



NAACP BLACK CONSUMER ADVISORY

Corporate and Institutional Rollbacks of Diversity, Equity, and Inclusion (DEI) Commitments Harm Black Communities

February 15, 2025 - The NAACP issues this Black Consumer Advisory to inform and caution Black consumers about the ongoing and intentional rollback of nationwide Diversity, Equity, and Inclusion (DEI) commitments by corporations and institutions. These actions threaten economic opportunities, workplace diversity, and community investments, directly impacting Black communities nationwide.

Background

In the wake of nationwide protests against systemic racism in 2020, many corporations and institutions publicly committed to advancing racial equity. These commitments included investments in DEI programs, supplier diversity initiatives, and targeted funding for Black communities and institutions. However, in recent years, there has been a deliberate retreat from these pledges, driven by political pressure, backlash against DEI, and unfounded claims of "reverse discrimination."

The rollback of DEI commitments includes:

- **Elimination of DEI Roles:** Companies and organizations are cutting DEI-related positions, limiting opportunities for Black professionals to advance.
- **Reduction in Supplier Diversity:** Black-owned businesses receive fewer contracts as supplier diversity programs are dismantled.
- **Decline in Community Investments:** Funding for historically Black colleges and universities (HBCUs), nonprofits, and economic empowerment initiatives is being withdrawn or reduced.
- **Shift Away from Equitable Hiring Practices:** Corporations are rolling back policies designed to diversify leadership and create equitable workplaces.

These rollbacks reinforce historical barriers to progress under the guise of protecting "meritocracy," a concept often used to justify exclusion.

Impact on Black Communities

Black consumers possess immense economic power, with a **purchasing power exceeding \$1.8 trillion annually**. Despite this influence, many corporations continue to profit from Black dollars while simultaneously undermining DEI commitments. These rollbacks not only harm Black communities, professionals, and entrepreneurs but also erode the progress made toward creating equitable economic and social systems.



Call to Action

The NAACP urges Black consumers to take the following actions in response to these harmful practices:

1. **Spend Intentionally:** Support businesses and organizations that maintain and expand their DEI commitments and prioritize investment in Black communities.
2. **Demand Accountability:** Call out corporations that have abandoned DEI initiatives and demand transparency in their practices.
3. **Support Black-Owned Businesses:** Prioritize Black-owned businesses and service providers in spending decisions.
4. **Advocate for Change:** Push for policies strengthening supplier diversity, workplace equity, and economic inclusion for Black professionals and entrepreneurs.
5. **Stay Informed:** Educate yourself and others about corporate rollbacks and their impact on Black communities.

The NAACP recognizes that the rollback of DEI initiatives is a direct attack on Black economic progress, civil rights, and the principles of equity and fairness. These actions are part of a broader effort to reverse gains made in civil rights and social justice.

We urge Black consumers to remain vigilant, informed, and intentional in their economic decisions, using their collective power to demand accountability from corporations and institutions. Together, we can push for meaningful progress and ensure that diversity, equity, and inclusion are prioritized and expanded.

For more information and resources, visit naacp.org/BlackConsumerPower.