



CONSUMERS' RESEARCH
**Consumer
Warning**

CHUBB & THE WOKE INSURANCE INDUSTRY: A RADICAL ACTIVISM MACHINE AIMED AT CONSUMERS

A closer look at how insurance giant Chubb and others are promoting a shocking array of controversial left-wing policies externally and within their companies while simultaneously trying to destroy one of the only weapons consumers have to fight back.

WARNING: U.S. consumers should be aware that Chubb Insurance and its executive leadership were recently exposed for behaving more like a far-left activist organization than an insurance provider.¹ Led by CEO Evan Greenberg, Chubb spent years using its vast influence and resources to promote an overtly leftist political agenda, including close ties with the Chinese Communist Party (CCP), DEI (Diversity, Equity, and Inclusion) and other explicitly race-based policies, radical gender ideology, climate extremism, and more. As detailed in this report, Chubb is not an outlier in the alarmingly woke insurance industry.

NOTE: Since Consumers' Research first began shining a light on Chubb's political and social activism in fall 2025, Chubb has gone to great lengths to remove content from its websites and push out new material to explain, downplay, or altogether contradict policies and positions once showcased by the insurance company.² As a result, many of the items referenced in this report are no longer visible online. Please see the footnotes for all now-deleted links.

CHUBB®

Industry: Insurance
Founded: 1985
Headquarters: Zürich, Switzerland
Chairman and CEO: Evan Greenberg
CFO: Peter Enns
2024 Total Revenue: \$55.8 billion



CEO Evan Greenberg

DEI & “ANTI-RACISM”

Even as the federal government enacted policies to ensure the eradication of deliberate racial discrimination from American life,³ Chubb openly retained an outdated, racially divisive outlook. The documented practices of the insurance company run counter to the colorblind policies of the Trump administration, and may also violate the Civil Rights Act and other federal anti-discrimination laws as well.⁴

According to Executive Order 14173, “Illegal DEI [Diversity, Equity, & Inclusion] and DEIA [Diversity, Equity, Inclusion, & Accessibility] policies not only violate the text and spirit of our longstanding Federal civil-rights laws, they also undermine our national unity, as they deny, discredit, and undermine the traditional American values of hard work, excellence, and individual achievement in favor of an unlawful, corrosive, and pernicious identity-based spoils system.”⁵ However, Joseph Wayland, Chubb's executive vice president and general counsel, declared that DEI is “the foundation of our Chubb culture.”⁶

In 2020, Chubb CEO Evan Greenberg touted the institution of an employee action plan to instill an “individual and collective understanding of racism in society and strive within Chubb to be anti-racist in our behavior as individuals and as an organization.”⁷ To achieve its stated goal of “becoming an anti-racist company,”⁸ Chubb took specific actions “to improve racial equity in recruitment, career development and advancement

1. [WokeChubb.com](#)
2. [Daily Wire: Insurance Giant Removes DEI Pages from Website, Commits to 'Meritocracy'](#)
3. [White House: Ending Radical and Wasteful Government DEI Programs and Preferencing](#)
4. [WokeChubb.com; Ending Illegal Discrimination and Restoring Merit-Based Opportunity; Consumers' Research Letter To The Departments Of Justice And Treasury Regarding Chubb Insurance](#)
5. [Federal Register: Ending Illegal Discrimination and Restoring Merit-Based Opportunity](#)
6. [Leaders Magazine: The Importance of the Rule of Law](#)
7. [Carrier Management: Chubb CEO Greenberg Laments U.S. Govt. Covid-19 Setbacks, Promotes Diversity Initiatives](#)
8. [Chubb: 2019-2020 Communication on Progress United Nations Global Compact](#)

opportunities, and to promote a greater sense of belonging for Black colleagues.”⁹ The term “anti-racist,” popular in left-wing circles, is borrowed from the radical academic Ibram X. Kendi, author of *How to Be Antiracist*, who infamously claimed, “The only remedy to past discrimination is present discrimination. The only remedy to present discrimination is future discrimination.”¹⁰ Chubb echoed this sentiment when it announced, “We believe in being anti-racist because a rejection of racism alone is insufficient.”¹¹

Despite recent concealment by Chubb, the discriminatory action required by DEI and “anti-racist” commitments seeped deep into Chubb’s corporate culture. The company’s Code of Conduct outright required Chubb employees to “promote diversity, equity and inclusion” and “help us maintain a culture that values” DEI.¹² In order to “promote racial justice at Chubb,” the company “developed a series of programs to help us combat racism” including programs that “span our business – from hiring practices to employee conversations and leadership training – making sure we’re doing the work on every level.”¹³ Additionally, Chubb created a “Race Fluency Toolkit” to “help guide our journey to ingrain anti-racism within Chubb’s culture.”¹⁴ The company’s “Inclusive Hiring and Intentional Inclusion training programs” have been used to “ingrain inclusion practices in our leaders and strengthen how we attract, assess, develop and retain diverse talent” and boast “a special emphasis on professionals from underrepresented groups.”¹⁵

Kenneth Stephens, global client executive for Chubb’s North America Major Accounts, has defended the company’s DEI captivation by asserting, “Black and Brown colleagues face headwinds to earn equity and inclusion typically granted to white colleagues” and “we must all work together to change this dynamic.”¹⁶ Apparently, to achieve this goal, in addition to its race-focused

employment practices, Chubb operated multiple identity-based “employee resource groups” that are meant to “foster mentorship, sponsorship, allyship and a sense of belonging” for employees from select backgrounds.¹⁷ Among these inherently exclusive groups are, as described by Chubb, a “Mosaic Asian Alliance,” a “Mosaic Black Alliance,” a “Mosaic LatinX Alliance,” “Chubb Pride” for “LGBTQ+ communities,” and groups within a “IMPACT and Gender Equality Network” to “support female career growth and advancement.”¹⁸ Chubb also hosts a platform titled “Race Matters” to “facilitate greater consciousness of racism and understanding of the Black experience.”¹⁹

In addition to its race-essentialist hiring and workplace policies, Chubb also allowed DEI to guide its philanthropic initiatives through the Chubb Rule of Law Fund and the Chubb Charitable Foundation. The former works “toward greater racial justice by partnering with several organizations that promote that mission,” including Equal Justice USA,²⁰ which proudly supported²¹ Mumia Abu-Jamal, convicted of murdering 25-year-old Philadelphia police officer Daniel Faulkner. The latter “funds scholarships, education and skills-based training, creating opportunity for socially diverse students, including people of color.”²² Among the left-wing groups it funds is the controversial Trevor Project,²³ which has received criticism for its methods of targeting young people, including hosting an online chat room in which sexually explicit messages are exchanged between adults and minors.²⁴

Chubb is a founding sponsor of the Black Insurance Industry Collective, “a non-profit organization focused on the advancement of Black insurance professionals.”²⁵ The company is also financially supportive of Dive In, “the insurance industry’s renowned annual festival for diversity, equity and inclusion.”²⁶

9. [Chubb: 2019-2020 Communication on Progress United Nations Global Compact](#)

10. [Penguin: Ibram X. Kendi Defines What it Means to be an Antiracist](#)

11. [Chubb: Working Toward Greater Equity](#)

12. [Chubb: The Chubb Way - Code of Conduct](#)

13. [Chubb: Advancing Racial Justice](#)

14. [Chubb: Race Fluency Toolkit - Building Empathy and Awareness](#)

15. [Chubb: Advancing Racial Justice](#)

16. [Chubb: Advancing Racial Justice](#)

17. [Chubb: Our Culture](#)

18. [Chubb: Our Culture](#)

19. [Chubb: Advancing Racial Justice](#)

20. [Chubb: Advancing Racial Justice](#)

21. [Equal Justice USA: About Us](#)

22. [Chubb: Advancing Racial Justice](#)

23. [ProPublica: Chubb Charitable Foundation](#)

24. [New York Post: Undercover Mom Discovers Depravity in Trevor Project’s Trans Chat Room Supposedly for Youth](#)

25. [Twitter/X: Chubb](#)

26. [Chubb: Chubb Supports Dive In, the Renowned Festival for Diversity, Equity and Inclusion in Insurance](#)

CHINA



Chubb CEO Evan Greenberg with Chinese President Xi Jinping

Chubb CEO Evan Greenberg maintains extensive personal and professional ties with China's ruling party, the CCP, including Chinese President Xi Jinping.²⁷

In March 2024, Greenberg met with President Xi at the Great Hall of the People in Beijing while serving as Chairman of the Board of the National Committee on U.S.-China Relations (NCUSCR).²⁸ He and other board members lavished praise on how "China's exceptional economic growth and transformation over the past decades speak to its strong resilience and vitality."²⁹

In November 2023, during a NCUSCR gala in San Francisco, Greenberg "warmly" welcomed President Xi and stated, "Like many others in this room, I believe that a strong and prosperous China that supports and invests in the international system can be a force for good in the world."³⁰

In Chubb's 2022 annual letter to shareholders, Greenberg called for the U.S. to "tone down rhetoric and symbolism around Taiwan," despite America's longstanding pledge to defend the Taiwanese people against Chinese aggression. He advocated that U.S. policymakers instead focus on preserving "peace and stability" with China. Greenberg claimed that supporting Taiwan "as a demonstration of opposition to China does not improve America's national security" and that "any effort to contain China or seek to compel the collapse of the Chinese Communist Party would be self-isolating."³¹

Greenberg currently serves as Executive Vice Chair of the National Committee on U.S.-China Relations and as a Director of the U.S.-China Business Council, both of which advocate for stronger U.S.-China relations and promote policies favorable to China.³² Greenberg also sits on the Advisory Board of Tsinghua University³³ in Beijing—Chinese President Xi's alma mater—an institution known for cultivating leaders for the CCP³⁴ and the Chinese military, the People's Liberation Army (PLA).³⁵

Under Greenberg's leadership, Chubb has made billions of dollars' worth of investments in China.³⁶ The company currently owns an 85% stake in Huatai Insurance Group, a major Chinese insurer regulated by a CCP agency.³⁷ In 2017, Chubb entered into a 10-year partnership with the PICC (People's Insurance Company of China) designed to support Chinese firms and further the CCP's global initiatives.³⁸

27. [China Chubb: Your Friends Show Who You Really Are](#)

28. [National Committee on U.S.-China Relations: Evan G. Greenberg, Executive Vice Chair](#)

29. [Chinese Embassy \(D.C.\): President Xi Jinping Meets Representatives of U.S. Business, Strategic and Academic Communities](#)

30. [Evan Greenberg: Remarks at U.S.-China Relations Dinner in San Francisco](#)

31. [Chubb: Chubb Limited 2022 Annual Report Letter to Shareholders](#)

32. [National Committee on U.S.-China Relations: Evan G. Greenberg, Executive Vice Chair; U.S.-China Relations Business Council: Evan G. Greenberg, Director](#)

33. [National Committee on U.S.-China Relations: Evan G. Greenberg, Executive Vice Chair](#)

34. [Asia Society Policy Institute: The Rise of CCP Young Elites and Xi Jinping's "Tsinghua New Army"](#)

35. [House Select Committee on the CCP: CCP on the Quad - How American Taxpayers and Universities Fund the CCP's Advanced Military and Technological Research](#)

36. [Reuters: Chubb to buy added stake in China's Huatai Insurance for \\$1.53 billion; U.S. Securities and Exchange Commission: Chubb Limited](#)

37. [Insurance Asia: Huatai P&C Profitability Improves as Claims Experience Stabilises](#)

38. [Chubb: Chubb Announces Strategic Cooperation Agreement with China's PICC Property & Casualty Company](#)

RADICAL GENDER IDEOLOGY

Chubb CEO Evan Greenberg supports radical gender ideology-inspired policies that allow men who identify as women to use women's facilities. In April 2016, he chose to publicly voice opposition to a recently enacted law in North Carolina designed to protect female-exclusive spaces, such as bathrooms, by declaring such laws "a threat to democracy."³⁹

Greenberg's advocacy extends beyond rhetoric. His company has taken concrete action to support pro-transgender initiatives, including those focused on children. Through the Chubb Charitable Foundation, Chubb has financially contributed to The Trevor Project,⁴⁰ an organization that provides

services to "LGBTQ+ youth" while also operating a private chat room where vulnerable children could be exposed to predatory adults. The group has also distributed educational materials that promote transgenderism among children and teenagers.⁴¹

For supporting pro-LGBTQ+ policies through company practices, pro bono legal work, and public court filings, Chubb earned a high 95 rating in the Human Rights Campaign's (HRC) Corporate Equality Index, a scoring system used to rate support for the trans movement.⁴² According to HRC, Chubb "provides Gender Transition Guidelines and at least one additional transgender inclusive policy or practice for its employees" and has "equal health coverage for transgender individuals without exclusion for medically necessary care."⁴³

ESG & CLIMATE ACTIVISM

Chubb strongly embraces the ESG (Environmental, Social, and Governance) movement. CEO Evan Greenberg has stated that Chubb "recognizes the reality of climate change and the substantial impact of human activity on our planet."⁴⁴ In 2024, Chubb adopted "operational sustainability policies" to formalize their "global commitment to good environmental citizenship."⁴⁵

In a 2021 report for the United Nations Global Compact, Chubb emphasized its belief in "supporting environmental resiliency projects throughout the world," "managing environmental risk," and "reducing the environmental footprint of our own operations."⁴⁶ The company once listed climate change and corporate governance alongside terrorism as having the greatest impact on the insurance industry.⁴⁷

As part of its climate activism, Chubb has refused to insure⁴⁸ certain American energy companies,

stating on its website that it would no longer underwrite new coal-fired plants and phase out coverage for existing coal plants that generate more than 30% of its revenue from coal.⁴⁹ Chubb has also pressured companies to implement climate goals into the underwriting process. In Chubb's "2025 Corporate Climate Underwriting Criteria," the company states it will only insure oil and gas, cement, and steel companies that commit to meet various climate goals.⁵⁰

According to Greenberg, "Making the transition to a low-carbon economy involves planning and action by policymakers, investors, businesses and citizens alike."⁵¹ Chubb has asserted on social media that insurance needs to "play a bigger role in climate change adaptation."⁵²

Chubb has stated that it "recognizes its responsibility to encourage the transition to a net-zero carbon economy" and that it "support[s] the global goal of net-zero carbon emissions by 2050."⁵³

39. [Carrier Management: Chubb CEO Evan Greenberg Joins Chorus Opposing NC Bathroom Law](#)

40. [Chubb Charitable Foundation: 2023 Form 990-PF](#)

41. [The Trevor Project: The Coming Out Handbook; National Review: Undercover Mom Discovers 'Pandora's Box' of Depravity in Trans Youth Organization's Chat Room](#)

42. [Human Rights Campaign: Chubb Limited](#)

43. [Human Rights Campaign: Chubb Limited](#)

44. [Chubb: Chubb Announces New Policy on Coal Underwriting and Investment](#)

45. [Chubb: Chubb 2023 Sustainability Report](#)

46. [Chubb: 2021 Communication on Progress United Nations Global Compact](#)

47. [Twitter/X: Chubb North America](#)

48. [NPR: Chubb Insurance Company Pulls Back From Coal Industry](#)

49. [Chubb: Chubb's Commitment to the Environment with a New Policy on Coal](#)

50. [Chubb: Chubb's Corporate Climate Underwriting Criteria Summary](#)

51. [Chubb: Chubb Announces New Policy on Coal Underwriting and Investment](#)

52. [Twitter/X: Chubb](#)

53. [Market Screener: Chubb Limited](#)

The company also has sponsored public workshops [discussing](#) how insurers can “be a driver of positive change” in the “energy transition.”^{54 55} It [aims](#) to develop “products and services to assist in a transition to a net-zero economy.”⁵⁶

Since 2022, Chubb has [refused](#) to insure oil sands projects and oil and gas projects in certain

geographical areas.⁵⁷ In 2025 it also [abandoned](#) coverage for a Rio Grande LNG project in Texas after an activist pressure campaign.⁵⁸

The Chubb Code of Conduct [encourages](#) employees to “advance the orderly and equitable transition to a net-zero carbon economy.”⁵⁹

OPPOSITION TO AMERICA FIRST

Chubb CEO Evan Greenberg used his 2017 annual letter to shareholders to make known his opposition to President Trump’s “America First” policy agenda.⁶⁰ He wrote: “I am concerned about my country’s America First brand of nationalism and its impact on our image and leadership in both trade and geopolitics in the short and potentially longer term. By diminishing the country’s reputation for reliability, the overly nationalistic approach damages our credibility.”⁶¹

In 2018’s shareholder letter, Greenberg continued his attack: “We are undermining the liberal world order we constructed, including a system of strategic alliances we built and supported for over seven decades.”⁶²

Carrier Management magazine described other portions of Greenberg’s past shareholder letters as “railing against the U.S.’s current immigration policy” and President Trump’s efforts to secure U.S. borders.⁶³

ATTEMPTS TO END LITIGATION SUPPORT

Like other major insurance companies, Chubb is strongly in favor of what is often innocuously referred to as “litigation finance reform”—a plan to harmfully tax third-party funding of lawsuits, making it harder for ordinary Americans to challenge large, resource-heavy corporations in court.⁶⁴ Without such financing, average citizens would lack equalizing resources to fight back against powerful companies accused of discriminatory or unethical practices, especially related to woke activism.⁶⁵ By discouraging financial support for such lawsuits, corporations avoid accountability for wrongful actions while insurance companies enjoy a much heftier bottom line due to a lower volume of challenges to their claim denials.

In a July 2025 op-ed published in the *Wall Street Journal*, Chubb’s Evan Greenberg and Marsh McLennan CEO John Doyle endorsed this tax scheme.⁶⁶ If ever passed by Congress, it would

preemptively kill lawsuits brought forth by regular Americans by choking off their funding and eliminating one of the most useful tools many consumers and small non-profit groups have had in pushing back against woke corporate excess.

Litigation financing connects consumers to financial capital they wouldn’t otherwise be able to access, giving them a fighting chance to hold large corporations accountable.⁶⁷ Without it, consumers have little hope of prevailing against high-priced lawyers and never-ending legal fees. Such a scenario in which this funding disappeared would be a dream come true for Chubb.

Liability insurers like Chubb seek to maintain asymmetrical power in ways that make it easier for companies to get away with wrongdoing. Simply put, Chubb and the insurance industry are less exposed if their clients aren’t held liable for their bad behavior. Thus, they have collectively lobbied hard for “an outright prohibition” of all third-party litigation finance.⁶⁸ Doing so would forever disarm every proverbial David of their slingshots when up against corporate Goliaths.

54. [Energy Week Penn: Insuring the Energy Transition](#)

55. [Chubb: Chubb 2024 Climate-Related Financial Disclosure](#)

56. [Chubb: The Chubb Way - Code of Conduct](#)

57. [Chubb: Chubb 2024 Climate-Related Financial Disclosure](#)

58. [Rainforest Action Network: Chubb Drops Rio Grande LNG Insurance](#)

59. [Chubb: The Chubb Way - Code of Conduct](#)

60. [Chubb: Limited Annual Report 2017; Carrier Management: Chubb CEO Greenberg Sounds Off on NAFTA, China and 'America First'](#)

61. [Chubb: Chubb Limited Annual Report 2017](#)

62. [Chubb: Chubb Limited Annual Report 2018](#)

63. [Carrier Management: Chubb CEO Greenberg Continues Push for a More Humane \(and Business-Savvy\) Immigration Policy](#)

64. [Insurance Business: Chubb and Marsh CEOs Berate 'Litigation Investment Industry' after Trump tax Reforms Falter](#)

65. [The Daily Caller: Will Hild: Senator Tillis' Bill Empowers Woke Corporations](#)

66. [The Wall Street Journal: End the Tax Break for Litigation Funders](#)

67. [The Daily Caller: Will Hild: Senator Tillis' Bill Empowers Woke Corporations](#)

68. [Ari Goldstein: Litigation Finance in the Public Square](#)

INSURANCE INDUSTRY WOKENESS BEYOND CHUBB



Liberty Mutual

| | |
|----------------------------|-----------------------|
| Industry: | Insurance |
| Founded: | 1912 |
| Headquarters: | Boston, Massachusetts |
| Chairman and CEO: | Timothy Sweeney |
| CFO: | Julie Haase |
| 2024 Total Revenue: | \$50.2 billion |



CEO Timothy Sweeney

In January 2025, Liberty Mutual CEO Timothy Sweeney proclaimed, “[N]o one needs to convince me of the business benefit and value, of diversity or DEI.”⁶⁹ The company incorporates DEI deep into its corporate structure, including

advancing “an equitable and inclusive culture” as one of the company’s four strategic pillars.⁷⁰ It has maintained hiring metrics for diversity,⁷¹ promoted an array of identity-focused employee resource groups,⁷² and as recently as 2022 said it conducted equity and inclusion training.⁷³ It was also reported in 2022 that employees undergo unconscious bias awareness training⁷⁴ and are offered a “self-ID” program to “self-identity across different dimensions of diversity.”⁷⁵

Liberty Mutual’s philanthropy has supported groups that “serve to advance the cause of racial justice and equity” and educate the public on the “history of institutional racism and its long-term effects.” In 2020, Liberty launched a “Racial Justice & Equity match campaign” that raised “more than \$1 million for social justice organizations.”⁷⁶

The company’s “Pride@Liberty” group encourages employees to participate in Pride marches,⁷⁷ raises awareness and “allyship” at Liberty,⁷⁸ and celebrates “National Coming Out Day.”⁷⁹ Liberty’s involvement in these LGBTQ+ pride parades often includes young children.⁸⁰ The group hosts an internal podcast providing “a platform for gay, lesbian, bisexual, transgender, queer/questioning and ally employees.”⁸¹

Liberty Mutual backed Massachusetts’ 2016 Transgender Rights Bill,⁸² which required that public facilities allow transgender individuals to use whatever facility they choose (enabling biological men to use women’s restrooms and locker rooms).⁸³ The company works with the group Out & Equal,⁸⁴ which provides access to learning sessions on LGBTQ+ issues including instruction on “advancing trans & nonbinary inclusion in the workplace.”⁸⁵

In November 2024, CEO Tim Sweeney promoted the Inflation Reduction Act and its “incentives for capital” to be invested in climate projects. He has touted his belief that the insurance industry should play a major role in addressing climate change. Sweeney once claimed, “Every CEO roundtable I go to, climate is on the agenda.”⁸⁶

Liberty Mutual has a Climate Transition Center “committed to transitioning to a low-carbon economy”⁸⁷ and operates a Climate Activation

69. [Adam Mendler: Thirty Minute Mentors Podcast Transcript: Liberty Mutual CEO Tim Sweeney](#)

70. [Liberty Mutual Insurance: Corporate Sustainability](#)

71. [Liberty Mutual Insurance: Environmental, Social and Governance Review 2019](#)

72. [Liberty Mutual: Our Commitment to our People](#)

73. [Forbes: Leaders: Stop Just Checking The Box On Diversity. Make An Impact](#)

74. [Fidelity Law Association: Leadership in Action Award Recipient 2022 - Liberty Mutual Insurance](#)

75. [Hispanic Executive: Liberty Mutual Fosters a Culture of Belonging](#)

76. [Liberty Mutual Insurance: Racial Justice and Equity](#)

77. [Facebook - Liberty Mutual Careers](#)

78. [Employee Benefit News: How Liberty Mutual Supports Their LGBTQ Community](#)

79. [Twitter/X: Liberty Mutual Jobs](#)

80. [Facebook: Liberty Mutual Careers](#)

81. [LinkedIn - Liberty Mutual Insurance Major Accounts President Mike Fallon](#)

82. [Twitter/X: Liberty Mutual](#)

83. [Seyfarth: Massachusetts House Passes Transgender Public Accommodations Bill](#)

84. [Out & Equal: Our Partners](#)

85. [Out & Equal: Advancing Trans & Nonbinary Inclusion in the Workplace with Amanda Simpson & Chris Mossiah](#)

86. [Harvard Business School: How the Insurance Industry Can Weather the Storms](#)

87. [Liberty Mutual: Transitioning to a low carbon economy: Public policy realities that challenge companies in building achievable transition pathways](#)

Program (CAP) to “create a common understanding across the organization of the impact that climate change risks and opportunities have.”⁸⁸ CAP provides “climate-related training” to senior leaders in the company and teaches employees how to “contribute to a more

sustainable future.”⁸⁹ Liberty Mutual’s climate focus goes all the way to the company’s board, which requires members to be fluent in ESG,⁹⁰ and has a subcommittee monitoring the company’s progress towards net-zero.⁹¹



Nationwide Insurance

Industry: Insurance
Founded: 1926
Headquarters: Columbus, Ohio
CEO: Kirt Walker
CFO: Tim Frommeyer
2024 Total Revenue: \$68.5 billion



CEO Kirt Walker

Nationwide Insurance came under fire in 2025 when the company rebranded its DEI programs and replaced DEI references on its website with the phrase “belonging, respect and fairness.”⁹² As of 2024, Nationwide claimed it was committed

to “maintaining an associate base that reflects America’s diversity ... from high school and college interns through our most senior leadership positions.”⁹³ The company prioritized board diversity, stating, “Our Nationwide Funds Board of Trustees is also diverse, with 25% racially/ethnically diverse members and 50% women.”⁹⁴

Nationwide previously hosted a supplier diversity program aimed at “establishing effective and positive business relationships with diverse suppliers” and fostering the “promotion, growth and development of minority, women, LGBT, and veteran owned enterprises.”⁹⁵ In 2024, it claimed the program had resulted in its suppliers spending “over \$43 million on diverse suppliers in a 12-month period.”⁹⁶

Nationwide also deleted various awards it received for its staunch DEI efforts, including: Human Rights Campaign’s “Best Places to Work for LGBTQ+ Equality;” The “Diversity Best Practices Inclusion Index;” Latina Style’s “50 Best Companies for Latinas to Work;” Forbes’ “America’s Best Employers for Diversity;” Seramount’s “100 Best Companies for Multicultural Women;” and Black Enterprise’s “Best Companies for Diversity.”⁹⁷

Nationwide CEO Kirt Walker also separately serves as Chair of Nationwide Children’s Hospital,⁹⁸ which has provided gender-transition medicine and guidance to children through its hospital’s THRIVE (Team-driven Healthcare that Respects Individuals and Values Emotions) Gender Development Program.⁹⁹ Former references to “gender-affirming care” for “gender diverse” youth have been scrubbed from the Nationwide Children’s website, while the words “Gender Development” have been dropped from the THRIVE Program’s name.¹⁰⁰ According to Do No Harm, Nationwide Children’s Hospital has performed sex-change procedures on at least 118 children.¹⁰¹

88. [Liberty Mutual: 2024 Purpose & Impact Report](#)
89. [Liberty Mutual: 2023 Task Force on Climate-Related Financial Disclosures Report](#)
90. [Liberty Mutual: 2024 Purpose & Impact Report](#)
91. [Liberty Mutual: 2024 Task Force on Climate-Related Financial Disclosures Report](#)
92. [Columbus Dispatch: Nationwide Removes DEI from Its website Amid Attacks by Trump Administration](#)
93. [Nationwide: Advancing a Culture of Inclusion](#)
94. [Nationwide: Ethics and Governance](#)
95. [Nationwide: Supplier Diversity](#)
96. [Nationwide: Advancing a Culture of Inclusion](#)
97. [Nationwide: About Us - Careers](#)
98. [Nationwide Children's: About Us - Executive Leadership](#)
99. [The Daily Caller: EXCLUSIVE: Consumers' Research Goes After Insurance Giant's CEO For 'Sacrificing Kids To Trans Ideology'](#)
100. [Nationwide Children's: Outpatient Services](#)
101. [Stop the Harm Database: Nationwide Children's Hospital](#)

CONCLUSION:

Despite their best attempts, Chubb Insurance, Liberty Mutual, Nationwide Insurance and other insurance companies cannot simply erase or alter their activist past to rehabilitate their tattered reputation. Their embrace of controversial political and social causes has alienated large segments of the American public and undermined trust in the entire insurance industry's objectivity and commitment to serving all clients equally. Furthermore, the insurance industry's self-interested goal of ending third-party litigation funding would leave ordinary Americans permanently disadvantaged, reduce consumer protections, and make it more difficult to hold big businesses responsible for serious wrongdoing and harmful woke activism.

Risk to Consumers:

- Insurance policyholders cannot be certain that their insurance provider is acting in the best interests of them and their families and not woke political objectives.
- For example, the general public could be negatively impacted by Chubb's staunch support for policies that encourage racial division and discrimination, spread transgender ideology among minors, undermine U.S. energy independence, weaken public safety, reduce consumer protections, and strengthen Chinese dominance.
- Insurance companies are advocating for policies that would cut off the ability of consumers to fight back after they've been harmed in any way, including by woke practices.

Consumer Recommendations:

- Write a letter to the leadership of Chubb, Liberty Mutual, and Nationwide and insist they immediately stop engaging in political matters and instead focus all their resources and energy entirely on serving their clients' best interests.
- Write a letter to your federal representative calling for scrutiny of Chubb's flagrant support for DEI and other race-essentialist practices.