@yourclarityqueen>
- TikTok: <https://www.tiktok.com/@yourclarityqueen>
- LinkedIn: www.linkedin.com/in/nadirah-lugg-187a13177
- Email: info@yourclarityqueen.com

[Start Your DEI Journey](#)

Disclaimer: I am aware that lawsuits and intimidation tactics are real. As companies make changes to their policies, and more press releases are sent out, I will work hard to keep this list as current as possible. This list mainly features companies that are publicly sharing their solidarity of DEI initiatives on their websites. Let's continue to financially support those who honorably support us.

#Note: America First Legal is the conservative group sending complaints and threats to certain companies that do want to stay in alignment with the removal of DEI polices; hence, American Airlines currently ceasing their DEI hiring initiatives.

About the Author



Nadirah Lugg (*Your Clarity Queen*) earned a B.A. in Speech Communication from the University of Illinois and an M.A. in Liberal Arts from the University of Chicago. She is also a certified Clarity Life Coach, Yoga Instructor, Clinical Hypnotherapist, Reiki Master, published international best-seller author, trained astrologer, intuitive Tarot card reader, inspirational medium/speaker, singer, songwriter, and actress.

Nadirah loves empowering ambitious women to unlock the answers within. By empowering you to eliminate overwhelm, fear, self-doubt, and indecision, you can instantly activate your gut instincts within relationships, quickly make trusted business decisions, and achieve your health goals with confidence. She also assists those who are navigating grief by coaching innovative ways to communicate with their transitioned loved ones through an engaging, entertaining and holistic approach.

This is why she is Your Clarity Queen.