Christian Investors Deploy $4B to Force Corporations Away From ‘Woke’ Agendas

A coalition of faith-based investors managing over $4 billion in assets has launched a major shareholder campaign to strip progressive “woke” agendas from corporate America and restore political neutrality in boardrooms. The initiative, led by Inspire Investing, has filed 38 shareholder proposals for 2026 targeting some of the nation’s largest companies, urging them to abandon divisive social and political activism and focus on core business performance.

Inspire Investing’s leadership says the effort reflects growing concern among conservative and Christian shareholders that corporate activism on issues such as diversity, equity and inclusion (DEI), abortion-related policies, and other hot-button social causes undermines shareholder value and distracts companies from their fiduciary duty. CEO Robert Netzly told Fox News Digital that the goal is to return companies to political neutrality and help boards avoid risks associated with controversial activism.

The campaign’s 38 proposals will target a broad range of corporations, including members of the so-called “Magnificent Seven” and other major S&P 500 firms, on topics ranging from DEI programming to “off-duty speech” rules and environmental, social and governance (ESG) initiatives. Inspire’s Chief Financial Analyst Tim Schwarzenberger emphasized that these proposals are grounded in fiduciary concerns, not partisan activism, and aim to protect the investments of everyday Americans, many of whom hold corporate stock through 401(k) retirement plans.

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Conservative investors frequently argue that when companies wade into social politics, they expose themselves to consumer backlash and brand damage that can erode profitability. Inspire's leadership cited high-profile controversies, such as Target's significant market-value decline following its Pride merchandise rollout and consumer pushback against Bud Light after a marketing partnership with a transgender influencer, as cautionary examples.

Supporters of the campaign point to recent corporate decisions following engagement from faith-based shareholders as proof of concept. Inspire representatives noted that chains like Costco and Walmart have reversed plans to sell the abortion drug mifepristone in their pharmacies after long-running engagements with the firm.

Critics of the anti-woke push argue that corporate social activism responds to market forces and consumer expectations. Yet the growing movement among conservative investors, particularly those emphasizing Christian values, reflects broader cultural resistance to what they view as ideological overreach in the private sector. Groups aligned with traditional values contend that shareholders should have a strong voice in how companies balance financial performance with political messaging.

This campaign is among the most coordinated efforts by faith-based investors to influence corporate policy through the shareholder process, highlighting the intersection of conservative values, free-market principles, and shareholder rights in the modern economy.

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