

## Like a BAD Neighbor, State Farm is There

*Newly uncovered emails show State Farm has caved to the left-wing mob and is actively working to help indoctrinate students as young as 5 with woke ideology.*

[>>>READ THE EMAIL HERE<<<](#)

### TOOLKIT

#### Website

- [Likeabadneighbor.org](http://Likeabadneighbor.org)

#### Videos

##### “Bad Neighbor Explainer Video”



[\(Click here to watch and download\)](#)

##### “Not Your Parent’s State Farm”



[\(Click here to watch and download\)](#)

##### “Not Suitable”



[\(Click here to watch and download\)](#)

#### Graphics

##### Email Excerpt Graphic

“State Farm is partnering with the GenderCool project to help diversify classrooms, community center and library bookshelves with a collection of books to help bring clarity and understanding to the national conversation about *Being Transgender, Inclusive, and Non-Binary*. The project's goal is to increase representation of LGBTQ+ books and support our communities in having challenging, important and empowering conversations with children Age 5+.”

Internal State Farm Email  
Obtained by Consumers Research

[\(Download here\)](#)

##### Like a Creepy Neighbor Graphic



[\(Download here\)](#)

## **Relevant Twitter handles**

- **Good**
  - @WillHild ([link](#))
  - @ConsumersFirst ([link](#))
- **Bad**
  - @StateFarm ([link](#))
  - @JoseSotoSF ([link](#))

## **Additional Background**

### **INDOCTRINATING YOUNG STUDENTS WITH WOKE IDEOLOGY**

- [Emails](#) obtained by [Consumers' Research](#) show that State Farm has engaged in efforts to indoctrinate students as young as 5 years old with woke ideology about gender.
- As the emails show, State Farm has partnered with The GenderCool Project to distribute a set of three books to young children about “Being Transgender,” “Being Inclusive,” and “Being Non-Binary.”
  - In this set of books, students as young as 5 years old read about how it is “cool” to be transgender and what it means to “transition.” The book also claims that “most children have a strong sense of their gender identity as early as 4 years old.”
  - Young readers are asked, “Have you ever heard the word non-binary? Do you know what it means?” Describing how a doctor declares a baby a boy or a girl after birth, the book tells students “gender isn’t that simple.”
- GenderCool and State Farm aim to promote what they call “challenging, important and empowering conversations” about transgenderism with kids as young as 5.
- State Farm’s initiative hopes to have “550 State Farm agents and employees” donate and distribute these books to schools, community centers, and libraries nationwide.

### **ANOTHER COMPANY CAVING TO THE WOKE MOB**

- Unfortunately, this is part of a disturbing trend of major companies caving to the liberal mob and focusing on bolstering their woke credentials instead of serving their customers.
- Consumers’ Research has previously [called out](#) companies like American Express and Levi’s for serving woke politicians rather than their customers.
- Disney has also [come under fire](#) for growing out of touch with their customers’ values and instead promoting a radical, woke ideology.

### **STATE FARM SHOULD FOCUS ON ADDRESSING ITS OWN CONDUCT**

- State Farm has worked to try and bolster its woke bonafides in recent years, all while they have been continually plagued by accusations of discrimination.
  - State Farm has pushed so-called “diversity” initiatives aimed at pushing woke ideology and virtue signaling. They include [hosting](#) employee seminars focused on “racial bias and allyship,” adopting “inclusion” goals in employee performance reviews, and pledging to [donate](#) millions to social justice initiatives. But they haven’t fixed the very real problems in the company.
- State Farm [faces](#) multiple lawsuits from customers and employees alleging discrimination.
- In February 2022, a former State Farm employee [filed](#) a lawsuit alleging she was harassed and retaliated against because of her race.
  - The Illinois Dept. of Human Rights [reportedly](#) found a pattern of discrimination.

- In 2021, the EEOC [found](#) that a State Farm employee “was harassed due to her race and discharged in retaliation for complaining about harassment.”
  - The employee [claims](#) she was fired after raising concerns that State Farm was using fraud as a pretext to deny insurance claims from Black customers.
- In 2020, employees in a lawsuit [described](#) State Farm as “a racially biased corporate culture replete with harmful stereotypes about its African American employees and customers.”
- In 2019, two men filed a federal lawsuit [accusing](#) State Farm of failing to pay out validly filed claims, using racially coded language, and neglecting to properly investigate their claims.
  - One of the suits [alleged](#) that State Farm improperly presumed fraud when processing property claims originating in predominantly Black Chicago area communities.
- In 2018, State Farm [paid](#) \$250 million to settle a federal lawsuit alleging that the company “violated federal law by improperly influencing the Illinois Supreme Court.”