



DR. BRONNER'S  
**ALL-ONE!**

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

**FOR IMMEDIATE RELEASE**

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## **Dr. Bronner's Announces 2025 Animal Advocacy Funding Recipients**

### ***Top-Selling Natural Brand Celebrates the Transformational Work of Leading Animal Advocacy Organizations***

**VISTA, CA** – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, is proud to celebrate twelve years of its philanthropic commitment to ending the exploitation and suffering of animals. In 2025, Dr. Bronner's dedicated \$200,000 to its animal advocacy funding program, bringing the total funding of this program to more than \$4.8 million since its inception in 2013. The program supports leading organizations that are reshaping food systems by exposing and reducing the suffering of farmed animals, educating the public on the benefits of plant-based diets, creating sanctuaries for rescued animals, and building a more ethical future of food. 2025 recipients of Dr. Bronner's animal advocacy funding program include Animal Outlook, Black Veg Society, Farm Forward, VINE Sanctuary, and Sea Shepherd Global.

"Amid a year marked by continued global crises, activists face extraordinary challenges in funding their crucial work," said David Bronner, Cosmic Engagement Officer (CEO) of Dr. Bronner's. "Through it all, our partners in the animal advocacy movement are steadfast, not only in their efforts to protect animals, but also in taking approaches that address systemic injustices that harm both people and the planet. Dr. Bronner's is proud to continue supporting diverse and innovative efforts to end factory farming, protect ocean wildlife, and educate communities about plant-based living, all while nurturing a culture of empathy and respect for all life."

### **Confronting Industry Deception**

Since 2013, Dr. Bronner's has proudly supported Animal Outlook, a nonprofit that challenges animal agribusiness through undercover investigations and legal advocacy work. Animal Outlook has been at the forefront of the fight for animal protection for three decades, and recently celebrated its 30<sup>th</sup> anniversary as an organization. In 2025, Animal Outlook's powerful advocacy and investigative work exposed the cruelty and suffering animals endure throughout the U.S. and was featured in prominent news outlets including The New York Times and the Los Angeles Times.

"Our end goal is to change minds and menus through our investigations and advocacy," said Ben Williamson, Executive Director of Animal Outlook. "Support from funders like Dr. Bronner's enables us to build the capacity of the animal protection movement, including training animal advocates how to conduct crucial investigations. Shining a light on the horrors that billions of farmed animals experience challenges the status quo. We believe we can stop animal cruelty and deceptive marketing practices in the meat industry, and revolutionize our food system. Building a peaceful society means leaving animals off our plates."

Dr. Bronner's also proudly supports Farm Forward, a nonprofit organization dedicated to ending factory farming and promoting sustainable agricultural alternatives. Farm Forward works to raise

public awareness about the extensive consequences of industrial animal agriculture, including the negative impact of industrial poultry operations on public health. With Dr. Bronner's support, the organization continues to hold the meat industry, retailers, and policymakers accountable to the widespread public demand for healthier, more humane food systems.

### **Driving Plant-Based Demand**

In addition to supporting organizations that investigate and expose the cruelty of industrial animal agriculture, Dr. Bronner's also funds initiatives focused on public education and community engagement, all aimed at transforming minds, communities, and food systems.

Dr. Bronner's animal advocacy funding program has supported Black Veg Society since 2022. This nonprofit works to educate the public, particularly BIPOC communities, on the benefits of veganism and plant-based eating, while building a community centered around healthy, accessible, and sustainable food. Naijha Wright-Brown, an award-winning innovator, entrepreneur, and activist, serves as the Executive Director of Black Veg Society. She uses a variety of advocacy platforms to educate communities about plant-based living, including her podcast "Naijha Speaks," where she discusses veganism from a multicultural perspective. She leads in-person events and festivals such as the Children's VegFest, an annual family event in Baltimore.

### **Challenging the Status Quo Through Sanctuary and Connection**

In addition to funding public outreach initiatives aimed at transforming food systems, Dr. Bronner's is also proud to support work that examines the interconnections between animal oppression and human oppression. VINE is an LGBTQ-led farmed animal sanctuary in Vermont that works for social and environmental justice as well as for animal liberation. In addition to providing care for animal residents, they offer public education programs that cultivate essential values like empathy and respect for differences, such as Pasture Pals and Barnyard Buddies.

"We are grateful for funders like Dr. Bronner's who recognize that systems of injustice, whether against LGBTQ+ communities, other animals, or the planet, are deeply interconnected," said pattrice jones, Co-Founder of VINE. "It is essential to take a holistic approach to these challenges, especially at a time when LGBTQ+ rights are increasingly under attack, the risk of future pandemics linked to animal agriculture persists, and the oppression of human and nonhuman animals remains widespread. Now more than ever we must rally toward a more just and compassionate future—one rooted in care, not cruelty."

### **Defending Ocean Wildlife Through Direct Action**

Dr. Bronner's is also committed to advocating for the lives of marine animals. Dr. Bronner's is proud to support Sea Shepherd Global, an international nonprofit whose mission is to protect marine wildlife and end the destruction of ocean habitats. Sea Shepherd Global engages in direct action campaigns that disrupt illegal activities and expose environmental crimes at sea. Dr. Bronner's funding has supported the maintenance and upkeep of their vessel *MV Emanuel Bronner*, while also contributing to the team's ongoing marine conservation efforts, specifically targeting the illegal trapping of octopus in the Mediterranean.

Dr. Bronner's remains deeply committed to supporting impactful organizations that address animal cruelty and promote climate-conscious, cruelty-free diets through its animal advocacy funding program, which has been in operation since 2013. In addition to this financial support, the company actively advances its values by offering free vegan lunches daily to all on-site employees, providing a comprehensive range of fair trade, organic and vegan products to customers, and providing in-kind<sup>2</sup>

product donations to animal advocacy organizations and events.

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

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling natural brand of soap 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 five 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 that runs the company today. The company celebrated 75 years in business in 2023.

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