

Woke Organization	Description	Alternatives
1-800 Flowers	Floral and gift retailer	GiftTree
23andMe	Genetic testing service	Ancestry
3M	Science products	General Electric
Abercrombie & Fitch	Fashion retailer	Forever 21
Absolut Vodka	Vodka	Grey Goose
Accenture	IT Consulting Services	CapGemini
Adidas	Shoes and clothing	Asics
Adobe	Computer software	Autodesk
Advance Auto Parts	Auto parts	AutoZone
AIG	Insurance	Liberty Mutual, AllState
Airbnb	Property rental	Bed & Breakfast
Alaska Airlines	Air travel	Spirit Airlines
Albertsons/Safeway	Grocery chain	Weis Markets
Ally Bank/Ally Financial	Banking	Sterling Bancorp
Alphabet (Google)	Search engine, gmail	Brave search engine, mail.com
Amalgamated Bank	Banking	Sterling Bancorp
Amazon	Online shopping	Public Square
American Airlines	Air travel	Spirit Airlines
American Express	Credit card	Discover
American Honda Motor company	Automobile manufacturer	Subaru
Amerisource Bergen	Drug wholesale	CWS Group
Anastasia Beverly Hills	Cosmetics and Beauty	Tarte Cosmetics
Anheuser-Busch/Budweiser	Beer	Heineken
Apple	iPhone	Samsung
Aritzia	Women's fashion	Peekaboo Beans
Asana	Project management software	Upland Software
AT&T	Telecommunications	Vodafone
Audi Volkswagen	Automobile manufacturer	Subaru
Axe	Male grooming products	Dove Men+Care
Bain & Company	Consulting	WebFX
Balenciaga	French fashion house	Hermes
Banana Republic	Clothing and accessories	J. Crew

Woke Organization	Description	Alternatives
Bank of America	Banking	Merrill Lynch
Bank of New York Mellon	Banking	PNC Financial Services Group
Bath & Body Works	Body and bath products	Home and Body Company
Bayer	Chemical company	GlaxoSmithKline
Bed, Bath & Beyond	Home products	Wayfair
Ben & Jerry's	Ice cream	Carvel
Berkshire Partners	Investments	Heritage Partners
Best Buy	Electronics	Costco
Billie	Body brand	Dollar Shave Club
Biogen	Biotechnology	Omega Therapeutics
Biossance	Skin care	Beautycounter
BlackRock	Investment/Financial Services	T. Rowe Price
Bliss	Skin care	Beautycounter
Blue Cross Blue Shield	Health insurance	Accolade
BMC Software	Information technology consulting	Riverbed Technology
Boeing	Aerospace and defense manufacturer	Lockheed Martin
Bonfish Grill	Restaurant chain	Kona Grille
Boston Consulting Group	Global consulting	Anxo Management Consulting
Box Inc.	Cloud software	OpenText
Boy Smells	Gender fragrances and intimate apparel	None, stay away
Brahmin	Designer handbags	Saddleback
BrewDog	Brewery and pub chain	Corona Extra
Bristol Myers Squibb	Pharmaceutical	AstraZeneca
Broadridge Financial Solutions	Financial solutions consulting	Advent Software
Bumble	Social and dating app	Skout
Burger King	Fast food	Wendy's
Burton Snowboards	Snowboards	Amer Sports
Buzzfeed	Internet media	Scoopwhoop
Cadbury	Chocolates	Nestle
Cambridge Associates	Global investments	Concord Advisory Group
Capital One	Credit cards	Citi
Cardinal Health	Health care services	Carefusion

Woke Organization	Description	Alternatives
Carrabba's Italian Grill	Restaurant chain	Kona Grille
CBRE	Commercial real estate	Collier's International
CeraVe	Skin care	Cetaphil
Chevron	Energy	Exxon Mobil
Chik-Fil-A	Fast food	Kentucky Fried Chicken (KFC)
Chipotle	Fast food	Moe's
Chobani	Yogurt	Dannon
Cigna	Health insurance	Aetna
Cisco	Software solutions	Fortinet
Citigroup	Financial services	Morgan Stanley
Civic Entertainment Group	Marketing and public relations	Mower
Climb Credit	Education loans	Prodigy Finance
Coca Cola	Soft drinks	Store brand
CODAworx	Staffing	Hub Culture
Collina Strada	Clothing and accessories	J. Crew
Colourpop	Cosmetics	RMS Beauty
Comcast NBC Universal	Telecommunications	None, stay away
Condé Nast	Mass media	Hearst
Constant Contact	Online marketing	MailerLite
Converse	Athletic shoes	Asics
Cowboy Ventures	Startup investment	SeedInvest
Creative Artists Agency	Talent and sports agency	Endeavor
Credit Karma	Personal finance	Credit Sesame
Crest	Toothpaste	Sensodyne
Cushman & Wakefield	Commercial real estate	Collier's International
CVS Health	Pharmacy	Local pharmacy like Friendly Pharmacy
Deckers Brands (UGG, HOKA, Teva, Sanuk, and Koolaburra by UGG)	Footwear	Timberland
Dell Technologies	Technology	Acer
Deloitte	Professional services	Publicis Groupe
Delta Airlines	Air travel	Spirit Airlines
Deutsche Bank	Banking and financial services	Lloyd's Bank

Woke Organization	Description	Alternatives
Discord	Instant messaging	Chanty
Discover Card	Credit card services	Discover
Discover Financial Services	Financial services	Ally Financial
Disney	Entertainment	None, stay away
Docusign	Electronic agreements	HelloSign
Dollar Tree	Discount store	Dollar General
Door Dash	Food delivery	Postmates
Dr. Martens	Footwear and clothing	Timberland
Dropbox	File hosting service	IceDrive
Duke Energy	Electric power and natural gas	PPL Corporation
Duolingo	Online language learning	babbel
Eaton	Power management	Cummins
E-bay	Online auction	Bonanza
Emerson Collective	Social change	None, stay away
Equinor	Oil and gas	Noble Energy
Erie Insurance	Insurance	AllState
Ernst & Young	Professional services	KPMG
ESPN	Sports entertainment	Bleacher Report
Estee Lauder	Cosmetics	Chanel
Etsy	eCommerce for handmade goods	Bonanza
Eventbrite	Event management and ticketing	Eventdex
Everlane	Clothing retailer	The Real Real
Evite	Online invitations	Party Signup
Expedia	Online travel agency	Booking.com
Fabletics	Women's athletic wear	Ares Sportswear
Facebook	Social media	LinkedIn
Family Dollar	Discount store	Dollar General
Fashion Nova	Fast Fashion retail	Boohoo
Ferrara	Candy company	Just Born
FirstMark Capital	Venture capital	Capstar Partners
FitBit	Activity trackers	Garmin
For Love and Lemons	Women's clothing	Peekaboo Beans

Woke Organization	Description	Alternatives
Ford Motor Company	Automobile manufacturer	Subaru
Four Seasons Hotels & Resorts	Hotels	Wyndham
Ganni	Apparel	QUIZ Clothing
Gap	Clothing	Christopher & Banks
Gatorade	Beverages	Sqwincher
General Electric	Conglomerate	None, stay away
Geico	Insurance	AllState
General Catalyst	Venture capital	BigCommerce
General Mills (Cheerios, Bisquick, Haagen Dazs, etc)	Processed foods	Kerry Foods
General Motors	Automobile manufacturer	Subaru
Giant Eagle	Supermarket	Weis Markets
Gilead Sciences	Biopharmaceutical company	Novartis
Glossier	Cosmetics	SkinLabo
Go Daddy	Internet domain registration	Bluehost
Goldman Sachs	Investment banking	Morgan Stanley
Goodreads	Social cataloging	Bookly
Google	Search engine	Brave
GrubHub	Online food delivery	Deliveroo
H&M	Clothing	Forever 21
H&R Block	Tax preparation	TurboTax
Hachette	Publishing company	SAGE Publishing
Harper Collins	Publishing company	SAGE Publishing
Harris Teeter	Supermarket	Weis Markets
Harry's Inc.	Men's shaving equipment	Schick
Hasbro	Toy manufacturer	Konami
Haus Labs	Cosmetics	SkinLabo
Hershey	Candy company	Nestle
Hess	Energy/oil	ConocoPhillips
Hewlett Packard	Information technology	Samsung
Hilton	Hotels	Wyndham
Honest Beauty	Cosmetics	SkinLabo

Woke Organization	Description	Alternatives
Hooker Furniture Company	Furniture	Bassett Furniture
Hotel Tonight	Online travel agency	Booking.com
Hulu	Online streaming service	Redbox
Hummel	Sportswear	None, stay away
Hyatt Group Hotels & Resorts	Hotels	Wyndham
IBM	Technology	Adaptive
IHG Hotels & Resorts	Hotels	Wyndham
Impossible Foods	Food, plant-based alternatives	Tyson Foods
Indeed	Online Recruiting	ZipRecruiter
Ingersoll Rand	Industrial products	Lennox International
Insight Partners Leadership	Venture capital	BigCommerce
Instacart	Online grocery delivery	Blue Apron
InstaCart	Internet grocery delivery	FreshDirect
Intel	Semiconductor chip maker	AMD
Intelligensia Coffee	Coffee roasting	Java City
Intuit	Financial software	Sage
Jazz Lincoln Center	Entertainment	None, stay away
Jeep	Automobile manufacturer	Subaru
Jeni's Ice Cream	Ice cream	Velvet Ice Cream
JetBlue	Airline	Frontier Airlines
JLL	Real estate services	Kidders Matthews
Johnson & Johnson	Pharmaceutical	AstraZeneca
JP Morgan Chase	Banking	Morgan Stanley
Justeattakeaway.com	Online food delivery	Deliveroo
Kate Spade	Fashion designer	Michael Kors
Kellogg Company	Food manufacturing	General Mills
Kenneth Cole	Clothing designer	Perry Ellis
Khosla Ventures	Venture capital	BigCommerce
Kind	Snack foods	Quest Nutrition
Kitchen Aid	Home appliances	Appliance Factory
Kohl's	Department store	Burlington Coat Factory
Kraft Heinz	Food manufacturing	Nestle

Woke Organization	Description	Alternatives
Kroger	Supermarket	Weis Markets
La Colombe	Coffee	Java City
Lego	Toys	Vivid Imaginations
Leidos	Research company	Raytheon Intelligence & Space
Levi Strauss & Co.	Clothing	Wrangler
LinkedIn	Business/employment social media	New Work
Lipslut	Cosmetics	Lashify
Live Nation Entertainment	Entertainment/tickets	StubHub
Lockheed Martin	Aerospace and defense manufacturer	General Dynamics
Loop Capital Markets	Venture capital	BigCommerce
Love Beauty & Planet	Haircare and skincare	None, stay away
Lowe's	Home products	Home Depot
Lucozade	Soft drink	Nestle
Lululemon	Athletic apparel	Asics
Lush Cosmetics	Cosmetics	Avon
Lyft	Online ride sharing	Careem
M & T Bank	Bank	PNC Bank
Mac Cosmetics	Cosmetics	Avon
Macmillan	Publishing company	SAGE Publishing
Macy's	Department store	SkinLabo
Madewell	Clothing	Wrangler
Mailchimp	Email marketing	Constant Contact
Major League Baseball (MLB)	Baseball	None, stay away
Major League Soccer (MLS)	Soccer	None, stay away
Marc Jacobs	Fashion designer	Michael Kors
Marriott	Hotels	Wyndham
Mars	Food manufacturing	Nestle
Mastercard	Credit card services	Visa
Match.com	Online dating	eHarmony
Mattel	Toy company	Hasbro
Mattress Firm	Mattress retailer	MyPillow
McDonalds	Fast food chain	Wendy's

Woke Organization	Description	Alternatives
McKesson Corporation	Healthcare company	EMIS Group
McKinsey & Company	Management consulting	Endava
Merck	Pharmaceutical	AstraZeneca
Merrill Lynch	Investment management	Morgan Stanley
MetLife	Insurance	Northwestern Mutual
Michael's	Arts and crafts	Hobby Lobby
Microsoft	Technology	SAP SE
Milk Makeup	Cosmetics	Laura Mercier
Miller Brewing Company	Beverages	Heineken
Misfits Market	Online grocery delivery	Imperfect Foods
Molson Coors	Beverages	Heineken
Mondelez International	Food and beverage	Nestle
Morphe	Cosmetics	Avon
Mutual of Omaha	Health insurance	Colonial Life
Nabisco	Snack foods	Nature's Bakery
Nascar	Automobile racing	None, stay away
National Basketball Association (MBA)	Basketball	None, stay away
National Football League (NFL)	Football	None, stay away
National Hockey League (NHL)	Hockey	None, stay away
Native	Deodorant	OnMarc
NCAA	Collegiate athletics	None, stay away
NetFlix	Online streaming	Sling TV
Neutrogena	Cosmetics	Avon
Newell Brands	Consumer/commercial products	Proctor & Gamble
Newmark	Real estate services	Collier's International
NextDoor	Social networking	OneRoof
Nike	Athletic equipment	Asics
Nordstrom	Department store	Bloomingdale's
Office Depot	Office supplies	Costco
OhioHealth	Healthcare system	MetroHealth
OK Cupid	Online dating	eHarmony
Olay (Oil of Olay)	Cosmetics	Avon

Woke Organization	Description	Alternatives
Old Navy	Clothing	Land's End
Oracle	Computer technology	CGI
Oreos	Cookies	Store brand
Orvis	Sporting clothes and accessories	Cabela's
Otherwise Incorporated	Design agency	Cerebro Inc.
Outback Steakhouse	Restaurant chain	Cracker Barrell
Pacifica Beauty	Cosmetics	Avon
Pacsun	Clothing	Boot Barn
Paper Source	Paper products (stationery)	Office Choice
Paramount	Entertainment	Sling TV
Patagonia	Outdoor clothing	Columbia Sportswear
Paypal	Online payments	Authorize.net
Peloton	Exercise equipment	BowFlex
Penguin Random House	Publishing company	SAGE Publishing
Pepsi/Frito-Lay/Cracker Jacks/Jills	Soft drink	Store brand
Petsmart	Pet supplies	PetCo
Pfizer	Pharmaceutical	AstraZeneca
Pinterest	Social media photo sharing	Snapchat
Plaid	Technology - financial	Finicity
Planet Fitness	Gym	Drop Fitness
Pop Tarts	Snack foods	None, stay away
Popflex Active	Workout wear	Blogilates
Prabal Gurung	Fashion designer	Michael Kors
Predxion	Medical diagnostics	None, stay away
Proctor & Gamble/Pantene	Consumer goods	Kimberly-Clark
Progressive Insurance	Insurance	AllState
Prudential Financial	Financial services	Morgan Stanley
Puma	Athletic shoes	Asics
PwC	Professional services	Highpoint Solutions
Quaker Oats Company	Cereal	Nestle
QVC	Shopping television station	Pitchbook
Ralph Lauren	Fashion designer	Michael Kors

Woke Organization	Description	Alternatives
Raymond James	Financial services	Morgan Stanley
Reddit	Social media	Digg
Redfin	Real estate services	OpenDoor
Reebok	Athletic shoes	Asics
REI Co-op	Gear and clothing	North Face
Richer Poorer	Clothing	Deadsoxy
Rivian	Automobile manufacturer	Tesla
Safeway/Albertsons	Grocery chain	Weis Markets
Saks 5th Avenue	Department store	Bloomingdale's
Salesforce	Software CRM	FreshSales
SAP	ERP Software	SAS Institute
Savage x Fenty	Lingerie	Fynd
ScotiaBank	Banking	TD Bank
Sephora	Cosmetics	Avon
ServiceNow	Software	Jira
Seventh Generation	Eco-friendly products	McGean
SHEIN	Women's clothing	AMARO
Shopify	e-Commerce	Squarespace
Simon & Schuster	Publishing company	HarperCollins
Skillshare	Online learning	Domestika
Slack	Instant messaging	Rocket.Chat
Slow Ventures	Technology investments	Garage Technology Ventures
Snap	Technology company	Quibi
Sodastream	Home carbonation appliance	Drinkmate
Sodexo Magic	Food management	Aramark
Sodexo USA	Food management	Aramark
Softbank	Electronics	Mixi
Sonos	Audio products	Audio Pro
Sony Interactive Entertainment	Video games	Nintendo
Sound Ventures	Venture capital	None
Southwest Airlines	Air travel	Spirit Airlines
Spanx	Intimate apparel	Bare Necessities

Woke Organization	Description	Alternatives
Spark Capital	Venture capital	Unitas Capital
Square	Payment processing	SumUp
Stanley Black & Decker	Tools and hardware	Supreme Group
Starbucks	Coffee	Dunkin Donuts
State Farm	Insurance	AllState
Steelcase	Office furniture	Officescapes
Stitch Fix	Clothing	Wantable
Strava	Fitness tracking app	Tonal
Stripe	Online payments	SumUp
Survey Monkey	Online surveys	Constant Contact
SVB Bank	Bank	Comerica
Sveda Vodka	Vodka	Grey Goose
Sweetgreen	Restaurant chain	Panera Bread
Swiss Air	Air travel	Swiss International Airlines
Synchrony	Financial services	Ally Financial
T. Rowe Price	Investments	Fidelity Investments
Tampax	Tampons	Playtex
Target	Retail store	Walmart
Tesla	Electric vehicles	None, stay away
Teva	Pharmaceutical	Abbott
TGI Friday's	Restaurant chain	Olive Garden
That Game Company	Video games	HitPoint
The Body Shop	Cosmetics	Avon
The New York Times	Newspaper	The New York Post
Thrive Market	Natural food retailer	SnackNation
Tiffany & Company	Jewelry retailer	Pandora Jewelry
Tiktok	Trash	Rumble
Tinder	Online dating	Badoo
Tito's Vodka	Vodka	Grey Goose
T-Mobile	Mobile phone	Spectrum
Tory Burch LLC	Fashion, clothing	Kate Spade
Trillium Asset Management	Investments	Janus Henderson

Woke Organization	Description	Alternatives
TripAdvisor	Online travel agency	Orbitz, Trivago
Trout Unlimited	Non-profit water preservation	None, stay away
Truist Financial	Bank holding company	PNC Financial Services Group
Twilio	Communications technology	Vonage
U.S. Armed Forces	Military	None, stay away
U.S. Men's National Soccer Team	Soccer	None, stay away
Uber	Ridesharing	Cabify
Ubisoft	Video games	Nintendo
Ugg	Shoes	Bearpaw Boots
ULTA	Beauty stores	Sephora
Ulta Beauty	Cosmetics	Avon
Under Armour	Sports clothing	Asics
Unilever	Consumer goods	None, stay away
United Airlines	Air travel	Spirit Airlines
United Health Group	Health insurance	Anthem
Urlazh	Clothing	None, stay away
USAA	Insurance and financial services	AllState
Vanguard	Investment advisor	Edward Jones
Vans	Shoes	New Balance
Verizon	Mobile phone	Visible
Viacom CBS (Paramount)	Entertainment	Sling TV
Vice Media Group	Media and broadcasting	FanSided
Victoria's Secret	Intimate apparel	ThirdLove
Virgin Atlantic	Air travel	Jet2
Vistaprint	e-Commerce	CustomInk
VMWare	Computer technology	Citrix
Vox Media	Internet media	FanSided
Walmart	Department store	Costco
Warburg Pincus	Private equity	KKR
Warby Parker	Eyeglass retailer	MyOptique Group
Warner Media	Media and broadcasting	FanSided
We Work	Coworking space provider	LiquidSpace

Woke Organization	Description	Alternatives
Wells Fargo	Bank	PNC Bank
Whole Foods	Supermarket	Weis Markets
Williams Sonoma	Cookware and appliances	Crate and Barrell
Wrigley	Chewing gum	Dentyne
Yahoo Inc.	Search engine	Brave
Yelp	Directory service	Foursquare
YouTube	Videos	Rumble
Zendesk	Software	Freshdesk
Zillow	Online real estate	Realtor.com
Zola	Online wedding services	MyWedding
Zoom Video Communications	Remote video conferencing	GoToMeeting
Zynga Games	Mobile games	Riot Games