



Faith Driven Consumer  
2013

CHRISTMAS



GUIDE

# MATCH YOUR WALLET TO YOUR WORLDVIEW

With a more compressed 2013 Christmas season due to fewer-than-usual days between Thanksgiving and Christmas, shoppers are being pressured earlier than ever by retailers to stock up the pantry for holiday meals, find the perfect gifts for everybody on their lists and make the necessary preparations to spend time with beloved family and friends.

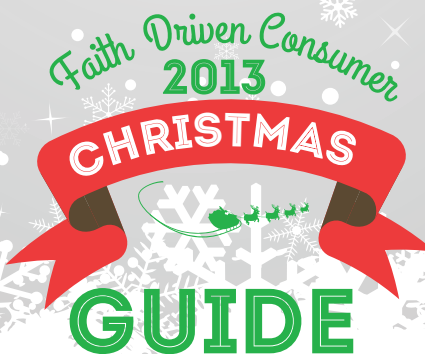
For Faith Driven Consumers, an added element to the holiday rush is the desire to be a good steward with the resources we've been entrusted and make shopping decisions that honor and glorify God. After all, the reason for the season is to celebrate the Good News of the birth of Jesus – Emmanuel, God is with us. Given this, we've prepared this Faith-friendly Christmas Shopping Guide to help you be well-informed about the degree to which the companies you spend your hard-earned dollars with are compatible with a biblical faith and worldview.

Think about this: the most important shopping season of the year for retailers – with \$602.1 billion in projected 2013 sales, up 3.5% from last year – is centered on the Christian celebration of Christmas. It's the perfect time where you, as a consumer, can actively support companies that align with your values while celebrating the birth of Jesus with your family.

This guide examines how well some of the most popular stores for Christmas shopping compare to the biblical worldview. Each company is rated on seven criteria and receives an overall score on a 5-star scale. Click on the hyperlinks to view the full company profile, including a deeper analysis of its corporate behavior based on these seven criteria: Pro-Life; Non-Pornographic Materials; Wholesome Entertainment; Philanthropy; Biblical Sexuality, Marriage and Family; Corporate Responsibility; and Other.

You may be surprised to learn what your favorite companies support with the money you spend with them. Some take corporate positions diametrically opposed to a biblical worldview that ultimately threaten our religious freedom as Americans. Others are relatively more faith-compatible. And while some retailers in a particular product category may be very similar to the competition in terms of faith-compatibility, others may stand out as the clear “best option” for the product you're looking to buy.

So the decision is yours as a Faith Driven Consumer. Whether shopping online, on your smart phone or at a bricks-and-mortar store, match your wallet with your biblical worldview this Christmas and support companies that welcome and respect Christian faith in the marketplace of goods, services and ideas.



# HOW COMPANIES RANK

## Faith-Friendly



DaySpring  
Hobby Lobby



Bed Bath & Beyond  
Belk  
Foot Locker  
Kohl's  
Lowe's  
Michaels



Aeropostale  
Dick's Sporting Goods  
Forever 21  
Kay Jewelers  
REI  
Samsung  
Sports Authority  
Toys "R" Us  
Vizio  
Walmart/Sam's Club  
Zales



Dillard's  
Hallmark  
J. Crew  
Williams-Sonoma

## Needs Improvement



Microsoft  
Sony  
T.J. Maxx/Marshalls/Home Goods  
Visa



adidas  
Best Buy  
Costco  
JC Penney  
Levi Strauss and Co.  
Macy's  
Sears/Kmart/Land's End



Amazon  
American Express  
Barnes & Noble  
Gap/Old Navy/Banana Republic  
The Home Depot  
Target



Abercrombie & Fitch  
Nike  
Apple/iTunes





# HOW WE SCORE COMPANIES

no information



**No information available on this topic**

**Strongly leaning against a Biblical worldview**



**Leaning against a Biblical worldview**



**Mixed response**



**Leaning toward a Biblical worldview**



**Strongly leaning toward a Biblical worldview**

We provide scores based on a 5-star scale in each of the seven criteria categories described below and then an overall summary score for each company reviewed. The overall score reflects a greater weight to the criteria of Pro-life and Biblical Sexuality, Marriage and Family because these categories flow from an understanding of how humans bear God's image as male and female.

By offering these scores, we hope to encourage each company to improve in the seven criteria categories and increase the level of affinity it holds for the rapidly emerging and economically powerful \$1.75 trillion Faith Driven Consumer market segment, which consists of 46 million Americans who are actively seeking to do business with companies that respect their worldview and welcome them into the rainbow of diversity.

On the 5-star scale, companies scoring 3 stars or higher are considered to be relatively more "faith-friendly" and "lean toward a biblical worldview." In contrast, those companies scoring 2.5 stars or less are considered to "need improvement" and "lean against a biblical worldview."

Please visit our website at [www.faithdrivenconsumer.com](http://www.faithdrivenconsumer.com) for further details and indepth reviews on each company.



# COMPANY SCORES AND CRITERIA DESCRIPTIONS

Each company is evaluated based on its public positions and corporate behavior in these seven categories of concern to Faith Driven Consumers:

1. Pro-life (Sanctity of Human Life)
2. Biblical Sexuality, Marriage and Family
3. Non-pornographic Materials
4. Wholesome Entertainment
5. Social Responsibility / Philanthropy
6. Corporate Responsibility
7. Other



### **Pro-life (Sanctity of Human Life):**

The Bible teaches that humans are created in the image and likeness of God and that God knew us before we were in our mother's womb. Given this, Faith Driven Consumer believes all human life is dignified and worthy of being valued, esteemed, protected and defended from the moment of conception to natural death. Therefore, we support, commend and encourage companies that demonstrate a pro-life worldview.

This category evaluates the degree to which a company's actions and policies align with the biblical pro-life worldview – with particular attention paid to issues surrounding the direct or indirect support of abortion, embryonic stem cell research and euthanasia.

### **Biblical Sexuality, Marriage and Family:**

The Bible teaches that humans bear God's image in a mutually complementary way as male and female. From these two halves of humanity – a binary pattern ordained by God – the sexes are called by God to come together in "one flesh unions" known as marriage and bring forth new life in the nurturing confines of this context. Marriage as an institution predates human governments and forms the basic building block for families, communities, culture and nations.

Despite changing cultural attitudes about gender, sexuality, marriage and family, the Bible is clear that sexual acts outside of one-man, one-woman marriage "miss the mark" and fall beyond the safe boundaries of God's created intent for sexual expression.

This category evaluates the degree to which a company's actions and policies align with the biblical worldview on sexuality, marriage and family – with particular attention paid to issues involving attempts to redefine gender, marriage and family and normalize homosexuality, bisexuality and transgenderism in the economic arena and broader culture.

### **Non-pornographic Materials:**

Because humans bear God's likeness as male and female, the Bible teaches about the sanctity of human life, sexuality, marriage and family. Here, it also warns against the temptation to degrade, deface, diminish or abuse the image of God that we bear as male and female – particularly as it involves the human body.

Tragically, the sexual degradation of humans that takes place in the production, distribution and consumption of pornography in books, products, magazines, television shows, movies and the internet takes a devastating toll on individuals – rippling through marriages and the broader community. Given these dangers, Faith Driven Consumers strive for God-ordained sexual morality and purity and are concerned about the negative impact of pornographic materials in the culture.

This category evaluates the degree to which a company's actions and policies promote the production, distribution and sale of products or materials that objectify, degrade, diminish or deface the image of God we humans bear as male and female – particularly when it depicts unwholesome, unseemly, titillating behavior and nudity in ways intended to objectify others and/or cause sexual excitement.





### **Wholesome Entertainment:**

As Faith Driven Consumers, we support entertainment that is wholesome, family-friendly and encourages biblical themes and perspectives. We see a growing, but largely untapped, economically powerful market for this type of entertainment and encourage more wholesome content to be produced. We believe the proliferation of entertainment content glorifying violence, murder, rape, non-biblical sexuality including promiscuity and adultery, greed, envy, gossip, arrogance, cynicism, slander, pride, coarse language, disobedience, idolatry, gambling, addiction, polytheism, eco-centrism, demonic worship and the occult to have a harmful effect on the development of youth – significantly contributing to the degradation of culture at large.

This category evaluates the overall wholesomeness of entertainment content produced, distributed or supported by companies in the form of books, magazines, television shows, movies, internet, music, video games, advertisements and more.

### **Social Responsibility/Philanthropy:**

The Bible teaches that every created thing belongs to God and that we humans are temporary stewards of that which God has entrusted to us. As such, we are called to live in community and generously, freely and without compulsion give back to others out of the bounty we've been given by God. Faith Driven Consumers believe that the principles of loving generosity and selflessness apply to both individuals and groups – and reflect something of who God is and how we humans bear His image.

This category evaluates the degree to which a company's actions and policies promote philanthropic efforts to generously and freely give back to the broader community a portion of the bounty to which they've been entrusted. This includes sponsorships, donations and partnerships with other organizations and community groups – particularly charitable contributions that align with a biblical worldview and values system.

### **Corporate Responsibility:**

The Bible teaches that humans not only bear God's image but are also to be the caretakers of God's creation. As such, we're called to be good stewards of the Earth and its elements, resources, environment, plants, birds, fishes and animals. In particular, the Bible teaches about the importance of being the best possible steward of the time, money, knowledge, possessions, land, work and relationships to which we've been entrusted.

This category evaluates the degree to which a company's actions and policies promote and exercise positive corporate responsibility in the areas over which they have been granted stewardship. This category examines how companies treat their employees, customers, business partnerships and the environment.

### **Other:**

This category allows for any other statistics or facts that are not represented in previous categories. This may include awards, corporate recognition, non-philanthropic activism and other key data points that are not reflected in the other criteria.



# FAITH-FRIENDLY



AÉROPOSTALE



Aeropostale is a mall-based store geared toward pre-teens and teens in ways that are generally wholesome. Unlike competitors that controversially promote clothes “just for skinny people,” Aeropostale promotes healthy body image and an active lifestyle through its “Live, Love, Dream” clothing lines. Faith Driven Consumer believes Aeropostale has great opportunity for growth by supporting organizations and initiatives that are faith-compatible.

[Click here for more information.](#)



belk  
MODERN. SOUTHERN. STYLE.



Belk is the largest privately owned department store in the nation. Deeply and openly rooted in Christian values, this is a largely faith-compatible company that is committed to the education and success of children through the Belk Foundation. Belk has also recently launched a mobile mammography center called “Belk Gives on the Go.”

[Click here for more information.](#)



BED BATH &  
BEYOND®  
Beyond any store of its kind.®



Bed Bath & Beyond has shown improvement in its faith-compatibility score by stepping back from its previous support of the Susan G. Komen Foundation, which indirectly supports Planned Parenthood. We also commend BB&B for a strong commitment to helping others through its philanthropic and corporate responsibility efforts, its tilt toward biblical sexuality, marriage and family, and its willingness to use the word “Christmas” in seasonal advertising.

[Click here for more information.](#)







DaySpring is bold in expressing its biblical values and rates high for Faith Driven Consumers in terms of faith compatibility. While its commitment to the pro-life cause, corporate philanthropy, biblical sexuality, marriage and family, wholesome entertainment and advertising is exemplary, we have some concerns about its support of the United Way and would like to see DaySpring move more clearly forward in the area of Corporate Responsibility.

[Click here for more information.](#)



Dick's Sporting Goods is the leading sporting goods store in America. Its effort to protect children from stumbling into pornography and local community involvement demonstrate a commitment to the well-being of youth. Following the Newtown shootings, Dick's temporarily suspended sales of rifles – indicating sensitivity to cultural issues at the expense of profits. Dick's could be more faith-compatible by taking steps to support women's health in ways that do not indirectly support Planned Parenthood.

[Click here for more information.](#)

# Dillard's



Dillard's is an Arkansas-based department store chain found across America with higher concentrations in Texas and Florida. Its support for the pro-life cause and families in crisis – coupled with a relatively weak promotion of the homosexual and transgender political agenda – are encouraging signs that Dillard's will continue to lean toward faith-compatibility in its corporate behaviors.

[Click here for more information.](#)



Foot Locker is a relatively faith-compatible option for Faith Driven Consumers. Its corporate philanthropy demonstrates a commitment to helping others and it directly partners with a mission organization to spread God's love, grace, mercy and compassion. Its tilt toward the biblical understanding on sexuality, marriage and family is encouraging given the intense pressure companies face today from activists promoting the homosexual, bisexual and transgender political and social agenda. Moving forward, we hope Foot Locker will use the word "Christmas" in its seasonal promotions.

[Click here for more information.](#)



# FOREVER 21



The owners of Forever 21 are born-again Christians who boldly proclaim “John 3:16” on each clothing bag they offer to customers. And while they have withstood criticism for their beliefs and given generously to many charitable causes, one group Forever 21 supports is Susan G. Komen, which indirectly supports Planned Parenthood. Positively, Forever 21 does not appear to support the homosexual, bisexual and transgender political agenda and it promotes fair trade, improved sourcing processes, and a biblical view of “diversity.” Despite these commendable actions, Forever 21 does not use the word “Christmas” in its seasonal promotions.

[Click here for more information.](#)



While Hallmark scores well in the areas of community philanthropy, family-friendly entertainment and uses of the word “Christmas” in its seasonal promotions, its indirect support of the women’s “reproductive rights” movement through its association with UNICEF and Susan G. Komen – couple with its embrace of the homosexual, bisexual and transgender political agenda – are causes of concern for Faith Driven Consumers.

[Click here for more information.](#)



Hobby Lobby’s statement of purpose is to “honor the Lord in all we do by operating the company in a manner consistent with Biblical principles.” Its declaration of faith, operating policies, and other efforts to reach out to Christians demonstrate a high level of faith-compatibility. Recently, Hobby Lobby has faced daily \$1.3 million fines by courageously taking a stand against the Obamacare “preventive services” mandate forcing faith-based employers to violate conscience by providing coverage for drugs or devices considered by many to induce abortions. We commend Hobby Lobby this, and for remaining closed on Sundays for worship and sharing the Gospel message through advertisements.

[Click here for more information.](#)



While J.Crew is to be commended for not fully embracing the homosexual, bisexual and transgender political and social agenda and using modest advertising in a market that is often decidedly immodest, it can move in a more faith-compatible direction by finding alternatives for its charitable support that are not connected to Planned Parenthood. It can also show sensitivity and respect for Faith Driven Consumers by using the word “Christmas” in its seasonal promotions.

[Click here for more information.](#)





Kay Jewelers is to be commended for its code of conduct against pornographic and other offensive materials, its strong philanthropic and corporate responsibility efforts, and its tilt toward the natural and traditional understanding of sexuality, marriage and family. However, it has room for improvement due to its indirect ties to groups that benefit Planned Parenthood and its reluctance to use the word "Christmas" in its seasonal promotions

[Click here for more information.](#)



Kohl's mission is to be the leading family-focused specialty department store. It puts corporate emphasis on charity and volunteer work to support women, children and the environment. Kohl's has improved its ranking for wholesome entertainment and demonstrated its pro-life commitment by cutting support for Planned Parenthood. Its relatively weak promotion of the homosexual and transgender political agenda indicates support for the natural and traditional family.

[Click here for more information.](#)



Lowe's is a very faith-compatible choice for Faith Driven Consumers in the home centers category. Its strong corporate commitment to giving back to community and faith-compatible charities is commendable – as is its use of the word "Christmas" and tilt toward the biblical understanding of sexuality, marriage and family.

[Click here for more information.](#)



Michaels shows strong commitment to charities that support families and children and holds to corporate positions that affirm the biblical understanding of sexuality, marriage and family. It enthusiastically embraces the word "Christmas" in its seasonal promotions and its advertising is wholesome and family-friendly. It also holds to a biblical understanding of the word "diversity" and aims to reduce energy usage without holding to the politically correct position on climate change.

[Click here for more information.](#)







While REI has a fantastic track record in corporate philanthropy and environmental responsibility and uses the word “Christmas” in its product promotions, its strong embrace of the homosexual, bisexual and transgender political and social agenda is problematic for Faith Driven Consumers who hold to a biblical view on sexuality, marriage and family.

[Click here for more information.](#)



While there is nothing overtly faith-oriented about Samsung, this leading consumer electronics company is a generous contributor to charities worldwide and is committed to good stewardship of the environment. With a corporate vision of creating co-prosperity for the communities it impacts, Samsung has been a significant catalyst to the economic miracle that has transformed South Korea into a global economic leader. In the U.S., Samsung has not taken positions supporting abortion or the homosexuality, bisexual and transgender political agenda. It offers some Christmas-related products on its website and its advertising is generally wholesome.

[Click here for more information.](#)



We commend The Sports Authority for remaining neutral in the culture wars and not taking positions that would be objectionable to Faith Driven Consumers. And we appreciate its use of non-offensive advertising. While it could be more overtly faith-friendly and mention “Christmas” in its seasonal promotions, The Sports Authority is nevertheless a good retail option for Faith Driven Consumers.

[Click here for more information.](#)



While Toys“R”Us uses the word “Christmas” in its advertising and has taken recent steps toward increased faith-compatibility – like ending its support of Planned Parenthood and protecting children from inappropriate entertainment and pornographic materials – it has continued to embrace the homosexual, bisexual and transgender political agenda and has gone so far as to stop portraying gender distinctions in its toy advertising in the U.K.

[Click here for more information.](#)





In welcome contrast to many American companies, Vizio has wisely steered clear of controversial hot-button issues like homosexuality and abortion and taken a neutral position. Its advertisements are generally wholesome and family-oriented, and it aims to be a good environmental steward. In contrast, Vizio's corporate philanthropy is relatively limited in scope and it does not appear to use the word "Christmas" in its seasonal promotions.

[\*Click here for more information.\*](#)



Family-owned Walmart is the world's largest retailer and private employer with two million employees in 8,500 stores spanning 15 countries. The outlook for Walmart as a faith-compatible company leans positive and the corporation has taken active steps to welcome Christians, including actively promoting and supporting the hit HBO series, "The Bible." While we see some areas of concern, we applaud the positive actions it has taken to promote more wholesome entertainment and hire honorably discharged veterans.

[\*Click here for more information.\*](#)

**WILLIAMS-SONOMA**



Williams-Sonoma Inc. has room for growth to become a more faith-friendly company. Its corporate philanthropy demonstrates a commitment to helping others and it uses the word "Christmas" in its seasonal advertising and product offerings. However, Williams-Sonoma's indirect support of Planned Parenthood through its support of the United Way and Susan G. Komen are a concern – as is its relatively high level of support for the homosexual, bisexual and transgender political agenda.

[\*Click here for more information.\*](#)



While Zales supports the Susan G. Komen Foundation, which indirectly supports Planned Parenthood, it also supports a number of faith-compatible charitable organizations including the Salvation Army's Angel Tree. Its advertising is wholesome and the company tilts toward the biblical understanding of sexuality, marriage and family. Zales uses the word "Christmas" in its seasonal advertising and works hard to ensure the trade of its diamonds is ethical.

[\*Click here for more information.\*](#)



# NEEDS IMPROVEMENT



Abercrombie & Fitch



While Abercrombie & Fitch is strongly committed to philanthropy, corporate responsibility, environmental stewardship and ethically sourced products, its highly sexualized focus on the “cool and popular” kids – branded around highly inappropriate, exploitative and homoerotic advertising – is shocking and offensive to many Faith Driven Consumers. A&F’s full embrace of the political and social goals of the homosexual, bisexual and transgender movement – including same-sex marriage – also points to a corporate worldview that is at odds with the Bible. Finally, A&F does not use the word “Christmas” in its seasonal promotions.

[Click here for more information.](#)



adidas®

While adidas is committed to environmental stewardship, offers non-offensive advertising, and contributes to causes that encourage youth, sports, education, healthcare and disaster relief, it is a thoroughly secular European company that fully embraces the homosexual, bisexual and transgender political agenda and specifically excludes religious perspectives in its corporate philanthropic partnerships. It does not use the word “Christmas” in its seasonal promotions.

[Click here for more information.](#)



amazon®

While Amazon uses the word “Christmas” in its advertisements and supports a number of charitable causes, its sale of some pornographic content and unwholesome entertainment is a concern for Faith Driven Consumers. In addition, its staunch support of same-sex marriage and the homosexual, bisexual and transgender political and social agenda is in opposition to the biblical understanding of sexuality, marriage and family. Finally, Amazon’s sale of pro-abortion materials and support for the United Way, which indirectly funds Planned Parenthood, is problematic for Christians.

[Click here for more information.](#)







While the American Express decision to refuse funds for recurring purchases of pornography is commendable – as are its philanthropic contributions – its strong support for the homosexual, bisexual and transgender political agenda conflicts with biblical teaching on sexuality, marriage and family. Moreover, its support of organizations that directly support abortion is a serious concern – as is its reluctance to use the word “Christmas” in its seasonal promotions despite the fact that it profits greatly from the holiday.

[\*Click here for more information.\*](#)



Apple is a market leader in computer manufacturing, software and electronics. While Apple has worked to improve its corporate philanthropic efforts and allowed a Christian employee group to form, it vocally supports same-sex marriage, actively donated to efforts to defeat Proposition 8 in California and caved in to pressure from small groups of homosexual and transgender activists and their allies by removing previously approved, faith-based apps supporting natural and traditional sexuality, marriage and family. Here, Apple showed a high level of insensitivity toward a much larger market of Christian consumers and needs to take active steps to rebuild a relationship with those who hold to a biblical worldview and values system. Beyond this, Apple promotes internet pornography and was listed as one of the “Top Ten Worst Advertisers” in 2012 by the Parents Television Council.

[\*Click here for more information.\*](#)

**BARNES & NOBLE**  
BOOKSELLERS



While Barnes & Noble is noted for its philanthropic efforts aimed at children, literacy and education, its support of organizations such as United Way and the Susan G. Komen Foundation, both of which indirectly support Planned Parenthood, is a concern. It also carries some pornographic material in stores and online and has received the top-rated score of 100 from the Human Rights Campaign – indicating a strong embrace of the homosexual, bisexual and transgender political agenda. It does not use the word “Christmas” in its seasonal promotions.

[\*Click here for more information.\*](#)





Best Buy is a leading electronics retail store and has been recognized for its corporate stances on philanthropy, transparency and the environment. While it has positively responded to appeals to use “Christmas” in its advertising and offers a family entertainment monitoring guide, Best Buy supports same-sex marriage and is a strong proponent of the homosexual and transgender political movement. In addition, in 2012 Best Buy was a platinum-level sponsor at an event held by the terror-linked Council on American-Islamic Relations, which has links to the Muslim Brotherhood and Hamas.

[Click here for more information.](#)



Costco is the largest membership club warehouse in the United States. In recent years it has carried emergency contraceptives and come out in support of same-sex marriage. Costco has a nearly perfect score from the Human Rights Campaign – indicating strong corporate support for the homosexual and transgender political agenda in the workplace. For Costco to move in a more faith-compatible direction, it would need to take a more balanced approach by engaging in pro-life and family-focused activities that support the natural and traditional family.

[Click here for more information.](#)



The Gap Inc. is a leading clothing retailer in the United States and also owns Banana Republic and Old Navy. While Gap excels in corporate philanthropy and responsibility, its wholesome entertainment rating has declined recently. Gap's recent support of Planned Parenthood and its perfect rating from the Human Rights Campaign – indicating a strong support of the homosexual and transgender political agenda, including same-sex marriage – point to a need for significant improvement before it can be considered a faith-compatible company.

[Click here for more information.](#)



While The Home Depot generously supports military veterans and many local community groups and uses the word “Christmas” in its seasonal promotions, its stubborn and staunch support of groups that promote abortion and the homosexual, bisexual and transgender political agenda concerns Faith Driven Consumers. The Home Depot officially supports same-sex marriage and recently allowed the filming of a flash mob same-sex marriage proposal at one of its stores – igniting a social media phenomenon that homosexual activists leveraged to promote same-sex marriage to young children. Despite ongoing calls by Christians asking The Home Depot to take a neutral position on hot-button social issues, it has continued to proudly promote homosexuality and transgenderism in the culture.

[Click here for more information.](#)





JC Penney is a leading department store that in recent years tried to appeal to new consumer markets but in the process alienated its core, natural base of traditional and faith-based consumers. A series of changes at the top ranks of leadership have led to instability and ongoing uncertainty for the retailer as it struggles to figure who it is. JC Penney has come out in support of same-sex marriage and can become a more faith-compatible company by moving toward an inclusive embrace of those who value the pro-life cause as well as the natural and traditional family.

[Click here for more information.](#)



While Levi Strauss and Co. gives generously to disaster relief efforts, is deeply committed to community involvement, strives to be a good steward of the environment, and uses generally wholesome advertising, its full embrace of the political and social goals of the homosexual, homosexual, bisexual and transgender movement – including same-sex marriage reflects a corporate position in conflict with the biblical teaching on sexuality, marriage and family. Levi's does not use the word "Christmas" in its seasonal promotions.

[Click here for more information.](#)



Macy's is one of the largest department stores in the nation. Although Macy's has responded to the urging of biblically minded Christians to use "Christmas" in its advertising materials, it has recently sponsored unwholesome entertainment on television. In addition, Macy's now actively campaigns for the homosexual and transgender political agenda and has a whole section of its website devoted to gay "pride" and history. Macy's has significant room to become more faith-compatible and could take steps in this direction by better supporting the natural and traditional family.

[Click here for more information.](#)



While Microsoft is a good environmental steward, gives to causes aimed at youth, digital literacy and disaster relief and uses non-offensive advertising and the word "Christmas," it is one of the leading corporate advocates for the homosexual, bisexual and transgender political agenda in the nation. Here, it supports same-sex marriage and its top executives made six-figure contributions to the effort to redefine marriage in Washington state in 2012. And while Microsoft's embrace of "diversity" and "inclusion" covers 47 resource groups and networks, none exists for Christians at the company.

[Click here for more information.](#)







While Nike's advertising is non-offensive and it contributes to causes that encourage youth – particularly girls – to participate in sports, the company is one of the most vocal corporate advocates for abortion in America. It also fully embraces the homosexual, bisexual and transgender political and social agenda in the workplace and beyond, and advocates for same-sex marriage – creating a PAC fund to donate \$280,000 to the current effort in Oregon to redefine the institution away from the natural and traditional male-female paradigm. Nike does not use the word “Christmas” in its seasonal promotions.

[Click here for more information.](#)

Sears

Good life. Great price.



Sears is a discount department store that also owns Lands' End and Kmart. It is a committed supporter of the homosexual and transgender political agenda and supports same-sex marriage. It also indirectly assists Planned Parenthood, the largest abortion provider in the nation, through its support of the Susan G. Komen Foundation. While Sears uses “Christmas” in its seasonal advertising, its recent support of unwholesome entertainment raises concerns. Sears can move toward a more faith-compatible stance by shifting toward the pro-life and natural/traditional family causes in its actions.

[Click here for more information.](#)

SONY



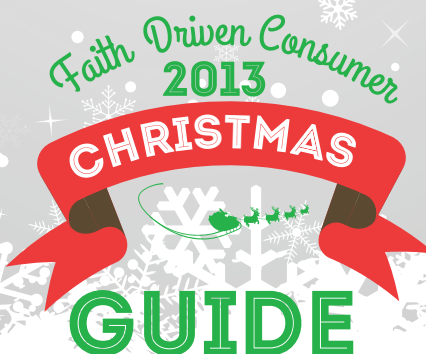
While Sony donates to disaster relief, conservation, environmental, healthcare and children's causes around the world, its U.S. subsidiaries strongly support the political and social agenda of the homosexual, bisexual and transgender activist movement – including same-sex marriage. Some of Sony's entertainment and games products include gratuitous sex, violence and other objectionable content, and in 2006 it launched a record label to promote gay artists. Sony does not use the word “Christmas” in its seasonal product promotions.

[Click here for more information.](#)



Target is a big-box retailer offering groceries, general merchandise and clothing. For consumers seeking faith-compatible brands, Target is a mixed bag and has significant room for improvement. While its efforts in the philanthropic, environmental and community development arenas are outstanding, Target strongly supports abortion rights and the homosexual and transgender political agenda, including same-sex marriage. In 2012, Target was included in the Parents Television Council's “Advertising Hall of Shame.”

[Click here for more information.](#)





T.J. Maxx, which also owns Marshalls and Home Goods, is a leading discount retailer of clothing and home furnishings. While it has not come out in support of same-sex marriage, T.J. Maxx has received a perfect score from the Human Rights Campaign, which tracks corporate support for the homosexual and transgender political agenda in the workplace. By actively supporting pro-life organizations as well as the natural and traditional family, T.J. Maxx can better align with those who hold to a biblical worldview and values system.

[Click here for more information.](#)



While Visa uses generally wholesome and family-friendly advertising and supports some faith-compatible efforts in the areas of philanthropy and corporate responsibility, its embrace of the homosexual, bisexual and transgender political and social agenda is a concern for Faith Driven Consumers. Although Visa profits greatly from the Christmas gift-giving season, it does not appear to use the word "Christmas" in its advertising or promotional materials.

[Click here for more information.](#)



The logo features the text "Faith Driven Consumer" in a green, cursive font, with "2013" in a green, bold, sans-serif font below it. A red banner with white text "CHRISTMAS" is positioned below the year. Underneath the banner is a small green illustration of Santa Claus in a sleigh, pulled by reindeer, leaving a green trail. Below this is the word "GUIDE" in a large, green, bold, sans-serif font.

# Faith Driven Consumer 2013 CHRISTMAS GUIDE

Disclaimer: Company scores are derived from independent research conducted by the Faith Driven Consumer team. The intent is to provide a fair and representative overview of the corporate behavior and positions taken by each company reviewed in specified criteria categories. Please let us know if you discover information that is incorrect or outdated. Last updated Fall 2013.

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