



Written by [Selwyn Duke](#) on June 12, 2020

Bankrolling Beelzebub: Big Biz Gives the Alt-left, Including BLM, \$454 MILLION

Question: What's the main difference today between the average politically correct university and your typical large corporation?

Answer: The size of their bank accounts.

Too often now big business, like academia, is in thrall to cultural revolutionaries. Given this, it's perhaps not surprising that, motivated by the George Floyd police-war-on-blacks lie, corporate America has given a whopping \$454 million to leftist groups and causes — even those as radical as agitator group Black Lives Matter (BLM).



The biggest spenders are, Breitbart [reports](#):

Sony Music — a fund “to support social justice and anti-racist initiatives around the world” — \$100 million

Walmart — a new racial equity center — \$100 million

Warner Music — campaigns against violence and racism and social justice causes related to music industry — \$100 million.

Nike — “Organizations that put social justice, education and addressing racial inequality in America at the center of their work” — \$40 million

Alphabet/Google — various organizations, starting with \$1 million each to Center for Policing Equity and Equal Justice Initiative — \$12 million

{modulepos inner_text_ad}

While to the uninitiated the above causes may sound innocuous enough, or even praiseworthy, know that “social justice,” “racial equity,” and even “racial equality” have become euphemisms for social engineering that itself is often racially discriminatory.

Then there are the piker companies that like to effect their value-signaling on the cheap. They are, Breitbart also informs:

Etsy — \$500,000 to the Equal Justice Initiative, \$500,000 to Borealis Philanthropy's Black-Led Movement Fund, and match any employee donations — \$1 million.

Yelp Foundation — Equal Justice Initiative and NAACP Legal Defense and Educational Fund — \$500,000

H&M — NAACP, ACLU, and Color of Change — \$500,000

Levi's — \$100,000 to the ACLU and \$100,000 in grants to Live Free USA — \$200,000

Lululemon — the [Minnesota Freedom Fund](#) — \$100,000



Written by [Selwyn Duke](#) on June 12, 2020

It's a good idea to peruse Breitbart's whole list so you can make informed buying decisions. But the website tells us that the companies donating to BLM — whose members, along with other leftist insurrectionists, are currently occupying part of downtown Seattle as an invading force and have declared the area their own nation — are Cisco, Microsoft, Intel, and Glosser.

Putting aside the leftist organizations' efforts at undermining Western civilization, funding them is a classic case of facilitating the wrong "cure" due to accepting a wrong diagnosis. For what truly ails black America today has nothing to do with "racism."

Rather, at "the root of most of the problems black people face is the breakdown of the family structure," [wrote](#) George Mason University professor Walter E. Williams last year. "Slightly over 70 percent of black children are raised in female-headed households."

"According to statistics about fatherless homes, 90 percent of homeless and runaway children are from fatherless homes; 71 percent of pregnant teenagers lack a father figure; 63 percent of youth suicides are from fatherless homes; 71 percent of high school dropouts come from fatherless homes; and 70 percent of juveniles in state-operated institutions have no father," Williams continued.

"Furthermore, fatherless boys and girls are twice as likely to drop out of high school and twice as likely to end up in jail." Of course, none of this is new or should be news to anyone.

Some will attribute the above problems to the "legacy of slavery." We can know this is bunk because, as Williams points out, the black family was in far better shape a century ago — closer to slavery times. In the late 1800s, in fact, "depending on the city, 70 percent to 80 percent of black households were two-parent," Williams also informs.

Now, getting back to BLM, here's a quite apropos kicker: On the organization's "Guiding Principles" page under the "Black Villages" tab, it [states](#), "We are committed to disrupting the Western-prescribed nuclear family structure requirement by supporting each other as extended families."

In other words, BLM has essentially promised to exacerbate the main problem plaguing black America! Good job, Deep Business; this is what you're funding. Give yourself a big pat on the back — with a 100-lb anvil.

By the way, BLM has apparently decided that honesty is not the best policy for a civilization destroyer and has "disappeared" its Guiding Principles page. Its [former URL](#) now bears the message, "Sorry, but the page you were trying to view does not exist."

Ah, but it still does, BLM, [right here](#) at an Internet archiving service. Busted.

So it's not just that a good slice of corporate America is wasting money, but that it's actually funding evil. Moreover, could you imagine the good that could be done if the \$454 million were directed toward black America's actual problems?

As to this, Reverend Jesse Lee Peterson has identified the core issue, [stating the obvious](#), as a lack of "moral character." Also obvious is that the remedy for immorality is morality. To be precise, if morality came in a jar, on the ingredients label would be *virtues*.

Virtue is a universal, needed by all people of all colors and creeds. Examples of virtues are charity, chastity, courage, diligence, kindness, faith, hope, honesty, fortitude, justice, temperance, prudence, patience, forgiveness, humility, and love.

Also know that virtues aren't just different "values," flavors of the day, but reflect a universal — Truth



Written by [Selwyn Duke](#) on June 12, 2020

— which itself comes from God.

If all that corporate money were devoted to faith-based programs emphasizing the virtues, personal responsibility, legitimate education and skills development, marriage and family formation, and faith instead of grievance nurturing, some good could actually be done.

But the truth is that the corporations here mainly care about money, just as BLM mostly cares about power and destroying what it hates. To them, black lives matter — as, respectively, patrons and pawns.

Photo: Sushman / iStock / Getty Images Plus

Selwyn Duke (@SelwynDuke) has written for The New American for more than a decade. He has also written for The Hill, Observer, The American Conservative, WorldNetDaily, American Thinker, and many other print and online publications. In addition, he has contributed to college textbooks published by Gale-Cengage Learning, has appeared on television, and is a frequent guest on radio.



Subscribe to the New American

Get exclusive digital access to the most informative, non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.

Subscribe