



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

PRESS RELEASE

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## ***Dr. Bronner's Announces Funding Recipients of 2024 All-One Canada Initiative***

### ***Fifth Year of Giving Program Reflects Top-Selling Natural Soap Brand's Commitment to "Global Mission and Local Impact" in Canada and Beyond***

**VISTA, CA** – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, is proud to announce the 2024 recipients of funding through the company's All-One Canada Initiative. All-One Canada is a chapter of Dr. Bronner's All-One International Initiative that seeks to ensure mission-aligned advocacy is supported in markets that Dr. Bronner's sells its products in. The initiative supports grassroots organizations and changemakers all over the globe that work to build thriving communities and steward a healthy planet. Since 2020 Dr. Bronner's All-One Canada Initiative has given over \$286,000USD (approx. \$396,390CAD). To learn more about the All-One Canada Initiative and the recipients of this program, please visit: <https://www.drbronner.com/blogs/our-community/all-one-canada>.

At a minimum, 1% of Dr. Bronner's sales to the Canadian market each year is donated to local advocacy efforts across three cause areas: social justice, animal advocacy, and environmental sustainability. The All-One Canada Initiative directed a total of \$66,000USD (approx. \$91,474CAD) to five organizations in 2024:

- Social Justice: Black Lives Matter Canada, Groundswell Community Justice Fund
- Animal Advocacy: Animal Justice
- Environmental Sustainability: Indigenous Climate Action, Rivershed Society of BC

"Dr. Bronner's has many Canadian employees and long-standing partnerships in Canada and my children are half Canadian," said Michael Bronner, President of Dr. Bronner's. "We advocate for fair and open trade, and strongly believe in supporting local communities to create positive change. We are really proud of the ways we've been able to help amplify and empower local activists and organizations through our All-One Canada Initiative over the past five years and look forward to having the opportunity to deepen our support for local initiatives into the future."

All-One Canada has been a chapter of Dr. Bronner's All-One International Initiative since 2020 and continues to support local organizations that align with Dr. Bronner's core values. Dr. Bronner's is a brand for all people, rooted in using globally sourced fair trade ingredients from Regenerative Organic Certified suppliers. Dr. Bronner's continues to passionately champion progressive business practices, including capping executive salaries at five times its lowest paid fully vested position and

donating all profits not needed for business development. To date, Dr. Bronner's has donated over \$100 million since 1998 to important causes in North America and around the world.

“Our partnership with Dr. Bronner's has greatly supported our legal efforts in defense of farmed animals and the people who advocate for them,” said Camille Labchuck, Executive Director of Animal Justice, a Canadian advocacy group. “We know that Dr. Bronner's trusts us to do the work that matters for Canadian communities, and that no matter what happens in the halls of political power, Dr. Bronner's is committed to working for a better world in partnership with Animal Justice and the other fantastic organizations supported through the All-One Canada Initiative.”

In 2024 Dr. Bronner's All-One International Initiative supported 34 organizations in 14 different countries. The All-One International Initiative utilizes a stakeholder funding model that fosters a collaborative approach to identifying and reviewing potential partnerships, with crucial local input provided by Dr. Bronner's international staff, distributors, and other partners. Funding from the All-One International Initiative helps local organizations make a positive impact in their communities on company-aligned issues. The global initiative has given away over \$1 million in funding since 2019. Plans for the 2025 program are currently underway, including for All-One Canada.

“Dr. Bronner's support has been crucial to us and our ability to provide grants to a long list of varied grassroots organizations making transformative social changes in Canada,” said Stefanie Gude, a Trustee at Groundswell, Community Justice Trust Fund. “We appreciate that partners like Dr. Bronner's understand that investing in the vital work of local, grassroots organizations and changemakers on the ground is part of the solution to building lasting infrastructures to support new visions for our societies.”

To learn more about the All-One International Initiative and the recipients of Dr. Bronner's global giving program, please visit: <https://www.drbronner.com/blogs/our-community/all-one-international>.

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### **About Dr. Bronner's**

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling brand of soap in the natural marketplace in North America and a leading mission-driven brand worldwide. The company is an independent, family-owned business based in California, committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible personal care and food products of the highest quality, and by dedicating profits to help make a better world. Dr. Bronner's commitment to social justice, environmental sustainability, and ethical business is part of the company's mission to put the “All-One” philosophy printed on the company's iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at 5 times its lowest paid fully vested position and donates all profits not needed for business development. In 2024, Dr. Bronner's generated an estimated \$209 million in net revenue and gave an estimated \$8 million to charitable and activist causes. To-date Dr. Bronner's has donated over \$100 million since 1998, when leadership was transferred to the current generation who runs the company today. The company celebrated 75 years in business in 2023.

For further information, please visit: <https://www.drbronner.com>.

